



HANDLOOM EXPORT

— NEWS LETTER —

VOLUME NO.6

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MINISTRY OF
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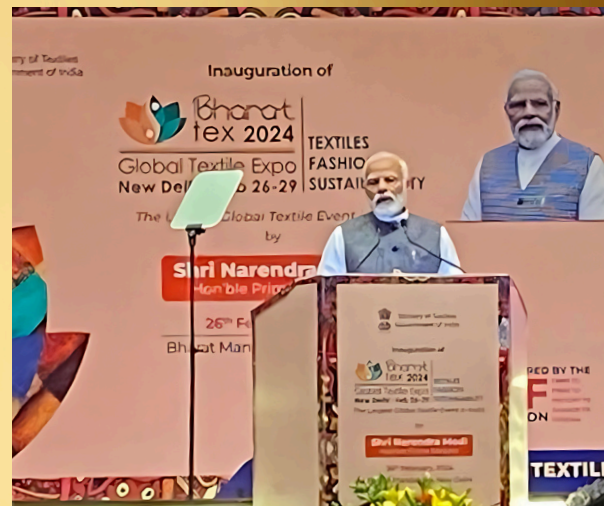
वणिज्य एवं
उद्योग मंत्रालय
MINISTRY OF
COMMERCE
AND INDUSTRY



Bharat
tex 2024

Global Textile Expo
New Delhi | Feb 26-29

TEXTILES
FASHION
SUSTAINABILITY



APRIL 2024

Calendar of events

(Subject to Approval from the Ministry)

S.No	Event Name	Place	Date
1	Hongkong International Hometextiles and Furnishing (Renamed as Home Instyle) Fair	Hong Kong	20 - 23 Apr 2024
2	India Fashion & Lifestyle Show	Japan	04 - 06 Jun 2024
3	Special Sourcing Show (Guwahati)	India	June 2025
4	Texworld	France	01 - 03 Jul 2024
5	HGH India	India	02 - 05 Jul 2024
6	Pure London	UK	14 - 16 Jul 2024
7	Hometextiles Sourcing	USA	16 - 18 Jul 2024
8	Mega Show	Bangkok, Thailand	17 - 20 Jul 2024
9	Sourcing Magic	USA	05 - 08 Aug 2024
10	Apparel & Textile Sourcing	Canada	26 - 28 Aug 2024
11	Special Sourcing Show, Varanasi	India	August 2025
12	Special Sourcing Show (B2B & B2C)	Germany	06 - 08 Sep 2024
13	WHO's NEXT	France	08 - 10 Sep 2024
14	Special Sourcing Show (B2B & B2C)	USA	12 - 15 Sep 2024
15	Hometextile&Design	Russia	17 - 19 Sep 2024
16	Big Ticket Event, New Delhi	India	14 - 16 Oct 2024
17	Special Sourcing Show (Abroad) (B2B & B2C)	Canada	24 - 27 Oct 2024
18	Hong Kong Mega Show	Hong Kong	27 - 30 Oct 2024
19	International Apparel & Textile Show	Dubai	12 - 14 Nov 2024
20	Global Sourcing Expo	Australia	19 - 21 Nov 2024
21	AFL Artigiano (B2C)	Italy	30 Nov - 08 Dec 2024
22	Special Sourcing Show (B2B & B2C)	UK	12 - 15 Dec 2024
23	HEIMTEXTIL	Germany	14 - 17 Jan 2025
24	Domotex	Germany	16 - 19 Jan 2025
25	WHO's NEXT	France	January 2025
26	Spring Fair (Source Home & Gift)	UK	02 - 05 Feb 2025
27	Ambiente	Germany	07 - 11 Feb 2025
28	India Textile Sourcing Fair (RBSM)	India	05 - 07 Mar 2025
29	Special Sourcing Show, Cochin / Kannur (B2B & B2C)	India	March 2025

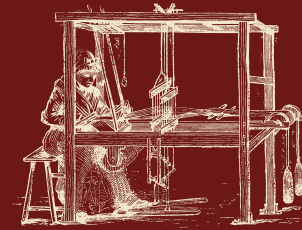


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CHAIRMAN'S COLUMN

Dear Members,

The estimated export of Cotton Yarn/ Fabs. / Made-Ups, Handloom Products etc. has shown positive growth by 6% for the year 2023-24. At the midst of downturn demand in the traditional market, this is highly motivating for the export community and this has been achieved with the hard work and great support of all our member exporters. However, the export of handloom products for the period April 2023 - January 2024 was Rs.962 crore / US\$116.34 million registering declining trend by 20% in rupee terms.

As part of promotion of handloom exports, Council has organized around six international exhibitions abroad during the period January 2024 to March 2024. I sincerely hope these efforts shall be fruitful for the member exporters to increase their business volumes. Besides organizing exhibitions abroad, Council is also coordinating with the state governments for organizing product specific buyer seller meets in the respective state to bring the handloom manufacturers in the international forum.

Council has taken up exporters' issues with the ministry during various meetings to regulate the cost of yarn, freight, packing material and for the export subsidy schemes. Now, the Interest Equalization Scheme has been extended till 30th June 2024 and the scheme of Rebate of State and Central Taxes & Levies (RoSCTL) for made-ups and apparel sector has been extended till 31st March 2026, Remission of Duties and Taxes on Exported Products (RoDTEP) has been extended till 30th September 2024. I would like to take the opportunity to thank the government for their commitment to increase the export trade.

In line with promoting handloom exports, I urge all member exporters to share their suggestion and views for augmenting handloom exports. Your insights are instrumental in shaping our strategies and fostering growth in this sector.

I would like to thank all member exporters of the Council for electing me as Chairman of the Council and for given me an opportunity to serve for the home textile industry. My heartiest wishes to the newly elected Vice Chairman for his successful endeavor.

With warm regards,

Lalit Kumar Goel
Chairman

SPRINGFAIR

At a Glance

Name of the fair	: Spring Fair
Organizer	: Hyve Group Ltd, London
Venue	: NEC Birmingham, UK
Duration	: 4 days (04 th to 07 th February, 2024)
No. of exhibitors through HEPC	: 20 +1

Highlights of the Fair

Total Exhibitors	: 1200+
Total Visitors	: 21,600
Countries Represented	: 15
Exhibit Categories	: Homewares, Textiles, Gifts, Toys

Participants Feedback

Products displayed	: Bedsheet Towel, Outdoor Rugs, Home Textiles, Cushion, Throws, Bags, Table Runner, Handmade Paper Items, Garments, Bamboo Fabric Products, Cotton carry Bags, Shawls / Scarves
Products of interest shown by buyers	: Home textiles, Bags, etc
Spot orders	: 2.18 Crore
Enquiries generated	: 5.19 Crore

Preface

Spring Fair is the marketplace for wholesale Home, Gift, Fashion and Sourcing. Spring Fair is where best sellers are found, relationships are forged and curiosity is piqued. Imagine a treasure trove of new ideas and new trends just waiting to be discovered and displayed in your shop or showroom. The event is held at the NEC Birmingham in February across four days, designed around three key buying destinations - Home, Gift and Moda Fashion.

Spring Fair is a launch pad for diversification bringing people and products together across a number of curated show sectors within Home, Gift and Fashion. The power in diversification is something that can only be explored at Spring Fair, finding something different, and standing out from the crowd.

Sector Spotlight

Gift	: Hall 3, 4 & 5
Home	: Hall 5, 6, 7 & 8
Moda	: Hall 2 & 3
Every day	: Hall 1

Trade and Investments

India - UK bilateral trade (both goods and services) stood at £36.3 billion during the year FY 2022 / 23, an increase of

34.2% or £9.2 billion from 2021/22. Out of the above, India's total imports from UK amounted to £14.7 billion and India's total exports to the UK amounted to £21.6 billion. India was the UK's 12th largest trading partner in this period accounting for 2.1% of UK's total trade.

