

AAMA-TEX Vietnam returns to Ho Chi Minh City following successful premiere

Indochina's apparel export potential continues to grow

Ho Chi Minh City, 7 April 2009 - AAMA-TEX Vietnam, the Vietnam Apparel Machinery and Accessories Exhibition incorporating Textile Machinery & Accessories has received strong support from the regional textile and garment industry and will return to present its second showcase.

AAMA-TEX Vietnam 2009 will be held from 29 October to 1 November at the Ho Chi Minh Exhibition and Convention Centre (HIECC), at the Thanh Binh District of Ho Chi Min City, Vietnam.

Despite the current global economic recession, the garment-making sector will continue to be a bright spark for economies in Indochina. Vietnam will remain the leading garment production country in Southeast Asia. Latest figures from the US and European Commission rank it the 2nd and 7th largest producer for the US and EU clothing markets respectively.

The Vietnam Textile and Apparel Association has recently projected an export turnover of US\$9.5 billion for 2009, and US\$10 to 12 billion for 2010. According to the association, to realise the targeted annual garment production growth of 16 to 18 percent and export growth of 20 percent between 2008 and 2010, garment and textile producers are increasing investment in purchasing advanced equipment and technology, launching more models with finer designs, seeking more material supplies, and improving management.

Mr Cheah Wai Hong, project director of AAMA-TEX Vietnam, said: "Statistics from the respective governments show that garment production in Indochina remains a major gross domestic product contributor. Under the current economic condition, in Southeast Asia, Vietnam and Cambodia are the only two positive growth markets besides Indonesia."

"We will remain bullish about the garment and textile industries in these two countries. That is why we are organizing the show on an annual basis and increasing the show days to four"

AAMA-TEX Vietnam 2009 is expected to attract some 150 companies from 20 countries to exhibit at the event. The exhibition will showcase a wide range of cutting-edge technologies, systems, machinery, equipment and accessories used in the manufacturing and production of garments and textiles.

Its premiere in 2008 was attended by over 2,500 regional trade visitors from 23 countries. Close to 50 per cent of the visitors were representatives from the garment and textile manufacturing sectors.

With an extensive visitor promotion and marketing campaign, AAMA-TEX Vietnam 2009 will be attracting more importers and exporters of garment and textile machinery, garment and textile manufacturers, dealers of garment and textile accessories, distributors and agents of garment and textile machinery accessories, trade associations and consultancy firms to the event.

For more information on AAMA-TEX Vietnam, please log on to: www.aamatexvietnam.com.

About AAMA-TEX

The AAMA-TEX trademark is owned by the Sewing Machine Traders Association (Singapore). AAMA-TEX, the triennial trade show in Singapore was last held in Singapore in March 2007. Since its inception in 1989, AAMA-TEX has grown to be the largest event of its kind in South and Southeast Asia in 2004 and 2007, taking up 15,000 sqm of space.

About Pico Event Management

AAMA-TEX Vietnam is organised by Pico Event Management (PEM). A subsidiary of the Pico Group, PEM specialises in managing trade exhibitions and conferences. As a group, Pico and PEM work seamlessly to provide one-stop event management and technical services and solutions to exhibitors and visitors. Pico's connections with reliable specialists, venue owners and exhibitions services providers ensure that the group continues to be the event partner of choice for many leading companies worldwide.

Issued by Pico Event Management Pte Ltd

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