



GOTEX
SHOW

INTERNATIONAL **TEXTILE FAIR**

2016

SEPTEMBER 20th
to SEPTEMBER 22nd

Review 2016

VENUE:



EXPO CENTER NORTE
Centro de exposições e convenções

INSTITUTIONAL SUPPORT:



SÃO PAULO
CHAMBER OF
COMMERCE



CECIEX



SEDEC
SECRETARIA DE ECONOMIA
DESENVOLVIMENTO E COMÉRCIO



GOVERNO DO
**MATO
GROSSO**



DESENVOLVIMENTO



**EUROMONITOR
INTERNATIONAL**



ABRAVEST
Associação Brasileira de Vestuário



Sincateva
Associação dos Indústrias e Exportadores de Têxtil,
Vestuário e Afins do Estado de São Paulo

MT FOMENTO
DESENVOLVIMENTO E COMÉRCIO
DO ESTADO DE MATO GROSSO



MATO GROSSO

FECOMERCIO SP



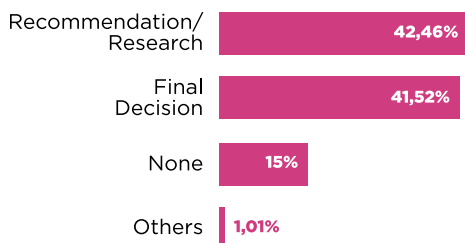
CDL
Bom Retiro

GOTEX SHOW 2016 - GO TEXTILE SOURCING SHOW

Fashion fabrics, fibers, yarns, trims, new technologies, printing, home textile and garment were exhibited at the 4th edition of the **GOTEX SHOW** - International Textile Fair, from September 20th to 22nd, 2016 at Expo Center Norte in the city of Sao Paulo, Brazil.

GOTEX Show contributes to companies contact new suppliers, expand their markets by creating an opportunity to export and also import good quality differentiated products from around the world. A meeting place for the industry, commerce and fashion.

Visitor's Decision Level



Brazilian and international exhibitors from Peru, Pakistan, China, South Korea and USA presented solutions for the entire textile production chain from raw material to finished product.

GOTEX SHOW has been consolidated in the last four years as an international platform for the textile sector, offering business opportunities, prospecting new clients and professional networking. The event featured business matchmaking and seminars that enriched visitor's participation and exhibitors.



"I attend GOTEX for several editions. I met in previous editions good suppliers to my products line. I am always attentive to the newest trends and in this last edition I made contact with suppliers of fixtures and accessories. Even with the market a little withdrawn I believe opportunities happen" **Ms. Constantina Luna** - owner of CONFECÇÕES LUNA.



"GOTEX Show brought me good business last year when we met two suppliers so we couldn't miss the show this year and fortunately I won an iPad mini" **Luciana Silva** - R&D at FOCUS Têxtil.

GOTEX Show promoted business and professional networking within the presence of Brazilians and international exhibitors.

Innovation, Nanovetores surprised the press and visitors bringing products with the highest technology. Among the attractions for applying their nanotechnology in fabrics are pants with moisturizing and anti-cellulite properties to be launched soon at Brazilian market, also available fabrics with citronella - natural repellent against insects - and fabrics with fragrance.

"We did a pre-work and invited our clients and partners to visit us here at the event. In the show we made interesting contacts with companies looking for innovative solutions" spoke **Mr. Herman Contreras**, sales representative at Nanovetores.



For the third time exhibiting at GOTEX Show, Mr. Juan Orozco, sales manager of the **Peruvian Manufactures Showroom** highlighted the public great interest at the Peruvian products. *"The visitors and buyers were very interested. They know the quality of Peruvian cotton and its differential advantage. We were able to show our product to a qualified and target audience. Strengthen the value of our product".*

Keer is one of America's largest cotton producers with 100% cotton yarn manufacture and headquarters in the USA.

"This is the first time we have participated in a trade show in Brazil. We are currently expanding market. The company strategy embraces Mexico to Argentina. We already have great contacts and are negotiating in Brazil." Pronounced **Mr. Rene J. Martinez.**

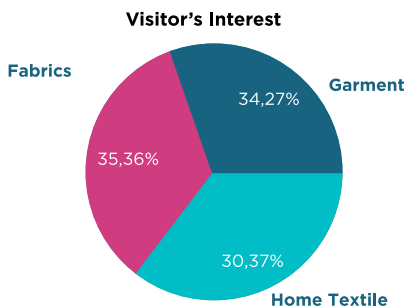
In the lingerie segment representing an intimate fashion manufacturing center from the city of Juruaia, Brazil, the company Toque Brasil brought the portfolio of 23 associated companies.