Total bilateral trade in goods (merchandise) was £18.6 billion, of which India's export to the UK was £10.5 billion while India's import from UK was £8.1 billion and total trade in service were £17.7 billion, comprising of India's export of £11.0 billion and India's import of services from the UK of £6.7 billion. (Source: Department for Business and Trade, United Kingdom).

India invested in 118 projects and created 8,384 new jobs in the UK to retain the position of second-largest source of Foreign Direct Investment (FDI) after the US, according to the Department for Business and Trade (DBT) inward investment statistics for 2022-2023. The number of projects increased and jobs decreased in comparison to the 2021-22 figures of 107 projects and 8,664 jobs. As per the CII- Grant Thornton India meets UK Report 2023, there are 954 Indian companies operating in the UK, with combined revenues of almost £50.5 billion. Together, they paid over £944 million in corporate tax and employed 105,931 people.

UK is the 06th largest inward investor in India, with a cumulative equity investment of US \$33.88 billion (April 2000-March 2023), accounting for around 5.34% of all foreign direct investment into India.

Export of Handloom products to UK in both rupee and dollar terms witnessed a mixed trend and hovering around 25 Million USD. however, during 2022-23 the export has been declined by 50% due to global slowdown.

HEPC's Participation in the Event

As part of various export promotion activities, the participation in Spring fair held at Birmingham, UK during 4th-7th February 2024 was organised by the Handloom Export Promotion Council. The event was organized under National Handloom Development Programme of O/o. Development Commissioner (Handlooms), Ministry of Textiles, Govt. of India.

HEPC participated in Spring Fair with allotted total space of 162 sq. mtrs. (20 member participants + Council's booth. The participants displayed Bedsheet Towel, Outdoor Rugs, Home Textiles, Cushion, Throws, Bags, Table Runner, Handmade Paper Items, Garments, Bamboo Fabric Products, Cotton carry Bags, Shawls / Scarves.

Shri N. Sreedhar, Executive Director, HEPC met Shri Dr. M. Venkatachalam, IFS, Consul General of India, Birmingham on 03rd February, 2024 at his office and briefed him about the HEPC participation in the spring fair and invited him to inaugurate the event.

Shri Dr. M. Venkatachalam, IFS, Consul General of India, Birmingham inaugurated the HEPC pavilion at Spring Fair, Birmingham, UK, (04th - 07th, February 2024) in the presence of Shri Vivek Kumar Bajpai, Additional Development Commissioner of Handlooms, Shri N. Sreedhar, Executive Director, HEPC and other government representatives.

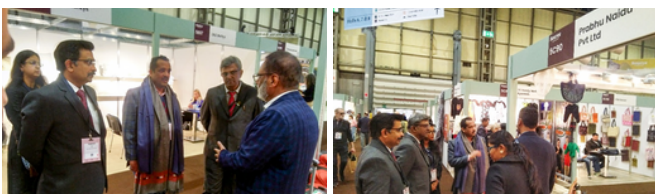


Shri N. Sreedhar, Executive Director, HEPC honoured Shri Dr. M. Venkatachalam, IFS, Consul General of India and Shri Vivek Kumar Bajpai, Additional Development Commissioner of Handlooms during their visit to HEPC central promotional stall and Shri Dr. M. Venkatachalam, IFS, Consul General of India released the exhibitor's catalogue brought out by the Council.



Council had put up a central promotion booth, wherein promotional materials like Handloom Sourcing directory, Brochure of Bharat Tex 2024, fair catalogue, and posters featuring India Handloom Brand and Council's objectives were displayed. Also distributed Council's brochures and flyers of Bharat Tex to the international buyers.

Shri Dr. M. Venkatachalam, IFS, Consul General of India and Shri Vivek Kumar Bajpai, Additional Development Commissioner of Handlooms along with Shri N. Sreedhar, Executive Director visited stands of HEPC's member exhibitors and interacted with their representatives. He appreciated the efforts taken by HEPC by putting up a pavilion from India at the Spring Fair, and the wide-range of products showcased by them, and conveyed his best and wished them good business at the fair.



Meeting with Consul General of India and other UK Delegates

Shri N.Sreedhar, Executive Director, HEPC met the UK delegates Smt Sian Timmins, Head of International Divisions, Birmingham Chamber of Commerce, Shri Ajay Desai, Adviser

Team Manager, Department of Business Trade, Shri Manas Deb, MD, TBS Limited Textile and Graphics Solutions Ltd., Shri Abhishek Tripathi, Vice Chair European Indian Chamber of Business and Industry, Shri Daljit Singh Nandra, MD Coleridge, Clothing Manufacturers Clothing Shops in the presence of Shri Dr. M. Venkatachalam, IFS, Consul General of India, Birmingham and Shri Vivek Kumar Bajpai, Additional Development Commissioner of Handlooms on 06th February, 2024 at the Consulate General of India in Birmingham. He briefed about Bharat Tex and discussed about the UK import trend of Textiles products.



Meeting with Fair Authority



Shri N. Sreedhar, Executive Director, HEPC had a meeting with the fair authorities of Spring Fair, Suzanne Ellingham, Sourcing Director and Pietro Lessi, Key Account Director - Sourcing

joined by Shri S. Johnson Samuel, Assistant Director, HEPC at Spring Fair, Birmingham, UK and discussed about the HEPCs participation in the future event. It was also discussed about the allocation of prominent location for HEPC member exporters. Executive Director emphasized about the better construction stalls in the future participation.

Visitors' attendance

The footfall of the buyers was good on the first day of the event and slowed a bit on the next three days of the fair registering average visitor footfall. It was also observed that few Member Exporters had considerable Buyer visits to their stands However, few exporters felt that the location of their booths were not in a prominent location, and requested HEPC to look for better locations in other halls. As per Members Exporters feedback, participation in the current edition of Spring Fair has enabled them to enter into new markets viz. UK, USA, Africa, Italy, France, Cyprus, Spain, Ireland. Most participants expressed their desire to participate again through the Council in the next edition of Spring Fair. The participants had around 487 visitors and spot order worth Rs.2.18 crore and business enquiries worth Rs.5.19 crore was generated.



intergift

Introduction

The International Gift & Decoration Fair held in Madrid, Spain during 7 - 10 Feb, 2024 once again proved to be a significant event for the gift and decoration industry, showcasing the latest trends, innovations, and designs. With a focus on creativity, craftsmanship, and sustainability, the fair attracted professionals from various sectors, providing a platform for networking, collaboration, and business opportunities.

Key Highlights



Innovative Product Showcase:

Exhibitors at the fair presented a wide array of innovative products spanning various categories such as home decor, fashion accessories, stationery, gourmet gifts, and more. Attendees had the opportunity to explore cutting-edge designs and unique creations that reflected the evolving preferences of consumers.

Sustainability

Sustainability remained a prominent theme throughout the fair, with many exhibitors showcasing eco-friendly products and sustainable practices. From recycled materials to ethically sourced goods, there was a notable emphasis on environmental consciousness and social responsibility within the industry.

Initiatives:



Digital Integration:

The fair embraced digitalization with the integration of technology into various aspects of the event. Digital platforms and virtual showrooms allowed exhibitors to showcase their products to a global audience, facilitating networking and business opportunities beyond the confines of the physical event space.

Networking

The fair provided an ideal platform for networking and collaboration among industry professionals. Attendees had the chance to connect with suppliers, distributors, designers, and other stakeholders, fostering meaningful partnerships and collaborations that drive innovation and growth within the industry.



Educational Seminars and Workshops:

Complementing the exhibition, a series of educational seminars and workshops were held, covering topics such as design trends, retail strategies, sustainability practices, and emerging market opportunities. These sessions provided valuable insights and knowledge-sharing opportunities for attendees looking to stay ahead in a competitive market landscape.



