

TRADE PROMOTION PROJECT PHASE III

KYRGYZSTAN & TAJIKISTAN

MARKET STUDY VISIT TO PARIS: FEBRUARY 2010

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TEXTILES FOR TOMORROW

SHAPING THE FUTURE OF TEXTILES AND CLOTHING IN KYRGYZSTAN

PROJECT OBJECTIVES AND BACKGROUND

The overall objective of the project is to contribute to the sustainable expansion and diversification of SMEs' exports in Tajikistan and Kyrgyzstan through increasing the competitiveness of the textile and clothing ("T&C") industry and improving the quality management ("SQAM") infrastructure of the country.

OVERALL PROJECT OBJECTIVES

Both country projects focus on the following four immediate objectives:

Immediate objective 1: To support the T&C stakeholders in taking a strategic approach to the sector's development

Immediate Objective 2: To enable enterprises, the Government, and sector-related institutions to better understand T&C regional and world market requirements, opportunities and challenges

Immediate Objective 3: To improve the capacities of T&C enterprises and sector-related service providers in product development and marketing

Immediate Objective 4: To improve the capacity of SQAM and SPS bodies and the regulatory infrastructure.

The projects are planned for 3½ years and started operations in September 2009. In the context of this project, a market study visit for the companies participating in the project from Tajikistan and Kyrgyzstan was organised to Paris in February 2010. The mission was conducted on a cost-sharing basis. While the project paid part of the expenses, the companies had to pay the rest.

MISSION OBJECTIVE, STRUCTURE AND PREPARATION

Keeping in line with the overall objective of the project, the market study was designed as a 'first step' towards understanding what is required by international buyers if Tajik and Kyrgyz companies wish to start exporting directly and dealing directly with global clients. While delivering the next components and interventions, project consultants will use this experience as the basis to explain detailed steps in the various elements related to design, quality, sourcing, marketing and fair participation. The mission activities took place from 8 – 12 February 2010. The detailed agenda can be found in [Annex 1](#).

OBJECTIVE

The key objectives included the following:

1. Visit two internationally recognised fairs in the fashion and textiles industry: Premier Vision Pluriel and Texworld by Messe Frankfurt.
2. Visit selected quarters and stores with product categories of interest to the companies to better understand products in stores in terms of standards of quality, pricing, colours, silhouettes, packaging etc.
3. Interact with EU customers and fair organisers directly to better understand the requirements for participating in high quality fashion and trade fairs
4. Make first contact directly with global suppliers of yarns, fabrics, trims, accessories, garments and service providers at the fashion fairs.
5. Pick up samples as relevant to take back to individual companies to better understand patterns and designs and to use as inputs for the next step of inputs from international consultants during their in-factory interventions

STRUCTURE OF MISSION

The mission was organised, supported and guided by ITC project consultants in Paris. There were a total of 12 companies and 1 Ministry representative in the Tajik delegation and 15 companies in the Kyrgyz delegation. The national delegations were accompanied and lead by their respective national project managers from the two countries along with the national project assistants.

The complete list of participants from both delegations can be found in the national field office reports.

PRE – MISSION PREPARATION

A set of detailed notes was prepared by the international consultants and distributed to the companies. This was accompanied by briefings and preparatory workshops in both countries to prepare the companies for their upcoming market study visit. This also included exercises to be conducted during the mission and learning and feedback forms. Information on the events that took place in each country is provided below. The documents that were prepared and sent to the companies in advance are detailed in [Annex 2](#). These were all translated into Russian by the national project offices.

Tajikistan

During the second day of the workshop on sector strategy, which took place in Dushanbe on 28 and 29 January 2010, a session was dedicated to explain the purpose and structure to the participating companies. This was followed by detailed follow up emails and logistical organisation by the national office manager and assistant. (Note: The final set of participating companies for the market study visit was selected and finalised by the national project office by using specific selection criteria. This can be found in the national project office report related to this event).

Kyrgyzstan

The Kyrgyz national project manager attended the briefing session in Dushanbe on 29 January 2010 and conducted a briefing session for the Kyrgyz companies in the following week. The same information and documents were disseminated. A similar process of follow up and logistical organisation was undertaken by the Kyrgyz national office team. (Note: The final set of participating companies for the market study visit was selected and finalised by the national project office by using specific selection criteria. This can be found in the national project office report related to this event).

MISSION HIGHLIGHTS AND KEY ACTIVITIES

Both delegations arrived in Paris in the afternoon on Saturday, 6 February 2010. They were received at the airport by the ITC consultant, C. Carillon, given an initial briefing and provided with city maps with information on the key quarters to visit so as to get a 'feel' for Paris over the weekend, before starting with the fair visits and meetings from Monday, 8 February 2010. The main areas emphasised were: Champs Elysees, Galleries Lafayette, Marais, Bastille, Notre Dame area, the Latin Quarters and St. Germain areas.

The participants were encouraged to go ahead and walk around to see these areas. There would be a formal visit organised later in the week with the design consultant to look at specific details. But as a starting point, the companies were encouraged to explore as much as possible before Sunday evening, so that the areas were not completely new to them in the course of the following week.

An official briefing took place for both delegations by the ITC sector consultant and team leader along with the two consultants, and ITC official on Sunday, 7 February in the evening. Here the details for the next days were explained and more documents were handed out. Each country group received a separate explanation so that the national project managers and project assistants from each country could understand and translate.



The key points discussed included:

- The programme for the week and logistics.
- The difference of the two fairs explained: Texworld is a normal fair which accepts all exhibitors that fit in the profile of the fair. Première Vision is like a club where new exhibitors have to present their profile and the internal fair jury members decide if they accept or do not the newcomer.
- More details about Premier Vision Pluriel were explained. The various components (Premier Vision, Expofil, Indigo, Le Cuir, Modamont, Zoom) of the fair were individually explained as well.
- Texworld is open to all countries while PV is mainly European minded with some international companies accepted due to their high quality, creativity and development.