"We closed good business for the group. The show brought us excellent results. Our expectation is to be back in the next edition." Spoke **Ms. Lucia Onório,** marketing.

Also in the lingerie fashion segment the brand **Bressan** - 12 years market experience - came to the show aiming expand its clients networking.

"The public liked our products for its quality and commercial advantage presented. We were able to achieve this due to a 100% production in our factory

in Juiz de Fora, Brazil." According to local representative **Mr. Carlos Gonzaga.**



First time at the event, **ModaCrea**, Korea's leading textile company presented at GOTEX SHOW its wide fabric portfolio. The company was able to comprehend the Brazilian market and make contacts with potential customers. The brand is a reference in the segment and provides for large retailers in global clothing segment as Zara, H&M and Forever21.

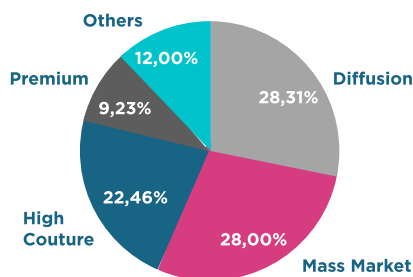
"It was a great experience for us. During the show we could meet local potential buyers and understand much more about Brasil market." According to **Ms. Minyeong Chae.**

Visitor - Country

- 1 - Brazil
- 2 - Argentina
- 3 - Paraguay
- 4 - Bolivia
- 5 - Chile
- 6 - China
- 7 - Peru
- 8 - USA
- 9 - India
- 10 - Panama

Another important representative of the international textile segment present at the show was **Shangtex**. The second largest Chinese exporter in the textile and garment industry Shangtex presented shirts that have been a success within the public. After participating in GOTEX 2015 the group is currently in the process of opening a subsidiary in Brazil.

Visitor's Market Position

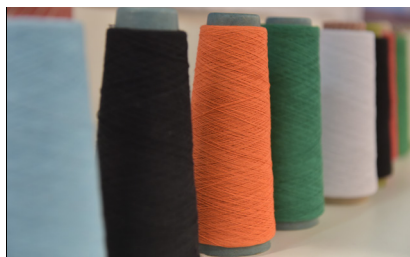


Simultaneous Events

Matchmaking and seminar focused on exports were the attractions on GOTEX Show's second day.



A dynamic way of placing suppliers with potential buyers together, the business matchmakings promoted during the event resulted in **150 meetings** between entrepreneurs and exhibitors from different countries.



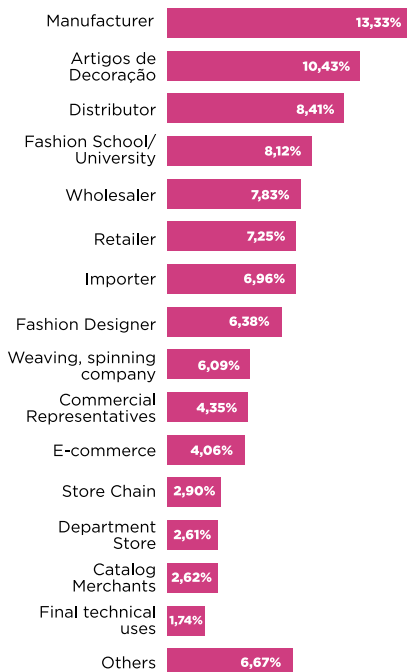
The seminar program began with international business specialist Mr. Mario Pólis, director of EMME Consult, speaking about **"Export and opportunities in a crisis scenario"**.

Then Mr. João Paulo Paixão marketing intelligence from the Arab-Brazilian Chamber of Commerce addressed **"The cultural aspects and negotiation with Arab countries"**.

Sebrae-SP brought two specialists on small and medium-sized companies. Ariadne Mecate presented the lecture **"How the internet can help small businesses"**. Brazil is among the five countries that most access the internet in the world. And **Ms. Beatriz Micheletto** explained the benefits of market research in the **"Know Your Market"**.

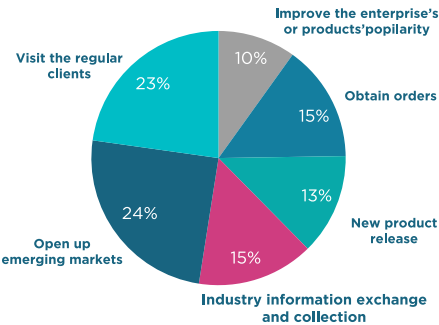


Visitor's - Profile

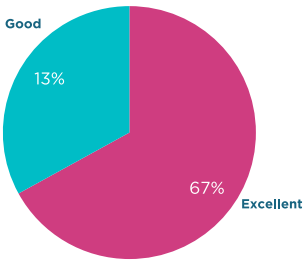


Exhibitor's Satisfaction

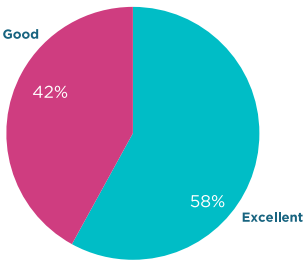
Your purpose of participation?