Intergift event, which focuses on gifts and related sectors, other events like Bisutex (dedicated to jewelry and accessories), Madrid Joya (specifically for jewelry), and Momad (focused on fashion) have also taken place concurrently in different halls or sections of the venue. This setup allows attendees to explore a wide range of products and industries all in one location, maximizing their experience and opportunities for networking and business interactions.

Bisutex is the main instrument for the diffusion of trends and novelties in the fashion jewellery, accessories and leather goods sector. Its wide range of exhibitors includes emerging companies and internationally renowned firms.

MOMAD is the largest commercial showcase in southern Europe for the presentation of new fashion collections, trends and innovative brands and retail concepts. MOMAD offers activities and content focused on development, promoting digitalisation, innovation and sustainability, and supporting young designers.

Madridjoya is the largest commercial showcase and main instrument for the dissemination of trends and developments in the jewelry and watchmaking sector in Spain. Madridjoya is the largest commercial showcase and main instrument for the dissemination of trends and developments in the jewelry and watchmaking sector in Spain.

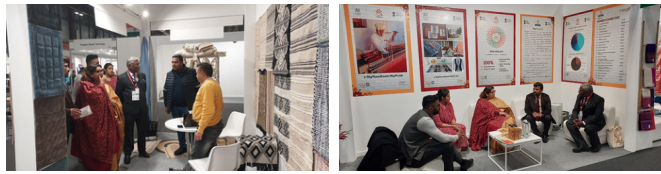
Trade

The bilateral textile trade between India and Spain indeed reflects a mutually beneficial relationship characterized by complementarity and a shared commitment to quality and innovation. Over the years, both countries have witnessed consistent growth in their trade relations within the textile sector, highlighting its significance as a key pillar of their economic partnership. India has emerged as a major exporter of various textile products to Spain, catering to a diverse array of segments such as apparel, home textiles, technical textiles, and traditional handcrafted textiles. These exports encompass a wide range of products, including cotton garments, silk fabrics, woven textiles, knitted fabrics, home furnishings, carpets, and traditional handicrafts. The quality, craftsmanship, and diverse design aesthetics of Indian textiles have garnered appreciation and demand in the Spanish market. Conversely, Spain exports various textile machinery, equipment, and raw materials to India, thereby supporting the manufacturing capabilities of the Indian textile industry. This exchange facilitates the enhancement of production processes and the overall competitiveness of the Indian textile sector.

Furthermore, handloom exports from India to Spain represent a significant segment of the bilateral trade relationship. These handloom textiles are valued for their uniqueness, high quality, and adherence to principles of craftsmanship, authenticity, and sustainability. Spanish consumers, who appreciate these qualities, contribute to the growing demand for Indian handloom products in the Spanish market.

HEPC's participation in the event

HEPC as a market diversification initiative took part in the event for the first time availing financial grant under Market Access Initiative scheme of Ministry of Commerce & Industry, Government of India. The exhibitors displayed the range of home textile, Garments & Textile Accessories, Carpet, Door Mats & Rug products such as Table Cloth, Kitchen Towel, Apron, Oven Mitten, Mini Mitten, Napkin, Runner, Placemat, Shower Curtain, Window Curtain, Pot holder, Double Oven Glove, Beach Blankets, Cushions, Cushion Covers, Shopping Bags, Rugs, Bathmat, Throw, Towel, Placemats, Handloom Gift Boxes, Potli bags, Pouches, Wallets, Saree covers, Carpet, Door Mats, etc.. Out of 20 approved exporters, one of the participants did not attend the event due to last minute refusal of VISA.



Interaction with Exhibitor

Discussion in HEPC Booth

H.E. Dinesh K. Patnaik, Ambassador, Embassy of India, Madrid, Spain have visited the events and interacted with the Exhibitors and visited their stalls. The Indian pavilion was inaugurated by Ms. Ankita Mittal, First Secretary (Cons) and HOC, Embassy of India, Madrid, Spain and released the exhibitor's catalogue brought out by the Council. First Secretary (Cons) and HOC, Embassy of India interacted with all the participants individually and enquired about the products and provided her feedback. Shri P. Gopalakrishnan, Chairman and Dr. M. Sundar, Joint Director interacted with Ms. Ankita Mittal, First Secretary (Cons) and HOC, Embassy of India, Madrid, Spain along with the other embassy officials about the event and discussed the future collaborations between the council and embassy to enhance the trade between India and Spain. As per the feedback received from the participants, first day was the highlight of the fair, and most of the participants had visitors and received sport orders & serious enquiries. The flow of the visitors during the second, third and last day was nominal, when compared to first day. However, most of the participants are happy with the overall outcome of the event. Around 400 buyer visitors have been received by all our member exporters participated in this exhibition. Buyer expects sustainable and eco-friendly Products. As per the feedback from the exhibitors, they had a total of 402 trade visitors which fetched a business outcome of spot order worth Rs.6.03 crore and trade enquiries worth Rs.9.54 crore. Overall, the fair demonstrated the importance of collaboration, innovation, and sustainability in driving growth and diversification in the gift, decoration, and textile industries, fostering strong partnerships between India and Spain. Next year, Council will undertake more efforts to participate with 20 members for hometextile and another 20 members for garment segment.



During the first day of the event, Shri P Gopalakrishnan, Chairman and Dr.M.Sundar, Joint Director welcomed all the Dignitaries from Embassy to the Event. Chairman and Joint Director honour the Embassy official by presenting the Shalws.



Extraordinary General Meeting

📍 HEPC Head Office, Chennai | 📅 March 27, 2024



Shri Lalit Kumar Goel declared as Chairman and Shri V. Lakshmi Narasimhan elected as Vice Chairman of HEPC during the Extraordinary General Meeting held on March 27, 2024

At a Glance

At a Glance

Name of the fair : Bharat Tex 2024
Venue : Bharat Mandapam and Yashobhoomi
Duration : 4 days (26th to 29th February, 2024)

No. of exhibitors through HEPC : 178
No. of exhibitors through HEPC : 20

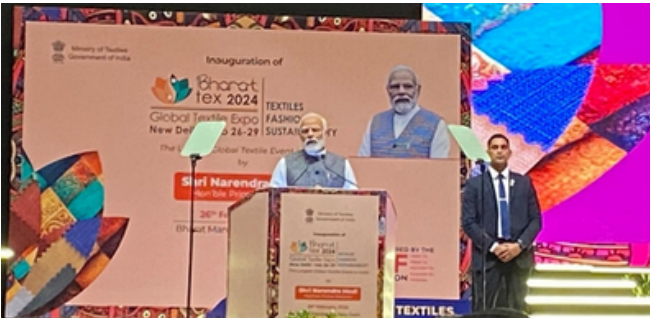
Highlights of the Fair

Total Exhibitors : 3500
Total Buyers : 3000
Trade Visitors : Over 1 lakh
Knowledge Session : 70

Other Highlights

Other highlights of the event included a Farm to Fibre full value chain expo and included a Retail High Street focusing on India's fashion retail market opportunities, dedicated pavilions on sustainability and recycling showcasing actual work done by individual industry as well as clusters like Panipat, Tirupur and Surat.

About Bharat Tex



Inspired by the 5F Vision of the Hon'ble Prime Minister, the largest global textile event in India, Bharat Tex 2024 with a unified Farm to Fashion focus concluded on 29th February, 2024 in New Delhi. The 4 day event which was inaugurated on 26th February, 2024 by the Hon'ble Prime Minister, Shri Narendra Modi at Bharat Mandapam witnessed an overwhelming response not just from Indian, but also global players including top brands and retailers.

Organised by a consortium of 11 Textile Export Promotion Councils and supported by the Ministry of textiles and Ministry of Commerce & Industry, Govt. of India, Bharat Tex 2024 focused on the entire textile value chain from Farm to Fashion, emphasising trade, investment, and sustainability. The event was hosted at Bharat Mandapam and Yashobhoomi, showcasing nearly 2 million square feet of exhibition space.