All group members were advised that they had to take notes and do some guided exercises (templates and details were explained for them to use during their visit to the fair) so that they could come back with questions for more understanding.

The key activities can be divided into two main elements:

- 1) Visit to Fashion Trade Fairs: Premier Vision Pluriel and Texworld
- 2) Visit to shop and fashion streets – market research ‘fashion shopping’ across the different quarters of Paris

Details of the activities are provided day by day as an overview of the points covered and information provided to the delegations. Badges and VIP entry passes had been organised for all the delegates in advance by ITC.

DAY 1 - MONDAY, 7 FEBRUARY 2010:

The delegations started their market study visit by visiting the fashion fair, Texworld. Both delegations were received by the Chairman of Messe Frankfurt, Mr. Michael Scherpe and the General Manager, Mrs Stephanie Keukert. The group was welcomed with a presentation on the various textile fairs organized by Messe Frankfurt including more details on Texworld. While discussing the elements of Texworld, he explained that the concept was to unify the industry, which was why fashion schools and universities also participated in this fair. The fair included companies having across the value chain with fabric and trim producers as well as garment manufacturers. There was a special section dedicated to eco friendly and organic products. This edition of the fair had 90 exhibitors in this special section. It was a growing element of the fair, which was forecasted to grow even stronger in the coming seasons as more and more companies and consumers in Europe become conscious of the environment. This segment appeared to be attracting more of the younger generation who were more conscious and aware of world issues in this regard. The section on eco and environmentally friendly products was started in 2007 with a small number of 15 companies. In 2008, there were 60 companies and in the edition of February 2010, there were now 90 companies.



Mr. Scherpe also explained the various sectors of the fair, which was divided by fabric specialties like cotton, silk, wool, denim etc. During his presentation, he emphasised the importance of trends and themes and the presentation of trend boards. While briefly explaining the context, he explained in more detail, the various components that made up the different themes, with the indication of the various fabric directions and swatches and how these related to the companies who had developed them and had the opportunity to exhibit using the trend forum. The company booth and reference number was indicated on each of these directional swatches, thereby providing yet another outlet to the forward thinking companies to market their innovation and product ranges.



Following the presentation and introduction provided by the Chairman of Texworld, the delegations were divided into smaller several smaller groups according to their interests and had two hours to visit specific parts of the fair individually or with an assigned translator. The ITC team provided a briefing at this stage to explain how each group should go about with market research in the fair. They also received explanation and outlines on what they should say to various suppliers that they meet and what they had to do if they wanted to order fabric / garment / trim swatches. A pre-assigned time was provided to each group, where they had to assemble so as to receive the next set of explanations and design briefings on trends and themes. The design consultant met each group separately to explain details about the trend forum. He divided the briefing by themes and by products and explained how the products were divided and how the themes were prepared. He also related back to the explanation provided by the Chairman of Texworld on the indications on each swatch: the reference number of the fabric given by the manufacturer and the booth number of the manufacturer so that a buyer could easily find the fabric in the right booth.

The next step was an exercise for the groups (see table 1.1 below which shows the exercise template):

- Each individual was asked to choose 3 types of fabrics of interest for each company as per the requirements in their own companies. The exercise was focused on assisting the companies speak with manufacturers and suppliers at the fair so as to compare prices that they were currently paying with those that were being quoted at the fair by different suppliers from different countries. They were asked to be very specific and to have details such as composition, weight, possible quantity to purchase, the actual price paid currently by them (in country or from existing sources), quoted price from potential new suppliers at the fair that they visited. They were also asked to check regarding the supplier conditions
- The companies were encouraged to go through this exercise by speaking with several different suppliers from different countries, such as: China, South Korea, Pakistan, India, Turkey, etc. so that they were able to understand competitiveness and understand how to compare price/ condition/ minimum and time delivery from those different countries directly by making contact with suppliers without going through several layers of intermediaries.



Other than the above-mentioned exercise, companies were provided with constant and ongoing individual assistance by the ITC team consultants at the fair. The consultants personally accompanied several participants to meet with and translate their requirements to specific suppliers. In one instance, where a Kyrgyz participant was looking for specific details and inputs on print design techniques, she was taken to meet with a Turkish supplier and the ITC consultant assisted the participant to get a catalogue, CD and also negotiate a good deal to get samples sent to the company. Photos and detailed information on minimum quantities, lead-time and prices were also taken.

Example of exercise table provided to companies for this exercise. *(The companies were asked to make a table for each type of fabric that that they would research)*

	Fabric requirement	Fabric Composition	Weight/meter	Quantity available	Purchase price	Place of purchase
Example 1	Outerwear Coat	50 wool /50 polyester	420grms	3000mtrs	8€	Durgan market, Kyrgyzstan
Proposal 1						China
Proposal 2						Turkey
Proposal 3						Korea

DAY 2 - TUESDAY, 8 FEBRUARY 2010:



On day 2, the delegations visited the second fair, Premier Vision Pluriel. They started their visit at the 'Zoom' part of the fair, which is dedicated to garments – contract manufacturers, close to their own profiles. This provided them with the opportunity to see and interact with other manufacturers from across the Euro – med region who were currently suppliers to the European buyers.



'Zoom' by Fatex focuses on promoting garment producers from the European and Mediterranean countries who can assure high quality, delivery times and small production quantities. This fair is located just next to 'Modamont', the accessories and trims fair (in the fair ground layout). During the first hour of the visit, all the participants were encouraged to visit the stands and look at the type of products and layouts. After this, there was a special press conference organised for them in Russian language by the organisers (Ms. O. Kokosh and Ms. Agnes) of 'Zoom' by Fatex. The presentation included details of the characteristics of the fair, criteria for participation, conditions, type of buyers, exhibitors, visitors and also seasonal information.

