

Press

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Press Release

Texworld USA
Javits Convention Center
13 - 15 July, 2010

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Supima to join and support Texworld USA

Messe Frankfurt, Inc. and Supima have decided to join forces in New York City and fold the Supima Premium Fabric Show (PREFAB) into Texworld USA to create an even bigger and higher quality apparel fabric sourcing event for North America.

“Supima is excited and looking forward to moving our Premium Fabric Show (PREFAB) to Texworld USA for the July 2010 show. We feel that Texworld USA’s reputation and the added exposure to buyers will benefit Supima, and more importantly, our licensees. Supima will be able to retain its high value yarn and fabrics in a designated section of Texworld USA and Supima’s licensees will be invited to join the Supima section of the show. The move to Texworld USA will also benefit our customers; almost all of whom attend the event during the week of shows. It’s a busy week for buyers and this will eliminate a trip to another part of the city” commented Jesse Curlee, President of Supima on the decision.

David Audrain, President of Messe Frankfurt USA, stated “having Supima’s support for Texworld USA is terrific! The Supima product is excellent and adding more of their licensees to our leading group of exhibiting mills, enhances the value for the buyers even more. Our goal with Texworld USA has always been to provide the leading exhibition of apparel fabric producers for the American market. We expect this July to be our best show yet!”



A January 2010 survey indicates that 73% of Texworld USA attendees consider cotton a primary area of interest in terms of fiber content. Texworld USA attendees also continue to voice their interest in diversified sourcing options combining overseas and domestic US resources. These buyer trends, along with the popularity of Texworld USA among a wide range of manufacturers and retailers – from design-savvy mass market to luxury – ensure that Supima licensees be well-received at the July show.

Supima

The name "Supima®" is a licensed trademark owned by Supima and its members. It is used to promote textile and apparel products made of 100% American Pima cotton, and is strictly controlled by the grower organization. Supima is an abbreviation for Superior Pima. For further information, please visit www.supima.com

July 2010

The ninth edition of Texworld USA will take place July 13 - 15, 2010 at the Javits Convention Center in New York City.

For further information, please visit www.TexworldUSA.com.

Background information on Messe Frankfurt

With annual revenues of € 424 million* and over 1,500 employees around the world, Messe Frankfurt is Germany's biggest fair and exhibition company. The corporate group has a global network of 28 subsidiaries, five branch offices and 52 international sales partners, which represent Messe Frankfurt in over 150 countries of the world. Events 'made by Messe Frankfurt' are held at over 30 venues worldwide. In 2009*, the Messe Frankfurt group organised over 90 fairs, more than half of them outside Germany. At present, the Exhibition Centre can boast 578,000 square meters of ground space with ten exhibition halls and a congress centre. The company is publicly owned with 60 percent held by the City of Frankfurt and 40 by the State of Hesse.

Further information: www.messefrankfurt.com

Messe Frankfurt, Inc.

The North American headquarters of Messe Frankfurt in Atlanta is currently producing trade shows in the USA, Canada and Mexico across various industries. For more information about Messe Frankfurt, Inc. please visit our website at www.usa.messefrankfurt.com.



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Messe Frankfurt textile trade fairs around the world:

Group of Interstoff

- Interstoff Asia Essential – Spring (17 - 19 March 2010), Hong Kong
- Intertextile Beijing Apparel Fabrics (30 - 1 March/April 2010), Beijing, China
- Yarn Expo (30 - 2 March/April 2010), Beijing, China
- Intertextile Pavilion at Shenzhen International Apparel Fair (8 - 10 July 2010), Shenzhen, China
- Texworld USA (13 - 15 July 2010), New York, New York
- Yarn Expo (24 – 26 August 2010), Shanghai, China
- Texworld (13 - 16 September 2010), Paris, France
- Interstoff Asia Essential - Autumn (6 - 8 October, 2010)
- Intertextile Shanghai Apparel Fabrics (19 - 22 October 2010), Shanghai, China