With over 3,500 exhibitors, 3,000 buyers from 111 countries, and more than one lakh trade visitors, the event highlighted the immense potential of India's textile sector on the global stage.

All major textile organizations and brands from around the world were represented in the event including top level participants from companies including Coach, Tommy Hilfiger, Calvin Klein, Vero Moda, Jack n Jones, Toray, H&M, Target, Kohl's, K-Mart, IKEA, YKK, Lenzing, Anko, CIEL Group, Busana Group, Brandix Apparels, Teijin Ltd among others. All Indian leading players including Reliance, Aditya Birla, Welspun, Trident, Vardhman, Nahar, Indocount, Raymond SRF Industries among various other players were represented at the highest levels. Multilateral Organizations and Global Think Tanks including UNEP, IRENA, Laudes Foundation, GIZ, IDH, Cotton Connect, WGSN, Fashion for Good, Better Cotton Initiative, Responsible Sourcing Network, ITMF, International Apparel Federation, BGMEA, BKMEA, Cotton Egypt Association among others were part of the event. In addition, various Indian and global industry bodies and associations including CMAI, CITI, SIMA, SGCCI, TEA, GEMA, YESS, ITMF, ITME, ATMA, NIFT, among others overwhelmingly supported the event.



Union Minister for Textiles, Consumer Affairs, Food and Public Distribution and Commerce & Industry, Shri Piyush Goyal chaired the CEO roundtable which deliberated on growth prospects of the Textile Sector. The Minister of State for Textiles and Railways, Smt. Darshana V Jardosh was also present during various events.



The Interactive meeting of Hon'ble Minister of Textiles at Yashobhoomi.



The event featured over 10 fashion presentations, art demonstrations, interactive fabric testing zones, and showcased global fashion trends. A global-scale conference with 70 sessions and 112 international speakers addressed key textile issues, including sustainability and manufacturing 4.0.

Bharat Tex 2024 also served as a launch pad for various initiatives, including IndiaTEX and the Textile Grand Innovation Challenge. Additionally, 63 MoUs were announced, focusing on collaboration in research, innovation, and sustainability.

Several Memorandum of Understandings (MoUs) were signed during the event. Some of them were:

- 6 International and 13 Domestic MoUs by NIFT on academic collaboration, incubation of start-ups, research, product development among other areas
- 10 MoUs by Central Silk Board with various agencies on Research, Collaboration and Innovation
- 2 MoUs by National Jute Board for research and innovation in Geo-Textiles
- 3 MoUs by Textiles Committee for market linkage, standardization and waste management
- 5 MoUs by Central Wool Development Board on collaboration and scientific research
- 3 MoUs by Jute Corporation of India for setting up laboratory and research
- 6 MoUs by IJIRA for research and innovation
- 5 MoUs by Wool Research Association for material development, sport tech product development and field research
- 3 MoUs by MANTRA for research and innovation for Entrepreneurs in PM MITRA Parks
- 3 MoUs by ATIRA for research and collaboration
- 2 MoUs by SITRA for collaborative research and innovation
- 1 MoU by SASMIRA for developing technical textiles products for fishing industry
- 1 MoU by BTRA for research and development
- 22 MoUs were signed by NIFT with various International Fashion School and Indian Educational/Research Institutions.

HEPC participation in Bharat Tex

HEPC allotted total space of 3410 sq. mtrs to 178 exhibitors. The participants displayed home textile made ups, Living Linen, Bedding, Quilts, Shopping Bag, Rugs, Towels, Throws, stoles, Scarves, Fabrics etc.. Participants were allotted space in Bharat Mandapam and in Yashobhoomi based on the product category. Apart from the individual member exporters, states like Tamil Nadu and Assam took space through HEPC and put up their theme pavilion and displayed their products. The Commissionerate of Textiles, Govt. of Tamil Nadu took 704 Sqm of space and put up 51 stalls including exporters and exhibited various products.

They were allotted space in Hall 14, wherein, different state pavilion were placed. In terms of participation under HEPC, the state of Tamil Nadu had the largest number of exhibitors followed by State of Haryana.

State Pavilion



Visit of Development Commissioner (Handlooms), Govt. of India to Tamil Nadu Pavilion



Interactions of Dr.M.Vallalar, IAS with Trade Visitors at Tamil Nadu Pavilion



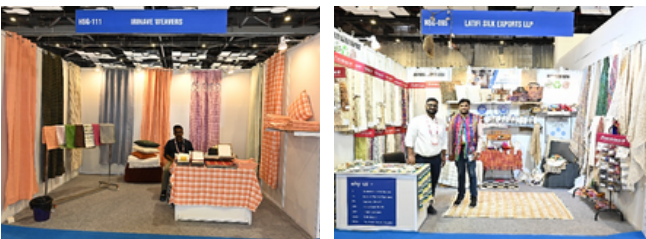
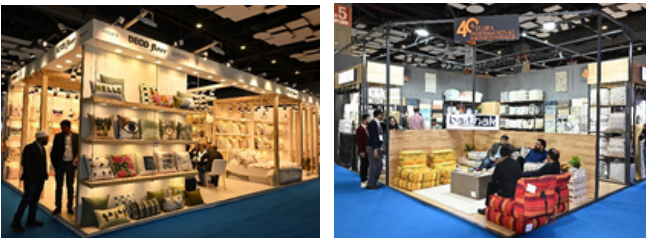
Directorate of Handloom & Textiles, Assam was allotted 120 Sqm of space through HEPC and constructed a theme pavilion and displayed products like Handloom Garments, Sarees, etc. They were allotted space in Hall 4 (State Pavilion). Smt.Rinki Bhuyan Sharma W/o. Hon'ble Chief Minister of Assam visited Assam Pavilion during the event and was received by N.Sreedhar, Executive Director, HEPC



HEPC member participants were allotted stalls in various halls like Hall 1, Hall 2, Hall 3, Hall 4, Hall 5 and Hall 14 based on their product category. Few member participants were allotted space in yashobhoomi as they were dealing in carpet products.



Many participants have taken Raw space and constructed their own custom designed booths and others had put up their display in a standard booth.

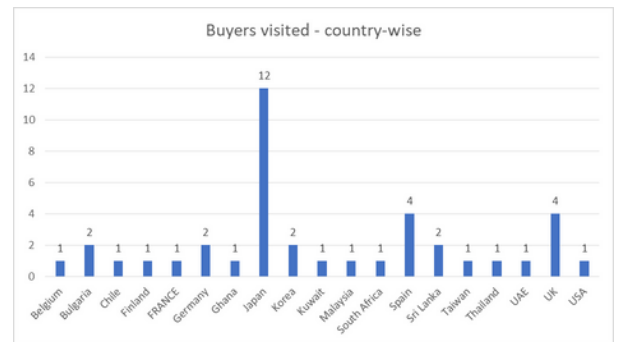


The event also had a theme pavilion in Hall 14 depicting the 5F vision of Hon'ble Prime Minister.



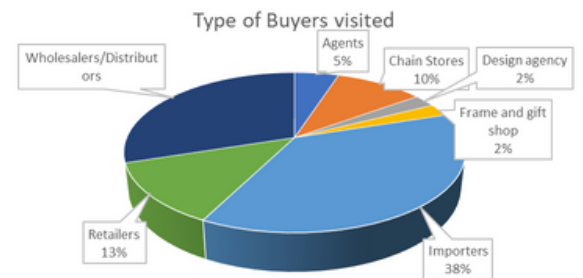
Overseas Buyer Participation

Around 50 overseas buyers including some of the known brands like NITORI, GON Groups, FUKUMORI, CHAR Ltd, Textil Vidal RIUS etc participated in the event at the invitation of HEPC under Buyer Host Programme with grant under MAI scheme of Ministry of Commerce & Industry, Govt. of India. The following travel package was provided to the overseas buyers.