The morning continued with a guided visit to the accessories fair, 'Modamont' and the leather products fair, 'Le Cuir', which were situated next to each other.

The second part of the day focussed on visiting the 'Premier Vision', 'Expofil', 'Indigo' fairs and ended with a visit to the trend book part where the companies were able to get a briefing on what type of design books could be of interest for their individual companies.

'Première Vision' (PV) is today, one of the most famous and fashionable textile fairs in the world. It is visited by all fashion houses, buyers, retailers and service providers in the clothing and fashion business. PV takes place twice a year in Paris to display spring/summer and autumn/winter trends. This is where fabric trends are seen, taken note of and used for coming seasonal collections. The origins of this fair can be traced back to the silk weavers of Lyon. This fair then evolved to include other fabric sectors like wool, cotton, synthetics and speciality knit fabrics. While it started as purely a French fair, it soon became pan – European. For those wanting to now enter and participate in this fair, there is a stiff application process, which is reviewed by a special jury. The 'club' decides who can be allowed to join. In recent years, several companies from Turkey, India, Hong Kong, etc (companies outside of Europe) have been provided admission based on their creativity, quality and innovative skill development.

The fair has a large trend forum in the centre of the main hall. The ITC team guided the group to the central trend area and explained how a fair like PV collects all the swatches from the companies and then distributes them to the different trend areas. The explanation also included information on how these trends are conceptualised through a process of intensive consultation with several reputed trend companies and advisors globally. It was important for the group to understand that there were several colour themes for any upcoming season based on specific uses and segments and product categories, such as menswear, womenswear childrens wear, sportswear, etc.



From here the companies had some time to visit the specific fabric areas of interest. They then met with the ITC team again at the trend book part at the leading trend book and fashion magazine distributor, 'Mode Information'. Here they were first provided with a detailed explanation by of the directors. This explanation included steps on using trend books, difference between fabric books and magazines, yarns and colour palettes, product categories, etc. It also provided each participant with the opportunity to ask questions and get clarity on what would be the best resource for them individually. The ITC team had also negotiated a special 20% discount with the agency for those participants interested in purchasing any products.

The day ended with a short briefing in the bus for the following day. After a rather full day, of walking through the various parts of the fair, most of the participants wanted to just rest and refresh themselves for the next day's agenda.

DAY 3 - WEDNESDAY, 9 FEBRUARY 2010:

Day 3 provided all participants with the opportunity to re-visit either Texworld or PV in the morning. This time was put aside for them to conduct and follow up on any business deals that they may have initiated in either of the fairs in the last two days. It can be noted, that while most of the group went back to Texworld, some of the more design conscious companies decided to re-visit PV and further their research on trends and accessories. Both groups were assisted with at least 1 translator and 1 ITC team consultant at all times.



The afternoon was dedicated to visiting a factory outlet 'Usine Centre' in an industrial zone close to the fair. This outlet sells the previous collections of several high-end brands as well as some low price brands which collections through the year (La Halle, Kiabi). The objective of the visit was to provide the companies with an opportunity conduct market research and at the same time to pick up samples to take back to their companies as it is a very good location all through the year due to special prices, but as February is also a sale season, the prices were even further reduced, thereby offering most participants an opportunity to pick up several samples using their sample budget at incredibly low prices.



Some of the brands present in this location included the following:

- Flagship stores with mens, womens and kids: Celio and Kiabi.
- Menswear: Brice, Café Coton, Aigle, Levis, Marlboro and Quicksilver.
- Womenswear: Camaieu, Comptoirs des cotonniers, Doretennis, La City and Derhy.
- Childrenswear: Jacadi, Petit Bateau, Pomme Framboise

This market study and sample research took place in a guided format where all participants were provided with a structured 'exercise' so as to focus their research in the limited time available. The participants were provided with the following instructions:

- Identify 5 names of stores (amongst those present) where you could possibly expect to supply
- Identify 5 details of value add (such as details, trims, design inputs, styles) on garments which interest you and something that you could use in your upcoming samples and collections. Make sketches or take notes of these details.
- Identify the price points of 5 product types from the cheapest to the most expensive (of interest to your company)
- Check the 'made in' labels inside garments to see place of production so you can see where this garment comes from and what price it can command at the retail level. This would then be used in company to re-construct and calculate the possible FOB or CMT price and see how competitive or uncompetitive each company was compared to those currently supplying to these shops.

The national project managers and project assistants of each country were responsible for their own delegations to check completed exercises. These were then to be collected and compiled for further in – factory intervention. Back in the hotel, a de-briefing session took place, which also included a special session where ITC team provided explanation on sample research that had been undertaken by ITC consultants for Tajik group as a follow up to the first visit, which took place in December to the factories in Tajikistan. This was also a preview for the Kyrgyz delegation, which knew what to expect for their upcoming design intervention from ITC design consultant in their factories. The briefing consisted of 15 samples. The rationale behind each of these pieces was explained. This included: why it was bought, the elements of interest in the sample for the companies, how this could be used & how the pattern could be changed. The samples were then divided and given to the companies to take back to their factories as part of the project work.



DAY 4 - THURSDAY, 10 FEBRUARY 2010:

Day 4 focussed on taking the participants to the main fashion and clothing districts of Paris using the underground 'metro' which also formed part of the experience of travelling and moving around in a new city. The objective of this day was to discover and learn about the leading names in the fashion and textiles industry and to observe and make further notes about styles, price points, segments, quality. In addition to this, the participants were also encouraged to observe customers, their interaction in store, what people looked and how they made buying decisions.

During the day, the ITC team once again, divided the participants into several groups according to interests and guided them through Galeries Lafayette, Citadium, and the other high street stores such as Zara around Chaussée d'Antin district. The ITC design consultant accompanied different groups and complemented their study by providing them with photos of shop windows as well as of specific products where it was possible.