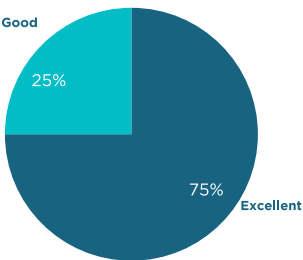
The overall organization level



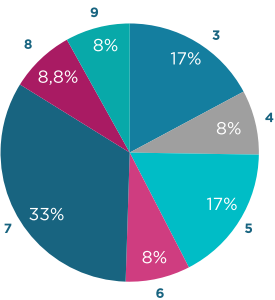
The service level on the spot



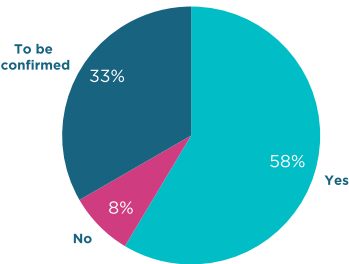
Booth set-up and collocation service level



Evaluation on the buyers' quantity and quality of 2016 GOTEX SHOW (Score: 0 - 10, maximum: 10)



Intention to continue to participate in GOTEX SHOW 2017?



GOTEX FASHION SHOW 2016

Once again GOTEX SHOW hosted the final of the **New Designers Brazil Contest** (NDB), encouraging Brazilian new talents to learn about the international textile chain and promoting integration between fashion students and companies from all over the world.

The NDB Competition aims at students of fashion universities in the State of São Paulo. The candidates develop a collection of four looks each look made with fabric provided by GOTEX exhibitors. 10 finalists chosen by a specialized jury presented their collections in GOTEX Fashion Show and were evaluated by creativity, originality, concept, suitability for the winter season and the theme **"SAMBA - 100 YEARS SETTING THE RHYTHM OF BRAZILIAN SWING"**.



Fernanda Garcia

The 2016 NDB Finalists

Fernanda Garcia - Centro Universitário SENAC Santo Amaro;

Glauber Santasofia - Faculdade Paulista de Artes;

Isabela Boschiero - Istituto Europeo di Design;

Lucas Santos - Universidade Anhanguera de São Paulo Campus ABC;

Marcos Carvalho - Centro Universitário Anhanguera - Unidade Santana;

Pedro Valarino - Centro Universitário SENAC Santo Amaro;

Pipo Acebedo - Faculdades Metropolitanas Unidas;

Priscila Cipriani - Universidade Anhembi Morumbi;

Rebecca Publio - Faculdade Santa Marcelina;

Vitor Shibata - Istituto Europeo di Design.

Fernanda Garcia was the big winner of the contest 3rd edition presenting the collection "Praça Onze", which refers to a historical place, a meeting point for cultural exchanges in the city of Rio de Janeiro where the Samba songs started to be created.



"I am very happy with the investment the show and the competition are making on the new designers. When you win an event of this dimension it is as if the path you have chosen made sense, this feeling is very gratifying". **Fernanda Garcia**, winner of NDB Contest 2016.

The novelty of this year was the popular vote held on Facebook page of the GOTEX SHOW. The internet sweetheart, student **Pedro Valarino**, developed a feminine collection "The turban goes down the hill" which was shared 2,192 times and received 556 likes.



Pedro Valarino

Francesco Bogarin winner of the New Designers Brasil 2015 was the guest of the night presenting 8 looks from the collection "Samba: Pain and Joy". *"I returned to the GOTEX Fashion Show and was able to relive this emotion once again. The contest brought me knowledge and opened many doors"* said the young designer.

MEDIA EXPOSURE

marie claire

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revista
textil
80 anos

SUCESSO

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Mauricio
Herszovich

Comunidad Textil
Noticias del sector Textil - Indumentaria

INFORMAÇÃO MARKETING
iNEGÓCIOS



- Annual Press Service through dissemination of products and exhibitor launches attracting interest from the general and segmented media, as well as contributing to spontaneous media exposure and brand publicity.
- GOTEX Show Daily Newsletter

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TO SEPTEMBER 14TH**

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