Designation of Buyer Visited

ADVISER, Business Owner, CEO, Co-founder / General Manager, Creative Director, Creative Lead Director, Designer, Director, Executive Adviser, EXPORT MANAGER, Founder, Manager, Managing Director, Owner, PRESIDENT, Proprietor, PURCHASING MANAGER, Secretary General, Sourcing Agent, Vice President



As per their feedback, the participants had around 10799 visitors (Abroad and India) and generated business around Rs.60 crores. During the event, HEPC had the interaction with events organisers from different countries such as Australia, United Kingdom and France who visited the event.

HEPC Activities in Promotion of Bharat Tex

1. As a lead EPC, organised Exclusive Road Shows on "Bharat Tex" at Hyderabad in the presence of Dr. Beena, IAS., Development Commissioner (Handlooms), Govt. of India, Smt. K.Sunitha, IAS., Principal Secretary, Handloom & Textiles, Department of Industries & Commerce, Govt. of Andhra Pradesh and Dr. Alagu Varsini, IAS., Director of Handlooms & Textiles and Apparel Export Parks, Govt. of Telengana.

2. Road show was also organised by HEPC at Guwahati in the presence of Smt. Roop Rashi (IA&AS), Textile Commissioner, Ministry of Textiles, Government of India, Shri.Dilip Kumar Borah, IAS., Secretary to the Government of Assam, Finance, Handlooms, Textiles & sericulture Department and Shri. Anil kumar, Director, Ministry of Textiles, Govt of India.
3. Roadshows were also organised by HEPC in major export centres such as Karur & Panipat.
4. Coordinated and participated in Road Shows organised by other EPCs in Coimbatore and Indore.
5. HEPC organised Road Show in Seoul, South Korea in coordination with the Embassy of India in Seoul coinciding participation in Home Table Deco Fair in December 2024. The event was presided over by Shri. Nishi Kant Singh, Deputy Chief of Mission, Embassy of India in Seoul.
6. HEPC organised Road Show as a lead council in Frankfurt, Germany during Heimtextil in coordination with Consulate General of India in Frankfurt. The event was presided over by Dr. M.Beena, IAS, Development Commissioner (Handlooms), Ministry of Textiles, Government of India. Mr.B.S.Mubarak, Consul General in Frankfurt delivered special address and Shri.Shaleen Toshniwal, Vice Chairman, SRTEPC also delivered a speech on the occasion highlighting the potential of Indian Textile industry as a sourcing hub. The event was attended by trade association representatives, Chairmen, Vice Chairmen & Executive Directors of HEPC, TEXPROCIL, SRTEPC, EPCH etc.
7. On-site advertisements through placement of banners, hoardings at Messe Frankfurt exhibition ground were undertaken by the Council during Heimtextil 2024.
8. Road shows were also organised jointly with other EPCs alongside of international exhibitions "Global Sourcing Expo" at Australia and Domotex 2024, Hannover.
9. Promotional Bag on Bharat Tex was brought out by HEPC and distributed during fair participation in overseas countries.
- 10.Coordinated with various state government, trade associations, etc to publicise Bharat Tex 2024.
11. Social Media advertisements were undertaken by HEPC in promoting Bharat Tex 2024.
12. Displayed Banners in various prime locations like IIHT Salem, IIHT Guwahati, NIFT Chennai, WSC Chennai, Karur Textile Manufacturer Exporters Association and Panipat. Distributed flyers and promotional materials about Bharat Tex 2024 in various international events.



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LADAKH PASHMINA

INTERNATIONAL CONCLAVE 2024

BUYER SELLER MEET

"Prestigious and Exclusive Event"

23 - 24 MARCH 2024

"Finest Pashmina products in the World"

In an effort to introduce Ladakh's exquisite Pashmina products to the global market, Department of Industries and Commerce, Govt. of Union Territory of Ladakh in association with Handloom Export Promotion Council (HEPC) organised first edition of "Ladakh Pashmina International Conclave" on 23rd and 24th March 2024 followed by Pashmina Production tour on 25th March for the invited potential buyers at The Grand Dragon Hotel, Ladakh.



The event was inaugurated on 23rd March, 2024 by Shri Mohammad Nazir Shiekh, KAS, Director Industries and Commerce, UT Ladakh, Shri Ghulam Mohiuddin Wani, General Manager, District Industries Centre, Leh, Shri N. Sreedhar, Executive Director, Handloom Export Promotion Council (HEPC), Shri M. Sundar, Joint Director, HEPC, Shri P. Rangasamy, Joint Director (Export Promotion), HEPC and Shri Nawang Phuntsog, Overseas Buyers, Domestic Buyers, Participants & Govt. officials of Industry departments of UT, Ladakh. A dedicated booklet honoring Ladakh's local artisans and entrepreneurs was released during the inaugural ceremony.



Shri Mohammad Nazir Sheikh, Director, Industries and Commerce extended a warm welcome to the International and Domestic buyers, Council officials and attendees, acknowledging their presence despite the subzero temperatures. He expressed gratitude to HEPC for co-organizing the conclave and provided insights on Ladakh's superior quality Pashmina, emphasizing its purity, with fibers averaging 12-15 microns.

He also seeks valuable suggestions from the buyers on enhancing the supply chain and improving the overall success of the conclave. He emphasized the purity of Ladakh Pashmina, highlighting that there is no blending involved, ensuring its authenticity and premium quality. Furthermore, he reiterated that the entire production process is handmade, devoid of any machinery, which serves as a hallmark of Ladakh Pashmina. These insights underscored the traditional craftsmanship and commitment to quality that defines Pashmina production in Ladakh.



During the inaugural session Shri N. Sreedhar, Executive Director, Handloom Export Promotion Council (HEPC) welcomed all the dignitaries and participants. He thanked Director and Department of Industries and Commerce, UT, Ladakh to sponsor the event and for the opportunity provided to HEPC to co-organize the 1st edition of Ladakh Pashmina International Conclave, 2024. He also welcomed the overseas buyers, trade visitors/exporters from India and exhibitors in the first edition of Ladakh Pashmina International Conclave. He assured to extend full support to industry and Department of Commerce and Industries, Govt. of UT Ladakh to promote Pashmina in the international market. The Executive Director also informed that in its endeavor to promote export of handwoven products, the Council would provide all necessary support towards organizing such events in the future as well.



Additionally, Shri Nawang Phuntsog who is a local entrepreneur of Ladakh thanked all the domestic and international buyers for engaging in the conclave.

He highlighted the region's improved opportunities under the current administration, enabling local businesses to expand across India. The conclave aimed to facilitate interactions between local sellers, artisans, and domestic and international buyers. It provided a platform for budding entrepreneurs, artisans, and Self-Help Groups (SHGs) to engage in buyer-seller interactions.



A video on Ladakh Pashmina provided a captivating glimpse into the ancient art of Ladakh Pashmina weaving, offering viewers a comprehensive understanding of its intricate techniques, cultural importance, and enduring allure. It serves as a valuable resource for buyers seeking to deepen their knowledge and appreciation of Pashmina, as they delve further into its exquisite world. By shedding light on the rich heritage and craftsmanship behind Ladakh Pashmina, the video not only informs but also inspires, fostering a deeper connection between buyers and this timeless art form.





Ladakh is a vast cold desert region with sparsely populated village settlements dotting its landscape. Ladakh produces one of the finest Pashminas (Lena) from Changra goats reared by the nomadic pastoral community called Changpas who live in the high-altitude region of Changthang. This Pashminas are known for its finesse, warmth and luxurious elegance. Its significance in the region dates back to medieval times and continues to exert a profound influence in contemporary society.