All companies had to go back and provide a reporting of their visit using the template that was already provided to them by the national project offices.

DAY 5 - FRIDAY, 11 FEBRUARY 2010:

Day 5 was the final day of the market study visit. The itinerary for this day was initially scheduled to include a visit to the St. German fashion area. But on account of the very cold weather and constant snow storms, the ITC team changed the location to the biggest indoor mall Paris, housing several hundreds of global brands of all product categories from high to low end at 'La Defense – Le 4 Temps' (reference: <http://www.les4temps.com>) in Paris. This mall also had the hypermarket, Auchan, which was useful for many of the companies, as they manufactured products for Auchan Russia, but only conducted business through agents.

The companies were once again briefed on how to go about with the market study, divided into groups with targets for the day. All participants had to once again use the underground public transport system, 'the metro', which by now, they were more comfortable with.



Before leaving, all companies were also briefed on using mail order and catalogues for reference on styles and price points. They were encouraged to buy these catalogues from the newsstands if they could find them for their own company references. The ITC team bought a set of catalogues for the two national project offices for use by the participants. These were from 3 Suisses & La Redoute, two French chains which provided several silhouettes and styles which companies could follow. It also gave them an indication of real market prices in France.

In addition to the market study, ITC consultants compiled all the photos (approximately 1000 photos) of various samples, shop windows and fashion fairs and put it together for the national offices to use as well as to distribute to companies for their reference.

OVERVIEW OF INITIAL FINDINGS

Both delegations had the opportunity to gain first hand information and knowledge on the ways of doing business, understanding trends, understanding the process followed internationally by buyers when they make supplier decisions, making contact with suppliers directly, having access to international trend magazines and being able to gain a first hand guided experience of being in two of the most important fashion and textile trade fairs in the world.

The level of understanding and exposure of participants in each group was very diverse and varied a lot in terms of the skill sets. This visit provided a common platform to many of the companies to gain understanding of key points important for their businesses going forward. They also had the opportunity to mix and discuss possible business deals with each other and as groups.

Language was a big barrier and it is important that all companies have at least one English speaking marketing and merchandising professional in their companies if they wish to source from or sell in foreign countries, which are not Russian speaking regions.

While this was a 'first step' for many companies, it was a very important one for them to comprehend the importance of the next steps in the project. The companies could very quickly understand how important design, quality, price and lead times were for international buyers. In addition to these, most EU buyers, as could be seen clearly in the fairs, gave a lot of importance to eco and environmentally friendly products and compliance.

While most companies still worked on contracts provided to them through several layers of intermediaries and agents, many of them were able to make some direct contacts for the first time, which also brought up several new issues such as understanding 'how to' do business, such as understanding export logistics, use of credit, financial transactions, sample development, communication directly with customers and the business process.

The impression of the ITC team was that many of the participants benefitted from this study visit, and most of them asked several questions over the period of the study, which was a good sign. It is hoped that they will take these experiences back and start using them in their companies by using the opportunity provided through the project over the following years.

Detailed evaluations were conducted by the national project offices where each participant provided details and inputs on feedback and evaluation on the mission. These results have been compiled and all details can be found in the national project reports provided by both the national offices.

NEXT STEPS

The project workplan was finalised and based on new insights gained during the study visit, the next missions to conduct in-factory product design, quality management, sourcing and marketing inputs were planned.

In addition to in-factory interventions and training seminars conducted in country, a sourcing study visit to a sourcing fair, as well as meetings with mills / suppliers is also scheduled for the latter part of 2010.

TIMELINE OF ACTIVITIES – TAJIKISTAN DEC 2009 - DEC 2010

Subject	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Quality management & productivity	█			█	█								
Product design & development	█					█	█						
Marketing & fair participation			█										
Competitive material sourcing			█							█	█	█	█

TIMELINE OF ACTIVITIES – KYRGYZSTAN DEC 2009 - DEC 2010

Subject	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Launch & seminar	█												
Quality management & productivity			█	█	█	█	█		█	█			
Product design & development			█	█		█	█						
Marketing & fair participation & study visit			█										
Competitive material sourcing			█							█	█	█	█

PROGRAMME OVERSIGHT

SPONSORSHIP

The project is funded by Government of Switzerland: SECO.



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ANNEX 1 – AGENDA

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS

As Paris stands, along with Milan as one of the fashion capitals of the world, the shops, buyers and exhibitors in shows here demand only the best with highest standards. This then trickles through to various other countries, where styles, market requirements and standards are then adapted. The objective of event is to provide the participating companies from Kyrgyzstan and Tajikistan with an exposure to the market requirements as well as the design and trends which dominate and determine the business of the global textiles and clothing industry. While focussing on the manufacturers, the event also takes into account association representatives and ministry representatives from both countries who will also have the opportunity to better understand the requirements of the market where their manufacturers are competing and playing a global role.

(Please note, that on the days for fair visit, lunch breaks will be taken, but it will be decided together with the participants)

DAY 1, Saturday 06.02.2010: Arrival and settle down in Paris

13.00/13.20 Arrival in Paris Charles de Gaulle airport

transfer to hotel

(IBIS Gare du Nord Chateau Landon, 197-199 rue La Fayette, 75010 Paris, France)

Airport pick up – Claudia Carillon and bus pick up company

DAY 2, Sunday 07.02.2010: Free and easy, art galleries, regions and museums in Paris

All Day Visit to different areas of Paris with map

Free and easy (information has been provided to the national project offices)

18.45 Meeting with the ITC team in IBIS hotel Lobby

Briefing and details for next day's agenda

Jean-Michel Glasman, Claudia Carillon, Rupa Ganguli

DAY 3, Monday 08.02.2010: Visit to Texworld (material sourcing and exposure to fair)

09.00 Departure from Hotel IBIS to go to Texworld (Le Bourget)

All participants must be at the lobby at 08.45 am

Rupa Ganguli and Sabina Timco

10.00 Reception by fair organisers

Meeting with the organiser of the fair and his team. They will receive the delegation and provide a presentation

Mr. Scherpe, organiser of Texworld

11.00 Visit the various parts of the fair

See the different elements of the fair and have the possibility to meet with some of the suppliers and exhibitors. The participants will walk around in groups with a group leader and meet back at a pre-decided meeting point to debrief.

