



# International Textile Value Chain (ITVC) Expo

5, 6, 7 March 2024

Surat International Exhibition &  
Convention Centre (SIECC)



Farm   
Fibre   
Factory   
Fashion   
Foreign 

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## About Organiser

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations and regional chambers in its fold.

The ASSOCHAM National Council on Textile has proposed to organize the first edition of the **International Textile Value Chain (ITVC) Expo at Surat**. The said initiative is inspired by the **5F vision of Hon'ble Prime Minister - Farm to Fibre to Factory to Fashion to Foreign**. The objective is to unleash the Potential of two mega cities (Surat & Tirupur) aligning with the aim to achieve \$100 billion in textiles exports in five years.

The Indian Textile Industry is one of the prominent industrial sector contributing to 14% of total industrial production, 4% to the GDP and 11% to the country's export earnings. A booming economy, growing young population, rising household income levels, growth of organized retail sector, increasing passion for branded and lifestyle products, growth of semi urban and rural markets, increasing working female population etc. is giving rise to the Indian textile markets through newer opportunities.

Globally known for its rich and diverse raw material base, trained manpower, huge domestic market and strong presence in the entire textile manufacturing chain, Indian Textiles and Apparel sector presents limitless and unparalleled business opportunities in India.

## About Expo

The expo is a comprehensive trade fair showcasing innovative technologies, products and developments in the India. It is designed to highlight business prospects and provide opportunities for collaborating with Indian companies for disseminating technology, interaction with experts and R&D Labs for solutions in technology and latest trends. Live demonstration of traditional textile crafts, business fashion shows, concurrent conferences, participation of Indian States, networking events are specialties of the show.

## Why Exhibit

Present your latest product developments face-to-face in a live environment

Raise your company profile and generate new sales leads and orders

Connect with new and existing customers in a cost-effective and time-efficient way

Checkout the new innovation

A series of sponsorship and branding avenues to maximize your brand exposure

# Key Highlights



An inclusive platform understanding and being part of global value chain.



Providing networking opportunities for visitors, such as meet-and-greets, networking sessions and forums.



Interactive displays, such as hands-on activities, demonstrations, and workshops.



Face to face interaction with leading companies.



Showcase technological advancements in the segment.



Exclusive show for promoting innovative & customised products.



300 + exhibitors spread over 10000 sqm.



10,000+ trade visitors spanning 3 days.



Over 1000 + expected B2B's.



Parallel conference along with thematic sessions and fashion show.



Country and state pavilions showcasing global textile capabilities.



Pre-event Industry insight webinar by manufacturers or service providers.

# SURAT: Textile City of Gujarat

(Also known as Silk City of India)

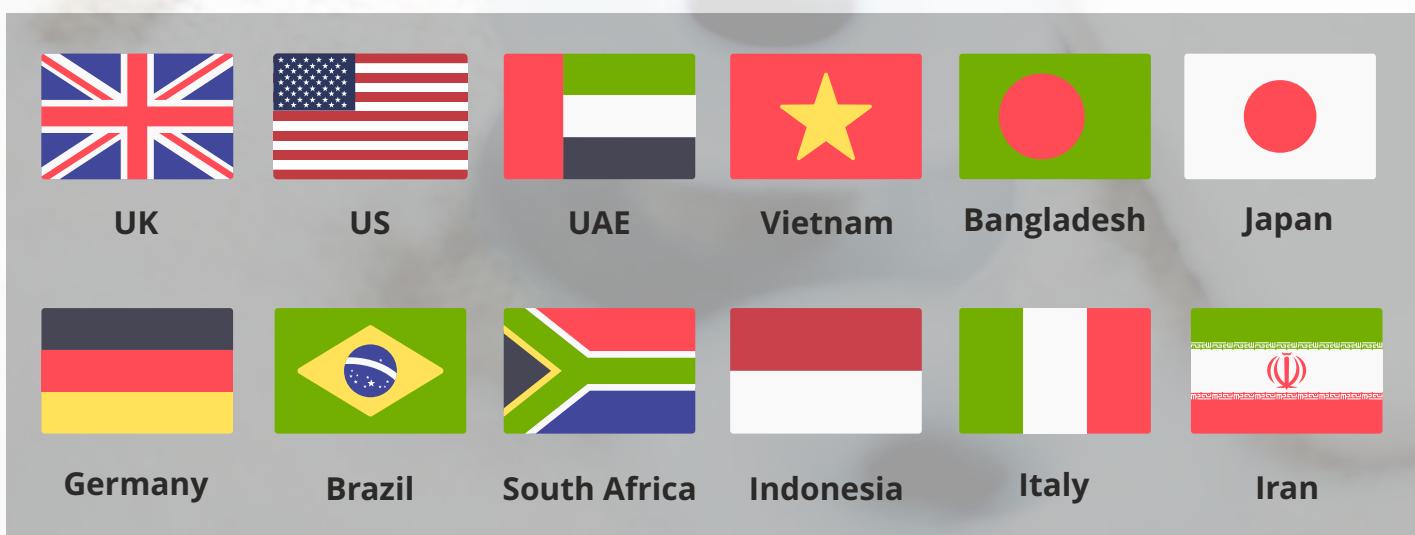
The textile industry is one of the oldest and the most widespread industries in Surat. A major part of the city's population is associated with the textile industry. Surat is well known for its synthetic products market. It is mainly engaged in the production and trading of synthetic textile products. Katat Gam, Magdalla and Udhana are the areas of Surat where manufacturing is mainly concentrated.

- 1 The state achieves top rank in Centre's 'Ease of Doing Business Ranking'
- 2 The city has many textile export clusters
- 3 Maximum number of Textile Park (Five)
- 4 90% of polyester used in India comes from Surat
- 5 Surat has over 450 textile processing units, and around 600,000 power looms
- 6 Over 180 textile markets, 70,000 textile traders or merchant manufacturers
- 7 The City belongs to a largest cotton producer state

## Key Focus Areas



## Focus Country



# Focus Segment



## Visitor's Profile

Serious decision makers from India and overseas who represent international buying houses & buying agents, liaison offices, garment manufacturers & exporters, apparel brands, fashion labels, composite mills, powerloom weavers, knitters, importers, fashion designers, merchant exporters, large-format retail chains, multi brand outlets, e-commerce retailers, departmental stores, specialty stores, home stores, hyper markets, specialty retailers, traditional stores, institutional buyers and interior designers, wholesalers, distributors & trade body representatives.

## Mega Media Campaign

The expo is being promoted aggressively both offline and online, which is the new age media and most effective. A sketch of how this is done and the marketing platforms used are well known:

- Social Media
- Associations & Regional Chambers
- Media briefings
- Newspapers
- Vernacular
- TV & Cable
- In Venue
- Outdoors
- Invitations
- Online Marketing
- Radio FM
- Business Visit

## Participation Cost

	Indian Company (INR Per SQM)	Overseas Company (USD Per SQM)
<b>A. Type of Space</b>		
Built-up space (minimum 9 sqms)	4500	150
Raw space (minimum 18 sqms)	4100	120
<b>START-UPS</b>		
Built-up space (minimum 6 sqm)		20000

## Supporting Partners



RAJKOT CHAMBER OF  
COMMERCE & INDUSTRY



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