




TEXPreview

International Trade Fair of Materials for the
Textile and Ready-Made Clothing Industry

A Universe of infinite
combinations!

The Trade Fair

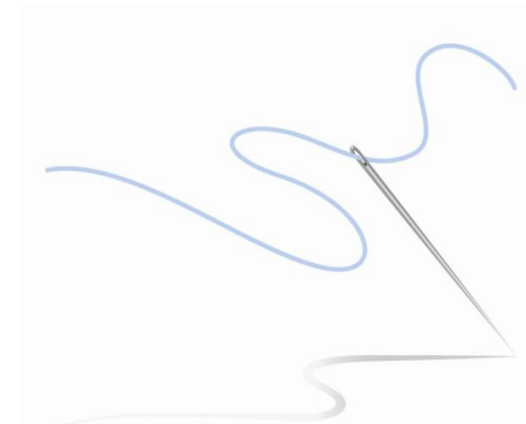
TEXPREVIEW - International Trade Fair of Materials for the Textile and Garment Making Industry

February 22 to 25, 2011

From 2:00 p.m. to 9:00 p.m.

Blumenau - Santa Catarina - Brazil

In a single space, Texpreview gathers a wide variety of materials, new product launches and trends that move business in the textile area and contribute to growth in the sector. The event presents references that will be in fashion throughout the world in the next season, with the launching of Spring-Summer 2011/2012 and High Summer 2012 Preview.



Exhibitors

Companies with a differential in the development of products or services connected with new items in the sector in the areas of:

- Special and differentiated threads
- Fabrics
- Notions and complements
- Chemicals and auxiliary items
- Services, consultant services, teaching and management systems
- Equipment and new technologies
- Specialized press (textile/fashion/retail)
- Pattern and style bureau



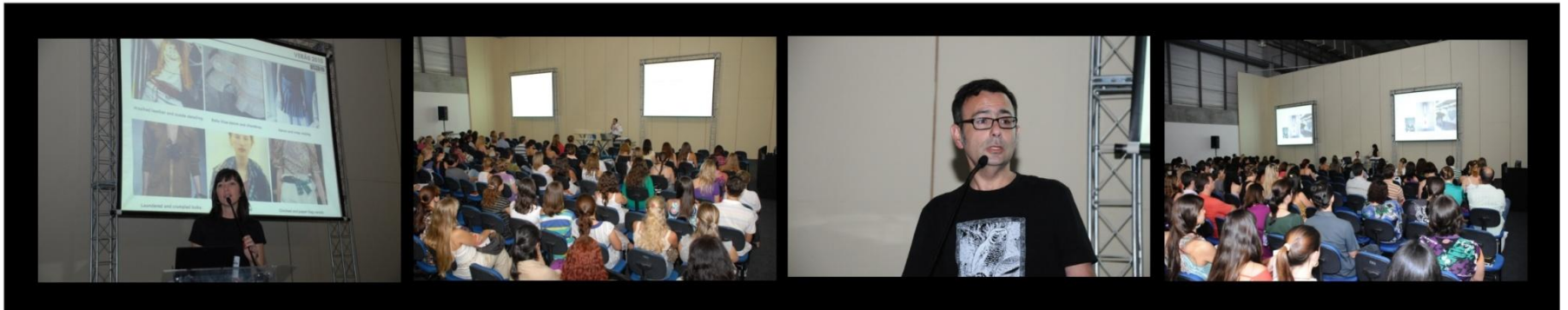
Visitors

Textile entrepreneurs, garment makers, designers and professionals that are active in the areas of creation, product development, production and sales of all fashion sectors.



Information, Fashion and Business Space

Diversified schedule of lectures regarding trends and product launches, where new items are presented in the areas of style, fashion and product development. To complement this interactive center even more, participants have the availability of a print and embroidery pattern bureau.



Trends Forum

A space for professionals to get to know the spirit of the season, interacting with the main products of the exhibiting companies, facilitating business dealings.

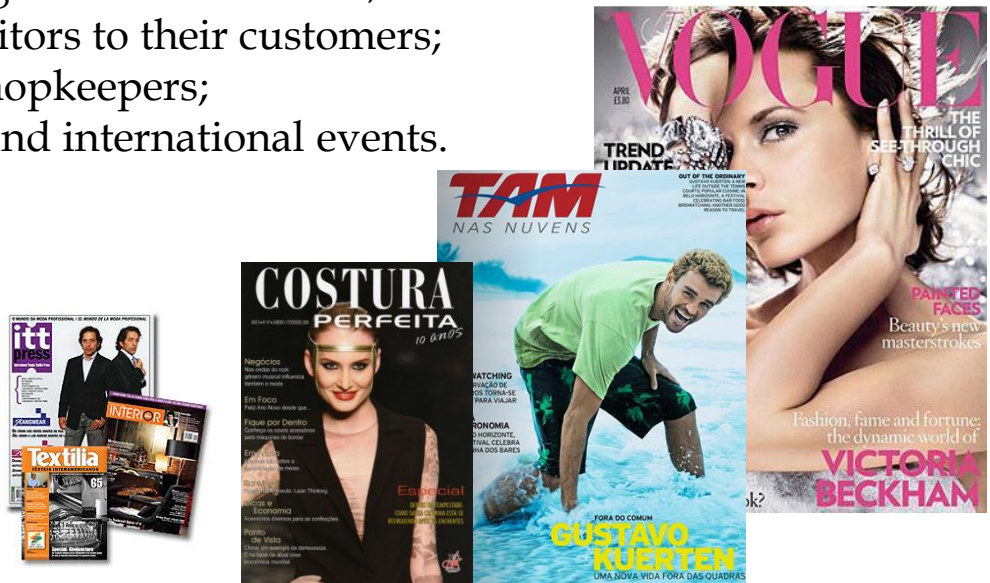


Publicity

Texpreview has a specialized team for communication and publicity of the trade fair before and after the event. Press agent in Blumenau, in the region and in Greater São Paulo serving all means of communication and journalists from Brazil and abroad.