Jean-Michel Glasman, Claudia Carillon, Rupa Ganguli, Sabina Timco

16.30 Departure from Texworld (Le Bourget) to head back to the hotel

Participants must be at the pre-decided meeting point by 16.15

Rupa Ganguli and Sabina Timco

DAY 4, Tuesday 09.02.2010: Visit to Premier Vision & Zoom (product design and market)

- 09.00** **Departure from Hotel IBIS to go to Zoom (Parc des Expo)**
All participants must be at the lobby at 08.45 am
Rupa Ganguli and Sabina Timco
- 10.00** **Arrival in Zoom (Parc des Expo)**
Registration and getting into the fair
Claudia Carillon, Jean-Michel Glasman, Rupa Ganguli and Sabina Timco
- 11.00** **Reception by fair organisers**
Meeting with the organiser of the fair and his team. They will receive the delegation and provide a presentation
Meeting with the head of Zoom and also with the organisers of Zoom
- 12.00** **Visit the Zoom fair and see the garment exhibition**
Participants will have the opportunity to see the garment part of the fair and identify and see how various countries and companies have exhibited. They will also be able to check quality and price points. This should be done with the aim to think about a possible participation in this or another similar fair.
Claudia Carillon, Jean-Michel Glasman, Rupa Ganguli and Sabina Timco
- 13.00** **Design trail and walk through trends pavilions in Premier Vision**
Understanding the design concept and way in which trends are used by important buyers and designers and visiting the fabric areas
Jean-Michel Glasman, Claudia Carillon, Rupa Ganguli
- Visit all the fairs – Le Cuir, Modamont, Indigo, Expofil**
Participants will have the opportunity to see all the fairs and the various parts of the value chain.. and to see price, quality, style and exhibitors to better their understanding as well as conduct business if they wish
Claudia Carillon, Jean-Michel Glasman, Rupa Ganguli and Sabina Timco
- See and visit the trend book areas in the fair**
Participants will see the various trend books that European buyers and designers work with. They will have the opportunity to buy if they wish for their companies.
Jean-Michel Glasman, Claudia Carillon, Rupa Ganguli
- 17.00** **Departure from fair ground to head back to the hotel**
Participants must be at the pre-decided meeting point by 16.45

DAY 5, Wednesday 10.02.2010: Visit to Texworld to buy / contact suppliers of fabrics

- 09.00** **Departure from Hotel IBIS to go to Texworld (Le Bourget)**
All participants must be at the lobby at 08.45 am
Rupa Ganguli and Sabina Timco
- 10.00** **An opportunity to meet and contact suppliers of raw materials to do business**
An opportunity to use the learnings of the past two days and also to meet with suppliers based on individual requirements of companies to meet and do business
Companies can go about and meet the suppliers they wish to, and come back at a pre-decided time to the meeting point
- 13.00** **Departure to the Centre Commercial Nord shopping district**
Detailed understanding of the type of products and prices in these type of stores with and the opportunity to pick up samples for their own companies
JM Glasman, Rupa Ganguli,, Sabina Timco
- 15.00** **Visit to Les Halles, Kiabi shopping areas**

Detailed understanding of the type of products and prices in these type of stores with and the opportunity to pick up samples for their own companies

JM Glasman, Rupa Ganguli,, Sabina Timco

DAY 6, Thursday 11.02.2010 Grand magasins – Lafayette, Printemps, and Marias.

**10.00 Meeting in Hotel lobby for the first day of market research – street shopping.
Areas: Opera area (Lafayette, Printemps, etc)**

Detailed understanding of the type of products and prices in these type of stores with exercise from consultant. Details will be explained to the participants in the hotel before leaving. The day will require travel by public transport. So all must buy travel tickets.

JM Glasman,

14.00 Marais

Detailed understanding of the type of products and prices in these type of stores with exercise from consultants and understanding of trends

JM Glasman, Rupa Ganguli

DAY 7, Friday 12.02.2010: Saint Germain, rue de Rennes, Montparnasse (location for visit changed to La Defense due to weather conditions)

**10.00 Meeting in Hotel lobby for the second day of market research – street shopping.
Areas: St. Germain, Rue de Rennes, Montparnasse, Marais**

Detailed understanding of the type of products and prices in these type of stores with exercise from consultant. Details will be explained to the participants in the hotel before leaving. The day will require travel by public transport. So all must buy travel tickets.

JM Glasman, Rupa Ganguli

18.30 Meeting in Hotel lobby for a final round up meeting for debriefing and discussing the findings of the week.

Presentations by each of the groups through the group leader. Sharing of knowledge and information and next steps.

Rupa Ganguli, Saidmumim, Shaktybek, Armen

DAY 8, Saturday 13.02.2010: Leave Paris to return to Kyrgyzstan for delegation

05.00 Departure for Charles de Gaulle airport

Shaktybek, Almira

DAY 9, Sunday 14.02.2010: Leave Paris to return to Tajikistan for delegation

08.00 Departure for Charles de Gaulle airport

Saidmumim, Nargiza

ANNEX 2.1 - PREPARATORY NOTES

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS: PREPARATORY NOTES

Please note these are introductory notes just for you to prepare for this visit. It is important at a later stage when you are working on commercial orders, that you plan more in detail. This will be covered when we work on sourcing, marketing and fair participation components of the project. But please make use of this opportunity to gain the best knowledge and make contacts for future. Also while visiting the shopping and fashion streets, please come prepared, so that you can make the most of the time you will have in Paris.