Historically, the desire to control the lucrative fiber trade led to the annexation of Ladakh by the Jammu-based Dogra kings. This rich history underscores the importance of Pashmina in shaping Ladakh's cultural and economic landscape. The Pashmina fiber, extracted from the undercoat of the Changthang goat, boasts remarkable quality, with an average thickness ranging from 12 to 15 microns and a length of 55 to 60 millimeters. This prized material is exclusive to the high-altitude pasture lands of Changthang, making it a precious commodity. With approximately 2,42,000 Changra goats in Ladakh, the annual shedding of their winter coats during spring yields wool renowned for its exceptional fineness, warmth, and aesthetic appeal. The immense potential of this fine wool has spurred local entrepreneurs and designers to establish a distinctive presence in both local and global markets. Their endeavors have not only promoted Ladakh's rich cultural heritage but have also contributed to its recognition on national and international platforms. The legacy of Pashmina continues to thrive, serving as a testament to Ladakh's enduring craftsmanship and natural bounty. Department of Commerce and Industries, Govt of UT Ladakh organized the participation of 30 exhibitors consisting Pashmina manufactures Cooperatives, Master weavers, and Self Help Groups from the Ladakh region. HEPC has mobilized 25 Overseas buyers and 7 Trade Visitors/Exporters from & India through its various sources. Out of total registration received, based on the product profile, HEPC shortlisted 25 Overseas Trade Visitors from Vietnam, UK, Germany, Canada, France, Japan, Belgium, Sweden, Mauritius, Taiwan, Chile, Kenya & Lebanon and 7 Trade visitors from different parts of India dealing in pashmina products.



A live demonstration of the pashmina production process, from yarn to the finished fabric, adds value to the buying experience by educating, engaging, and empowering buyers to make informed choices while appreciating the beauty and craftsmanship of this exquisite textile. On 25th March, a group of esteemed buyers embarked on a journey through the intricate world of Pashmina by direct factory visit. As the tour drew to a close, the buyers departed with a newfound appreciation for the art of Pashmina and a deeper understanding of its significance in the cultural tapestry of Ladakh. They left inspired by the passion and dedication of the artisans and eager to share their experience with the world. And as they carried with them a piece of Ladakh's rich heritage, they became ambassadors for a craft that transcends borders and generations, spreading the beauty and elegance of Pashmina far and wide. The conclave consisted of a three day program and an interactive discussion session with Pashmina tour on March 25.



Participants lauded the event for its exceptional quality of visitors, noting the substantial business transactions and inquiries generated from both Overseas and Domestic Trade Visitors. The Trade Visitors commended the uniqueness of the showcased products and expressed keen interest in collaborating with Pashmina Weavers. Following the event, a feedback meeting was convened with the Trade Visitors to gather their perspectives on the displayed products and overall event arrangements. The majority of attendees expressed satisfaction with the event and conveyed their eagerness to procure products from the region. This positive feedback underscores the success of the conclave in fostering meaningful connections between buyers and sellers and reinforcing Ladakh's position as a premier destination for Pashmina products.

At the end of the conclave experience, suggestions and ideas by the domestic and international entrepreneurs were shared. These included individuals from Europe, UK, Chile, Vietnam, Mauritius, Taiwan, Germany and Nigeria and some local entrepreneurs from Ladakh. These buyers suggested that the Ladakh Pashmina should have a certification so that the international market buyers can know its authenticity and they also praised the artisans for keeping it handmade and having no carbon print.




As per the feedback of the Trade Visitors spot order / sale of Pashmina & woolen products worth of Rs.3.15 crore & enquiries worth of Rs. 4.72 were reported. A total business of Rs.7.87 crore were generated during the two days event. The Ladakh Pashmina International Conclave showcased the region's rich cultural heritage, traditional craftsmanship, and potential for global market penetration, marking a significant step towards promoting Ladakh's premium Pashmina products worldwide.




INTERNATIONAL AND DOMESTIC TRADE VISITORS OF THE EVENT

BUYER TESTIMONIALS




FIONA CAMERON, FRANCE
Storie

Would like to extend a huge thank you to the HEPC for your invitation to the Ladakh Pashmina International Conclave on behalf of Storie. It was a resounding success. I leave Leh totally convinced of the beauty and value of Ladakh Pashmina and far better understanding the unique selling points of this precious textile. The Hotel and overall hospitality was excellent. I would be very grateful if you could share my thanks with the team at Ladakh's Industries and Commerce Department. As a buyer in this market for the past 15 years, I can tell you that I have not seen much of this type of work well presented on the market. If you have special social network tags # you want us to use please let me know, I will mention @HEPC in all posts.




MARIELLA LENNA, ITALY
Mariella Lenina Design

Thank you for a stimulating and magical meet hope to promote some business for these wonderful and gifted artisans.



HUGO ROZON, CANADA
Groupe Génération A1

Thank you very much for this amazing event and looking forward to promote Pashmina globally!



PHAM VU AI LINH, VIETNAM
Tieng Thu Cam Harper Hacasa Pvt. Ltd Co

Thank you for your effort and efficiency of the Pashmina conclave 2024



EXHIBITORS OF THE EVENT

RENEWAL OF YOUR MEMBERSHIP WITH HEPC FOR THE YEAR 2024-25

We would like to draw your attention to the Trade Notice No.35/2021-22 dated 24th February 2022 by Directorate General of Foreign Trade (DGFT) regarding Electronic filing of Registration Cum Membership Certificate (RCMC) through the common digital platform of DGFT w.e.f. 01.04.2022. As you are aware, renewal of your Membership/RTE for the year 2024-25 falls due in April 2024. In this regard, we have already issued a circular dated 18th March 2024 to all members of Council. The last date for renewal of membership is 31st May 2024. Those who have not renewed their membership is requested to renew the Registration cum Membership certificate through the link <https://www.dgft.gov.in/> Please refer Council's circular for more details.



THE EUROPEAN MARKET POTENTIAL FOR RECYCLED FASHION



Recycled fashion is a relatively small, yet fast growing product segment in Europe. Stricter legislation and increasing consumer awareness about the negative impact of fast fashion are forcing brands and retailers to incorporate circular concepts into their product and business strategies. Manufacturers from developing countries that can keep up with new technologies and solutions to create fashionable apparel from recycled and recyclable materials will be at an advantage.



Product description

According to the European Environment Agency, in 2020, European textile consumption had “on average the fourth-highest negative lifecycle impact on the environment and climate change” (after food and drink, transport and housing) compared to other consumption categories. It created the third-highest pressures on water and land use and had the fifth-highest use of raw materials and greenhouse gas emissions. The average consumer furthermore buys 60% more items of clothing today compared to 15 years ago, and items are kept only half as long, generating huge amounts of waste. Globally, 87% of all disposed textiles is sent to landfills or incinerated. While the fast fashion industry encourages overconsumption and waste, recycled fashion turns waste into value. At scale, it could dramatically reduce the sector’s environmental impact. The simplest definition of ‘recycled’ is ‘used again’. In the fashion industry, this means the reuse of materials and / or finished garments that have been or would otherwise be thrown away. Recycled fashion is a core concept of the circular economy in the apparel industry. According to the Ellen MacArthur Foundation, a circular economy keeps products and materials in circulation through processes of maintenance, reuse, refurbishment, remanufacture, recycling and composting.

Recycled fashion refers to garments that:

- Are made (at least in part) from materials that have been converted from waste materials (recycled materials);
- Have been worked on to create a new use (upcycling through remanufacture or refurbishment);
- Have been worked on to allow continued use (repair);
- Have had multiple users (donated, borrowed/shared, rented, resold);
- Have been used multiple times by a user as an alternative to consuming new items;
- Are disassembled and the parts reused and/or converted into new materials; and
- Are composted (after all other reuse options have been considered).

For recycled fashion to maximise its impact, new products have to be designed from the outset to minimise waste and promote reuse. For producers, the most important design considerations for products that will be reused long-term through rental, resale, sharing, donation, repair or longer use per user are durability, high quality and timelessness.