Some focused actions that the trade fair develops:

- E-mail marketing and mailing directed to the visiting public;
- Presence of specialized press, where the largest publishers will be covering the trade fair, maximizing visibility of the exhibitors;
- Announcements in magazines within the sector and business magazines;
- Announcements in international magazines in the sector;
- Sending of invitations through exhibitors to their customers;
- Sending of advance registration to shopkeepers;
- Publicity at trade fairs and national and international events.



Textile Sector – Great Opportunities

Brazil is among the **10 main textile markets in the world**, with 120 thousand establishments and annual sales of US\$ 41 billion.

In the Southern Region, the textile manufacturing center of Brazil, 34 thousand establishments have been installed, which together generate annual sales of US\$ 12 billion. For this reason, Texpreview takes place in the State of Santa Catarina, one of the largest textile centers of the country. Its representation in the apparel lines of plain fabric, knit fabric, bed, table and bath stand out.

Information from Abit (Brazilian Textile Industry Association - Associação Brasileira da Indústria Têxtil), IBGE, IEMI and the Department of Labor.



Location:

Texpreview takes place in Santa Catarina, center of the large textile industries in Brazil and where the largest and most well-known brands in the apparel sector in plain fabric, knit fabric, bed, table and bath are installed.

The trade fair is held at the Parque Vila Germânica in Blumenau, SC, an area of **26 thousand m²**, climate controlled pavilions, Internet and a modern infrastructure within international standards. Situated near the airports of Navegantes, Joinville and the capital Florianopolis, the city has excellent access routes.



Trade Fair Layout

- FIOS E TECIDOS
- AVIAMENTOS E COMPLEMENTOS
- QUÍMICOS E AUXILIARES
- SERVIÇOS, CONSULTORIA, ENSINO E SISTEMAS DE GESTÃO
- TECNOLOGIAS, EQUIPAMENTOS E COMPONENTES
- IMPRENSA ESPECIALIZADA - TEXTIL / MODA / VAREJO
- BUREAUX DE DESENHO E ESTILO
- INTERNACIONAIS

- THREADS AND FABRICS
- NOTIONS AND COMPLEMENTS
- CHEMICALS AND AUXILIARY ITEMS
- SERVICES, CONSULTING SERVICES, TEACHING AND MANAGEMENT SYSTEMS
- TECHNOLOGIES, EQUIPMENT AND COMPONENTS
- SPECIALIZED PRESS – TEXTILE/FASHION/RETAIL
- PATTERN AND STYLE BUREAU
- INTERNATIONAL AREA



Investment

Value per square meter U\$ 250.00m² including standard assembly, electric power, Wireless internet and climate controlled environment.

Items that compose the standard assembly and may be offered by organization:

- 1 table with 3 chairs for each 10m² of contracted area;
- 1 220 volt outlet for each 6m² of contracted area;
- 2 clothes racks of 1.30m height by 1.20m width for each 10m² of contracted area;
- Identification header (1.00mX1.00m) at the entrance of the stand with 1 logo cut out of vinyl;
- Header of 50 cm height through the extension of the stand;
- Flooring: standard covering in 3mm or 4mm carpet in graphite color or similar;
- Basic lighting with fluorescent bulbs in accordance with arrangement presented by the official assembly service;
- Walls of TS, façades with the glass/glass, glass/TS, TS or open option (with preservation of the header);
- Covering with aluminum pergola, in accordance with arrangement by the assembly service

For special assembly, please check with the technical department of Vale Feiras e Eventos.

Promotion and Organization

Promotion

Sintex – Union of Spinning, Knitting and Apparel Manufacturers - a industry category entity that has the most important textile manufacturers as members, seeks to project the Santa Catarina textile sector within the national and international scenario by promoting trade fairs and events. Texfair – International Trade Fair of the Textile Industry, the most important textile trade fair in Latin America, stands out. With 10 editions having already taken place in Blumenau, the event registers a history of success in exhibitors and visitation of buyers in the apparel, fabric, bed, table, bath and decoration sectors.

It is with proven experience that Sintex promotes this trade fair with a focus on fashion trends: Texpreview - International Trade Fair of Materials for the Textile and Garment Making Industry. The event is an evolution of Fematex, with two editions undertaken in Blumenau, SC, and it promises to be a success!

Organization

Texpreview is organized by Vale Feiras & Eventos, a company that since 2007 has also organized Texfair – International Trade Fair of the Textile Industry.

PROMOTION



ORGANIZATION



OFFICIAL TRAVEL AGENCY



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INSTITUTIONAL SUPPORT



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