PLEASE NOTE:

THIS VISIT IS A STUDY VISIT, BUT IT IS ALSO AN OPPORTUNITY FOR YOU TO CONDUCT BUSINESS, IF YOU ARE ALREADY PREPARED WITH YOUR DETAILS AND INFORMATION ON TYPES OF FABRICS YOU MAY WANT TO BUY / SOURCE.

THE ITC TEAM WILL GUIDE YOU THROUGH WITH THE VARIOUS COMPONENTS OF FAIR VISIT THIS TIME. HOWEVER, THE MORE PREPARED YOUR ARE, THE MORE VALUE YOU WILL TAKE BACK.

IT IS THEREFORE ALWAYS IMPORTANT FOR YOU TO KEEP IN MIND HOW TO PREPARE AND WHAT TO EXPECT IN SUCH FAIR FOR YOUR FUTURE VISITS TO OTHER SOURCING AND DESIGN FAIRS.

A key point for everyone to prepare and have:

- 1. Name of company and owner, country**
- 2. How many years in business (year)**
- 3. What product categories do you manufacture?**
- 4. What fabrics/yarns do you mainly source / use?**
- 5. Where do you export?**
- 6. Who are your customers? (eg. some names of companies / retailers where your products are currently selling)**

A) Visiting fairs in Paris:

- i. Texworld: fabric, accessories sourcing fair

Website: <http://texworld.messefrankfurt.com/paris/en/visitors/welcome.html>

An international fabric and trims fair is often the best occasion to see and meet with several suppliers at one place from many locations. This particular visit will be a study visit so it is for you to observe and see how suppliers exhibit, what are the best methods of presenting and what type of suppliers are present. In Texworld, you can also see and meet with suppliers of accessories and trims. It is important for you to also keep this in mind for sourcing. Sourcing as a topic will be discussed later in the course of the project, but as you are in Paris on

your market and sourcing study visit, this is your first opportunity to make some contacts and understand the price points and also to identify the type of fabrics and quantities available at this stage. For more details on this fair, please check the website provided above. Below you have some key points on how to prepare before visiting a sourcing fair, so as to be most effective during your commercial visit.

- What key elements can you gain from visiting such a fair?
 1. Comparison of price / qualities of fabrics you use, from new suppliers
 2. Research and update your knowledge about market news fabrics/ accessories suppliers and to check fabric details and accessory details to better understand how you can propose better fabric options to your customers
 3. Update and get information on fabric trends in order to know better what prospective international customers may request.

- What do you do to prepare for your visit?
 1. Before going to visit such fairs, it is best to visit the website to check the list of exhibitors and to identify those that may be of interest for you and your company. Take a printout of this list and check names of companies, countries, fabric types, etc.. make a short list which you can use during your visit. Most sourcing fairs are very big, so its best to identify which areas you would like to focus on, and what events you would like to attend, so as to make best use of your time.
 2. Make a sheet for yourself with inputs from your fabric sourcing team to put down details of what you would like to purchase, minimum quantities, type of suppliers, price points, etc. This will help you to focus your discussions when you are at the fair and meeting with prospective suppliers.

(Please note, if you are not prepared for this for this fair visit, this is ok. But the notes here are to help you be prepared for all fair visits and are background notes for you to consider. Of course if you already have this information, then you can test it out this time to see how you perform in liaising with suppliers.)

- Visiting the fair, things to do
 1. At the fair, pick up an exhibitor catalogue, and map of the fair ground and look for the exhibitors that you wish to visit. You can also make appointments in advance with the particular exhibitors that you wish to visit.
 2. At the fair, it is also very important for you to check the trends pavilion. This provides an indication of the types of fabrics that are on display. And also speaks about new trends for the coming season.
 3. When you are meeting a prospective supplier, please prepare your own company profile and have sufficient business cards in English to give to suppliers. Please prepare in advance what you would like to discuss with the suppliers and also prepare yourself so that you can explain what your company does and what business you are in. It is important for you to prepare your company profile in advance as most professional suppliers will want to go to your website and check your company later. You can also bring some garment samples with you to show what sort of fabrics you are looking for as well as trims / buttons, etc.
 4. It is important to get all the details of the fabric, such as the quality and shrinkage, width, count of yarn, type of weave / knit, colour fastness, etc. Best to ask for some fabric spec sheets along with the swatch to better understand if the fabric could suit your requirements.
 5. You should check for lead times and production times for various fabrics.
 6. It is also important for you to prepare in advance your target prices, so that you can compare and check the prices to see which type of suppliers can fit within your requirements.
 7. At the fair, you have the possibility to compare between several suppliers, so best to keep some time to go back to suppliers you have already met.
 8. When ordering fabrics from new suppliers, it is best to test with sample order quantities of few metres first and then to go further after testing the fabric at your factory / testing lab.

- ii. Premier Vision Pluriel with focus on Zoom garment fair: high profile trends and fashion value chain fair. Zoom part focuses on garments exhibition

Website: <http://www.premierevision-pluriel.com/>

An international fashion and garment fair is a great place for you to see how other garment manufacturers exhibit and meet with clients. It is an opportunity for you to see how stands are decorated, how some stands are well done while others don't attract attention as they are not so well done. Premier Vision Pluriel consists of the full value chain of textiles and clothing, including, print and surface design (Indigo), Leather design (le Cuir), Accessories and trims (Modamont), yarn (Expofil), Garments (Zoom by Fatex) and of course the key part on fabric and fashion trends (Premier Vision)

Each part of the fair will provide you with different details and information. But as a fashion retailer/buyer it is an important place for different professionals to visit, as this provides the possibility to source through the value chain.

