

Soft-Tex '08; a Virtual Trade show of Information Technology for Textile-Garments-Fashion-Retail

Fibre2fashion.com which is a renowned name amongst the online B2B marketplaces will be organizing a virtual trade show, Soft-Tex '08. Soft-Tex '08 will be online for one full month starting from 1st march '08 ending on 31st day of the month.

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As officially announced, fibre2fashion.com which is a renowned name amongst the online B2B marketplaces will be organizing a virtual trade show, Soft-Tex '08. Soft-Tex '08 will be online for one full month starting from 1st march '08 ending on 31st day of the month. The trade show aims at fueling the software industry's drive towards providing advanced solutions for smooth progress of the wide-spread Textile-Garments-Fashion-Retail segment (which is what the '.com' caters to). Fibre2fashion, where they offer a horde of services to answer the varied demands of the Textile-Garments value chain, also accommodates software solutions as one of the mainstream channels.

Soft-Tex '08, which is expected to receive quite a substantial visitation of over 1 million prospective customers from across 190 countries, will provide an effective medium for the software solution providers willing to spread their wings wider within the global Textile-Garments industry. The show is indeed, an occasion not to be missed by software companies for effective online branding and promotion of their industry-specific solutions. Soft-Tex '08 arranges to make it all worthwhile for the exhibitors through an extended variety of facilities like EDMs, press releases and newsletter campaigns etc.

With the comprehension, 'Trade shows are about indirect marketing by way of branding', pretty decent response is anticipated from a range of exhibitors like solution providers for ERP, POS, RFID, SCM, CRM, CAD/CAM, PLM as well as Business Intelligence Tools, Dyeing & Printing, Import Export Management, Inventory Control, Production Planning, and Warehouse Management etc. Whilst fibre2fashion's global reach and popularity is the driving force to entertain the ambitions of the exhibiting companies, Soft-Tex '08 offers those helpful tools and effective features to the exhibitors in aid of attracting the massive audience to their specific booths.

Signals indicate that Soft-Tex '08 will be a grand success because of software solution providers and Garment-Apparel companies coming-together for mutual interests. All that said, Soft-Tex '08 promises to be one of fibre2fashion's continued endeavors in the direction of its enduring commitment towards innovation and service offerings; this time, providing a playfield for exhibitors to promote their solutions to a much larger and prospective audience and for visitors to come over and explore lucrative opportunities.

If you are a software solutions provider, please visit [here](#) for more information and registration. If you are someone from the Textile-Garments value-chain, please [watch the space](#) and pay it a visit in the month of March '08.

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For more information, Please contact:

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Ajay Nayak

Executive - Fibre2fashion

+91-79-40012800

26402718

You can also visit www.fibre2fashion.com for more information.