

Intertek Joins Industry Leaders at AAFA's International Product Safety & Restricted Substances Conference

Intertek, a leading provider of quality and safety solutions to a wide range of industries worldwide joined the American Apparel & Footwear Association (AAFA) in its first ever International Product Safety & Restricted Substances Conference, held in Delhi.

New Delhi, Delhi, November 18, 2009 /[India PRwire](#)/ -- Intertek, a leading provider of quality and safety solutions to a wide range of industries worldwide joined the American Apparel & Footwear Association (AAFA) in its first ever International Product Safety & Restricted Substances Conference, held in Delhi. The conference was in collaboration with the Clothing Manufacturers Association of India (CMAI), the AFIRM Group, and the World Federation of the Sporting Goods Industry.

Footwear brands in India are constantly striving to ensure products meet governmental regulations and essential industry standards to compete in the global marketplace. The recent launch of Intertek's new footwear testing laboratory in Gurgaon after the conference will also give major impetus to manufacturers and exporters in India-providing better local accessibility to tackle increasingly stringent safety requirements.

The conference's agenda aimed to bring global brands, wholesalers, testing organizations and supply chain experts together in a powerful discussion of U.S. product safety compliance, the AAFA's restricted substance list, and impending concerns for U.S. and European retailers.

Speaking at the conference, Mr. Dilip Gianchandani, Regional Director, Consumer Goods-Intertek said, "It is a privilege for us to be a part of this conference, providing opportunity to network with many significant national and international traders present in the apparel & footwear industry. Over the years, Intertek has gained great business in India through its global presence, and has been working diligently to enhance quality and safety standards in with customers to boost international trade."

The conference was also attended by Seemanta Mitra, Director of Business Development Technical Services for Intertek Consumer Goods North America, who represented Intertek as an expert in product safety testing. He was joined by Niraj Singh, South Asia Product Safety Manager of Levi Strauss & Co., in a panel to discuss implications of recent substance regulations on the apparel and footwear industry and recommendations for sustaining an effective chemical management program.

Further discussions at the event highlighted the subject of product safety expectations in U.S. and European retail markets, along with effects of the AAFA's newly compiled restricted substances list on both apparel and footwear industries. Leaders left with a dynamic relay of elements to consider in the implementation of effective chemical management programs throughout the supply chain.

Notes to Editor

About Intertek

Intertek (ITRK.L) is a leading provider of quality and safety solutions serving a wide range of industries around the world. From auditing and inspection, to testing, quality assurance and certification, Intertek people are dedicated to adding value to customers' products and processes, supporting their success in the global marketplace. Intertek has the expertise, resources and global reach to support its customers through its network of more than 1,000 laboratories and offices and over 24,000 people in over 100 countries around the world.

For more information, visit www.intertek.com/consumergoods

About AAFA

The American Apparel & Footwear Association (AAFA) is the national trade association representing apparel, footwear and other sewn products companies, and their suppliers, which compete in the global market. AAFA's

mission is to promote and enhance its members' competitiveness, productivity and profitability in the global market by minimizing regulatory, commercial, political, and trade restraints.

For more information, visit www.apparelandfootwear.org

For more information, please contact:

Saumya Sinha
Senior Pr Executive
(L) 9818770331

© copyright 2012 India PRwire (<http://www.indiaprwire.com>)

India PRwire disclaims any content contained in press release. Use of our service is governed by our privacy policy and terms of service.