Two types of products currently offer the most opportunities for developing country exporters to Europe: products made from recycled materials and products that are designed to be recyclable. The quality and sustainability of raw material and chemical inputs are key considerations for producers.



Products made from recycled materials

Recycled textile fibres can be produced from pre-consumer and/or post-consumer waste. Pre-consumer waste can be fabric scraps from the cutting room and defective garments. Post-consumer waste includes discarded textiles (fibre-to-fibre recycling) as well as materials from other industries, including plastic bottles, fishing nets, food waste and even car tyres. To claim that a product is made from recycled materials, the Recycled Claim Standard (RCS) requires a minimum recycled content of 5%. The Global Recycle Standard (GRS) is stricter and requires a minimum of 20% recycled content for business-to-business certification and a minimum of 50% recycled content to qualify for product-specific labelling. Between 2014 and 2019, the number of RCS-certified facilities grew ninefold. Until now, brands have disproportionately focused on the use of recycled fibres from alternative sources as a route to circularity due to the difficulties of fibre-to-fibre recycling. Examples are REPREVE®, a performance polyester fibre made from recycled plastic bottles diverted from landfills and oceans, and ECONYL®, a regenerated nylon made from old carpets and discarded fishing nets. Both fibres have the same performance and quality as virgin fibres.

Products that are designed for recyclability

Of all sorted and separately collected waste in the EU, around 54% is reused (second-hand market, donated, exported outside Europe), 32% is converted into low-value products (such as wipers, cleaning cloths, insulation materials) by means of mechanical recycling, 7% is incinerated, 5% is landfilled and only 2% (PDF) is recycled into higher-value applications such as textile fibres to make new garments.

To boost post-consumer apparel recycling rates, certain challenges need to be overcome, including:

- Underdeveloped collection, sorting and pre-processing capacities;
- Capacities for chemical recycling (such as of polyester) are not advanced enough for scale;
- Complicated and costly garment disassembly due to a high number of trims;
- Garments with stretch properties can make recycling difficult due to elastane content;
- Current recycling capabilities have limited ability to handle fibre blends;
- Some components (such as bondings, heat transfers and silicone prints) are unrecyclable;
- Fibres lose strength and quality in the mechanical recycling process, resulting in lower-quality fabrics that
- are not recyclable and have to be blended with virgin fibres;
- Some toxic chemicals used to dye and finish certain fabrics prevent recyclability;
- When products combine components from various suppliers, it is challenging for brands to know what
- products are made of and how they were produced; and
- Inadequate sorting services and technologies.

What makes Europe an interesting market for recycled fashion?

According to a 2023 European Impact Assessment Report (PDF) by the European Commission, EU countries also generate more than 5 million tonnes of textile waste per year, which comes to just over 11 kg per person. As recycling capacity in Europe is limited, a large share of discarded and donated clothing is exported to Africa and Asia, much of which eventually ends up in landfills. In the 2 decades between 2000 and 2019, the volume of used textiles exported from the EU tripled.

The need to scale up recycled fashion (particularly fibre-to-fibre recycling) in Europe has never been as urgent as it is now. What is more, experts predict that, with the right level of investment, fibre-to-fibre recycling could reach as much as 26% of gross textile waste by 2030, becoming a self-standing industry worth €1.5 billion to €2.2 billion in profits.

Which European countries offer most opportunities for recycled fashion?

The European markets with the most potential for recycled fashion are Germany, France, the Netherlands, Italy, Belgium and Sweden. They have been selected based on a combination of factors, including:

- Market size – indicated by high apparel imports, import growth and high levels of waste.
- Consumer demand – indicated by sustainable consumer behaviour data.
- Strength of policy-making – indicated by country sustainability performance.
- Feasibility – indicated by textile waste collection rates.

The European countries have strong national policy commitments and proactive public initiatives specifically addressing textile waste and recycling. This is reflected in higher waste collection levels in proportion to waste generated and / or in consumer behaviour. Commitments include extended producer responsibility (EPR) schemes and aggressive targets for both post-consumer textile waste recycling and recycled material content in new products. While Spain and Poland both rank high on apparel imports and textile waste, they have low collection rates (21% and 18%, respectively, compared to the EU average of 38%) and consumer awareness about sustainability issues is also relatively low. However, Poland is one of the EU's key textile recycling sorting hubs and imports large amounts of textile waste for this purpose.

Germany – EU's leading recycler of household waste could set the standard for textile waste recycling

Germany was the top recycler of municipal waste in the European Union in 2021. With an estimated recycling rate of 71.1%, it has already topped the latest EU targets of 55% by 2025, 60% by 2030 and 65% by 2035. This is the result of strong government policies, high public awareness about and acceptance of recycling, and a robust household waste sorting system. Ahead of the 2025 EU requirement for separate collection of textile waste, Germany has developed a draft revision of national waste legislation transferring responsibility for textile waste collection from households to municipalities. Already the European leader in textile collection, this may help the country improve its current low rate of recycling into higher-value textiles. Germany has its own government-run social and environmental certification label called Green Button (PDF), which is displayed on garments at point of sale and helps consumers make more informed purchasing decisions. Green Button certification recognises the Global Recycling Standard as proof of compliance in the auditing process. Certification is an important requirement for suppliers of German brands. Fibre-to-fibre textile recycling plants whose technology/services have reached commercial stage include I:CO and Altex. Brands focusing on recycled and/or recyclable materials include ARMEDANGELS, pinqponq and VAUDE.

France – A pioneer in the implementation of extended producer responsibility

While not the highest in the EU, France's textile collection rate is growing thanks to ambitious policies. France is the only country to already have an ERP system in place (since 2007) banning the destruction of unsold textile products and setting the following targets: DANGELS, pinqponq and VAUDE.

- 50% of all textiles placed on the market must be collected
- 95% of textiles collected must be reused or recycled

Prior to EPR adoption, collection rates were low, at only 18% in 2010 compared to the current 39%. France is one of the EU countries closest to implementing the 2025 separate textile collection requirement.

The country has specific regulations for this and a well-established collection system with 47,400 self-deposit points, equal to one per 1,422 inhabitants. Refashion is the organisation designated with overseeing waste management and resource preservation through the collection, recycling and recovery of used textiles. Textiles are sorted according to a 5-level waste hierarchy. Refashion is financed by 95% of French brands and importers through a fee system under the EPR scheme. Its income goes into communication (awareness and information campaigns) and research and development. The organisation's Eco design platform offers a step-by-step guide for switching to sustainable materials. Its Recycle platform connects textile recycling stakeholders.

New fibre-to-fibre textile recycling innovations in France include Wetrun and Carbios. Brands focusing on recycled and / or recyclable materials include Circle Sportswear, VEJA, Nénés Paris, Ekyog, 1083 jeans and HOPAAL.

The Netherlands – Europe's circular fashion capital

The Netherlands aims to have a circular economy by 2050 and is rolling out ambitious policies and incentives to achieve this. Targets for 2030 include:

- all textile products should contain 50% sustainable materials, of which at least 30% is recycled content
- 50% of post-consumer material is recycled

These targets provide incentives for Dutch brands and retailers to prefer suppliers with recycled materials sourcing and development capabilities (fabrics and trims). The Netherlands is home to a strong community of industry support organisations centred mainly around sustainability issues. Amongst them is Fashion for Good, a global initiative for sustainable fashion and an accelerator for circular fashion start-ups. The organisation connects sustainable innovators with brands, retailers, manufacturers and funders. Of the 12 innovators selected for its 2023 Innovation Programme, 4 are recycling technologies. The organisation has also created the world's first interactive museum dedicated to sustainable fashion. Amsterdam is home to a thriving fashion sustainability start-up scene as well as numerous businesses, designers, events and foundations focused on sustainable and circular design, including the fashion retailer C&A, which introduced the world's first Cradle to Cradle Gold Certified® jeans. Fibre-to-fibre textile recycling plants whose technology has reached commercial stage include Wolkat and CLSTex. New fibre-to-fibre textile recycling innovations include SaXcell and CuRe Technology. Brands focusing on recycled and/or recyclable materials include MUD Jeans and Kuyichi.