Our focus on this visit will be in two key areas, the Premier Vision fair, the trends pavilions and design trail. You will see how fabrics are categorised and will have the opportunity to look at various trends for the next seasons. You will also visit in detail the Zoom by Fatex part, with the thought about how you may be able to also exhibit in such a fair. So there are two main parts, but you will also have the opportunity to walk through the other parts to gain an understanding of how the chain works together.

All the exhibitors in Premier Vision and ZOOM are allowed to exhibit only if they pass through the stated selection criteria. One of the key criteria is that the companies who exhibit are doing product design and development each season. Other than that, there are several other criteria. The organisers will explain.

- What key elements can you gain from visiting such a fair?

ZOOM by Fatex:

1. The countries that are exhibiting in this fair do not comprise of Asian manufacturers. The fair looks at EUROMED region. But includes Mauritius and Sri Lanka as well. The fair also includes Turkey, Tunisia, Morocco, Romania, etc... Currently there are no Central Asian countries exhibiting in this fair.
2. It is a good location for good quality products which international buyers demand.
3. You will see how international products are displayed.
4. You will see that manufacturers are ready to work with small quantities as most EU buyers do not buy very large quantities
5. Look at the products and see where you could fit in and what type of products you could provide from your companies. Make your own notes that relate back to your products

Premier Vision:

1. Here you cannot enter most of the booths without prior appointments. But you will see the trend pavilions, which form the basis for the next season's fabrics, colours, trends.
2. You will be guided through the fair and taken through the various areas.
3. The fabrics are divided into different 'universes' based on how those fabrics are used.. for which type of garments
4. You will also have the opportunity to make notes for your self to take back and pick up trend documents available throughout the fair.

PLEASE NOTE: DO NOT TAKE PHOTOGRAPHS!!! OR DO NOT CUT ANY

SAMPLES OF FABRICS. DO NOT BRING SCISSORS WITH YOU!!! YOU COULD BE THROWN OUT OF THE FAIR. THERE ARE SECURITY PEOPLE AT EVERY CORNER.

- What do you do to prepare for your visit?

1. Before going to visit such fairs, it is best to visit the website to check what type of product categories and which countries are exhibiting... this way, you can understand the profiles of those exhibiting.
2. Bring several business cards of good quality with you in English so that you can make contact with people.
3. Please note that in most fairs of this nature, one visit is not sufficient to understand the complete fair. It is therefore important for you to do some homework by reading about it, especially with your own company in mind
4. If you visit the parts of the fair which include Indigo, Le Cuir, Modamont, please make a sheet for yourself in advance to include details including price points, so that if you speak with any of these suppliers, you will know what you are asking for.

- Visiting the fair, things to do

1. Be very attentive of the different trend pavilions as this is where most of the next season's trends are displayed.
2. Ask as many questions to the international consultants and designers from ITC who will guide you around the fair, so that you can gain the most from visiting this fair.
3. Go and visit the design and books and trend journal areas, where you can buy things if some trend books are of interest for your product category
4. Look at the fair agenda and see the places that you wish to see. In the time allocated to you for your own visit in the fair, you can go directly to see these parts.
5. If you wish to speak with some of the fabric suppliers here, please do some advance research online on the site to see where you wish to go, as these fairs are very big.

B) Shop and fashion streets – market research ‘fashion shopping’:

You will be taken through different fashion areas of Paris to undertake fashion market research for products. This will be guided in most cases and in other cases, you will be given some time to do an exercise by yourself and report back. Here we will then discuss in detail the things that you have seen and taken note off at the individual company level. If you are two persons from the same company, its good to divide the work and get more done and then compare notes at the end of the day.

- Why is it important to do a shop and fashion street research?

1. To be informed about the new styles
2. Understand the different target stores and check market / retail prices
3. Research and make notes of new styles, colours, silhouettes, fabrics which are currently in store
4. Identify the distribution/brands who could be your target; see the products displayed and shown in these stores to understand the quality, price and to understand the age group of the shoppers in those target stores.

- How to do market research – on street shopping visit:

1. Try to visit 3 different type of place/ shops
 - a. Big mall in centre of the city, where all major chain store are regrouped
 - b. Visit the high street, the main street, often pedestrian area in the cities where individual retailers have stores
 - c. Visit the ‘fashion district’ ask / research online to know where this is in the city that you visit (in this case it is Paris).
2. The research of this nature could take at last 3 hours to 1 full day at least if you are very focussed. It is better to keep at least 2 days so that you have some time to spend in each of the stores.
3. Try to focus on 2 to 3 types of product categories and compare. Eg: men's t-shirt print, new type of sweatshirts, polos, hooded t-shirts / long and short sleeves.

- Taking photos / making sketches – on street shopping visit:
 1. You could take your camera with you when you visit the fashion streets, but be very careful about taking any photos in the stores. Taking photos of the shop windows could be possible. But in many cases, the shops have security guards and they do not welcome people taking direct photos.
 2. If you take a lot of photos, take an additional battery, take storage card like 1 GB, take the photos in medium resolution as 3 Million pixel, it is enough to see on computer screen, or to print in 10 x15 cm.
 3. If the salesman or security guard stops you from taking photos, stop and do not get into trouble. You can ask for a catalogue in stores as well, and you can also make note of the store and visit the online site for the store.
 4. After the shopping research visit, you should on a daily basis download the photos, put them into an order into a document with details of place, name of store, subject, etc... as this will help you to remember where you took the images so that you can go back and use the information as inspiration. You could name your photos eg: shop- paris -9-08-tee shirt.
- Keeping a budget for purchasing some items to take back with you as samples:
 1. You could prepare your individual budgets based on your companies. e.g. With a sample buying budget of 500€, you could buy approx 15 tee shirts / sweat shirts for 30€ to 70€
 2. Buying samples could be interesting for print/ embroideries technique, new fitting, details of sewing etc.
 3. If you compare the time lost for making a new pattern, even for a bad result because of fitting wrong, you could invest in such samples, also more easy to explain a print technique to your suppliers.