Italy – Italy's long history in fibre recycling provides a blueprint for expansion

The Italian government has put a particular focus on the textile sector and is investing in strengthening its separate collection network and creating new plants for recovery, reuse and recycling. The goal is to regenerate 100% of textile waste in the coming years. In February 2023, a draft decree was issued outlining Italy's plans to create an EPR system for the textile supply chain.

The textile region of Prato in Italy has been recycling wool since the mid-nineteenth century. Need and poverty led different areas of the region to specialise in different steps of the recycling process.

Italy's expertise in all aspects of the textile and garment industry and its collaborative approach across the supply chain enables it to respond quickly and effectively to changing industry needs. This includes designing for circularity, materials development, traceability and supply chain monitoring. The Italian textile and apparel manufacturing industry has faced intense competition from developing countries in recent decades. More as well as more diverse locally recycled fibre production could bring more high-quality textile and apparel production back to Italy.

Italy is home to Acqafil S.P.A., which manufactures ECONYL®, the world's leading regenerated nylon fibre. More than 2,500 brands use ECONYL®, and sales of ECONYL® increased by as much as 52% in 2022. Brands focusing on recycled and/or recyclable materials include Diesel, Rifò and OVS.

Belgium – Northern region of Flanders a top performer in overall waste management

One of the most densely populated parts of Europe, the Flanders region in northern Belgium aims to be zerowaste by 2050. Reuse has long been a focus for the region, which has a large network of government-subsidised local second-hand (kringloop) shops. More than 3 decades of ambitious waste-reduction policies have made Flanders amongst the world leaders in waste collection and processing. The region has the highest waste diversion rate in Europe, as around 75% of residential waste is reused, recycled or composted.

According to Statista, in 2020, Belgium generated the second-highest amount of textile waste per person in the European Union, after Luxembourg. Textile waste is 1 of 6 priority waste streams in the country's household waste implementation plan.

Vanotex is a mechanical recycling plant that has been in operation since 1975. Brands focusing on recycled and/or recyclable materials include HNST, Conscious Antwerp and go as u.r.

Sweden – Europe's 'greenest' country

Culturally, Scandinavian countries are known for having a deep sense of connection to nature. According to the 2021 Sustainable Brand Index, the top issue that Swedish consumers want companies to prioritise is recycling and reuse. As many as 67% of Swedes discuss sustainability with friends and family (from occasionally to often). The region also has many sustainable fashion brands committed to changing the fashion industry for good. These brands focus on high-quality sustainable materials, waste minimisation and transparent supply chains. The use of recycled fibres is becoming the new standard for many Scandinavian, including Swedish, brands and the percentage of recycled content is increasing. Outdoorwear brand Houdini has been making recycled garments since 2006 and claims that 85% of its collection is already made from recyclable materials. The Swedish government has set ambitious goals for sustainability across all sectors.

Sweden introduced an EPR for textiles in 2022, which will be enforced from 1st January 2024. Swedish targets include 90% reuse or material recovery of collected textile waste and a 70% reduction in textiles sent to landfill by 2028.

Recycling plants in the semi-commercial stage that have plans to significantly scale up operations by 2025 include Södra (which makes OnceMore®) and Renewcell (which makes Circulose®). Both are pulp made from cellulosic textile waste, from which textile fibres can be produced. Swedish brands focusing on recycled and/or recyclable materials include H&M, ASKET, Boob, Nudie Jeans, Houdini, Fjällräven and Swedish Stockings.

The United Kingdom

The United Kingdom (UK) is one of the top importers of apparel globally, with a market share of 5.2%, including 4.6% of the knitwear (HS code 61) and woven garments (HS code 62) markets. The population buy more clothes per person than any in other country in Europe. Described as “the epicentre of fast fashion in Europe”, the UK generates more than 1 million tonnes of textile waste each year. The UK government has announced a new programme aimed at reducing waste, maximising resources, keeping products and materials in circulation for as long as possible and increasing recycling across 7 key sectors, including textiles. This programme includes proposals for an EPR scheme for the textile industry. The UK recycling plant Worn Again claims that 80% of post-consumer waste can be processed by its technology (currently in pilot stage), which can separate polyester/cotton fabric blends. A new plant is being built in Switzerland. Brands focusing on recycled and/or recyclable materials include Rapanui, Neem, Fanfare, Stay Wild and Stella McCartney.

Which trends offer opportunities or pose threats for the European Recycled Fashion market?

Trend 1 - Transparency is driving progress

A recent screening of sustainability claims in the textile, garment and shoe sector suggested that 39% could be false or deceptive (a concept called ‘greenwashing’). The EU is implementing several policies to help consumers make more informed, sustainable choices. In March 2023, the European Commission adopted a proposal for a Green Claims Directive (GCD) aimed at preventing brands and retailers from making false sustainability claims to consumers. The GCD will require companies to back up their environmental claims with data. Textile products placed on the EU market will soon also need an individual Digital Product Passport (DPP), which is a digital record of a unique product’s complete lifecycle. Brands are therefore starting to map out their supply chains and capture impact-related data. The European Commission is specifically concerned about brands’ claims that using recycled polyester makes their products sustainable. These claims can be misleading when the plastic polymers used do not come from fibre-to-fibre recycling, but from PET bottles. In fact, the practice of using PET bottles to make textile fibres diverts them from

being used in a closed-loop system for contact materials. Industry initiatives are also calling on brands and retailers to disclose more information about their sustainability efforts. Fashion Revolution’s Fashion Transparency Index tracks 250 leading brands’ performance on the information they are able (and / or willing) to disclose. Its 2023 index revealed that policies on product and textile waste and recycling was one of the topics that brands are least transparent about. This situation is set to change. Remokey is an example of how technical solutions are helping producers to more accurately market their recycled products. Their solution calculates the benefits of using recycled materials in a product and translates this data into clear figures displayed on labels. There are increasing opportunities for suppliers to differentiate themselves and add value by creating a fully transparent supply chain. By collecting and sharing accurate and reliable data on materials and processes from their upstream partners, suppliers can help brands and retailers to more accurately measure and report their progress. Sustainable brands and retailers are increasingly sharing information about their efforts to become more sustainable. They recognise that the only way to achieve a circular industry is to create more demand, which in turn will force innovative new products into the mainstream supply. Houdini (which openly shares information about materials and suppliers) states that it never seeks exclusive rights to a material as it believes that the more companies use sustainable materials, the better.

Trend 2 – More traditional retailers and brands are adopting circular fashion business models

Near-term inflationary pressures and increased environmental concerns amongst consumers are boosting the rental and resale fashion markets. In Europe, ‘pre-loved’ and ‘vintage’ clothing have gained not only acceptance but popularity across the apparel industry. In recent years, a growing number of platforms have started to offer clothing rental and resale (such as Rent the Runway, MY WARDROBE HQ, Vinted and Vestiaire Collective). New platforms are emerging for peer-to-peer sharing/rental (such as HURR and By Rotation), and retailers and brands across value segments are increasingly getting in on this trend, including Houdini, H&M, Zara, Selfridges and Galleries Lafayette. Europe’s second-hand apparel market was estimated to grow at an average annual rate of 8.4% between 2022 and 2023, with rental and resale business models potentially accounting for 23% of the global fashion market by 2030. Both of these business models lengthen product lifecycles and encourage reuse as an alternative to buying new. As a result, they have the potential to reduce the number of new garments imported by European companies, especially in the premium, luxury and performance clothing segments. However, as more mainstream brands and retailers become more directly involved in the rental and resale market, differentiation, quality and durability will likely be increasingly ‘designed into’ special collections, presenting new opportunities for many suppliers.

Source:





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