PLEASE NOTE: BE VERY VERY CAREFUL!!! DO NOT COPY THE SAMPLE AS IT IS. THIS IS FORBIDDEN AND YOU CAN GET INTO TROUBLE AND GET YOUR COMPANY INTO A LOT OF TROUBLE. YOU COULD USE THIS AS INSPIRATION, OR TAKE SOME DETAILS AS INSPIRATION. A DESIGNER COULD HELP YOU TO INTERPRET A SAMPLE AND PREPARE DIFFERENT PRODUCTS. BUT DO NOT, AND WE REPEAT, SO NOT PREPARE YOUR OWN COLLECTIONS FROM EXACT SAMPLES THAT YOU PURCHASE.

C) Special Training And Shopping Market Research Exercise For All Participants To Focus:

- During the shopping time (market research, in shop, on street, could even be in fairs):

Focus on all new details: shape, colours, fabrics, details and trims/accessories. Carry a little book in which you can make notes throughout your trip. Make a written note in your little books on the following:

1. 5 brands that are interesting for you for your companies (individually)
 2. 5 new fabrics you see which you would like to propose to your customer / new research of fabrics
 3. 5 new accessories that have caught your attention and you would like to use in your collections/samples e.g buttons, embroideries technique, tape, lace, ribbon, etc.
 4. 5 new details to add on your own new collections/styles
 5. 5 price levels for same category product & why this price difference (make notes of what is different that attracts the different price points)
- After shopping time:
 1. Review all in formations taken and noted.
 2. Check what could be useful to update your own product offers and collections

3. Ask your own suppliers for the new fabrics & accessories that you have made note of
4. Ask your sample dept. or design dept. to develop design ideas from selected items from this shopping and market visit.

You can now build your new collections and samples based on all the information you have taken and noted during the visit, with the help of the ITC consultants, but also by your own ideas and in your own factories. You can repeat this exercise in any country you visit to conduct market research in the future!

LAST, BUT VERY IMPORTANT DETAIL: TAKE A COMFORTABLE PAIR OF SHOES, AS YOU WILL WALK A LOT! PLEASE DRESS WARM, AS THE WEATHER IN PARIS AT THIS TIME IS COLD AND WET. PLEASE BRING AT LEAST ONE 'FORMAL' OUTFIT, IN CASE YOU MEET OFFICIALS AND DIGNITARIES. OTHER DAYS DRESS COMFORTABLY.

ANNEX 2.2 – THE EUROPEAN FAIR SYSTEM

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS: THE EUROPEAN FAIR SYSTEM AND HOW BUSINESS TAKES PLACE

a) Introduction about fashion fairs in Europe

1. First of all, Fashion Fairs in Europe are specialised and clearly separated in Mens/Jeanswear, Womenswear, Lingerie or Underwear, Childrenswear, Fabric Fairs or Accessories Fairs.

2. Secondly most of the well known fashion fairs in Europe like CPD in Dusseldorf Germany, Paris Prêt or Milan and Florence in Italy are '**brand**' fairs and the exhibitors of these fairs are brand name companies which use these fairs as a meeting point with their retailers or department store buyers. At this moment of the year they discuss future orders from the retailers and they are not looking for production.

Others are dedicated to big retailers like Interselection and Fatex in France.

b) Production and selling system in Europe

But before any further explanation, I would like to show you the production and selling system of European companies. As you know, in a lot of countries in the world manufacturers create some styles, produce them and then sell them to wholesales or retailers from stock.

In Europe not many work like this anymore.

They first build up a perfectly co-ordinated collection for each season. Each collection is divided in several themes, in colour and fabric groups. The time schedule is very precise and is repeated every season. The development of such a collection starts by collecting the new creative ideas of a design team or one designer.

The designer thinks about the different groups of garments he would like to create for the next season and starts by visiting the numerous fabric fairs like **Premier Vision** or **Texworld** in France or **Moda Unica** in Italy in order to choose the appropriated fabrics. During these fairs he will order fabric swatches from some companies in order to work on them in his own office.

Once he has received all these swatches he will start to create the different styles. Together with the **product manager** and the **financial director** of the company he will decide which fabric he will use and in which colours as well as the number of pieces for each of the product groups. All these decisions depend on the price limits for each garment and the importance of the brand name.

Once all this is done, the **product manager** will contact his **suppliers or production companies**. He will sit down with them in order to discuss the production price, the delivery details and all possible problems. He will order the fabrics or ask the producer if he can supply the fabric. Once all these details are settled, he will ask the product company to create a first prototype in order to have a look on all details before starting the next step.

The next step is the creation of a **Sales Agent Collection**. This means a production of the whole range of garments multiplied by the number of agents working for the brand manufacturer. This collection must be as well done as the final production as it serves to sell the product to the final clients (retailers, department store buyers, etc). These collections have to be delivered to the brand companies before the starting of the fashion fair season in Europe.

Once these collections are delivered to the main office, **the manufacturer** will organise a meeting with his agents in order to present to all of them this new collection. He will explain to them the importance of the details, the colour groups, the new trend information so that the agent receives enough arguments for selling the new items to his customers = the retailers, department stores.

At this time of the season the **Fashion Fairs begin...** where the manufacturer will book a booth in order to present his new collection to his buyers and take the first orders for the future production.

These fairs are much more information and promotion fairs than real sales events as the retailers have only three days to get all the information from all their suppliers. That is the reason why the agents have to continue after the fair by meeting the retailers in their showrooms or by travelling around their sales region in order to meet the clients in their own locations.

But please note: they only sell "on the paper" as the garments are not yet produced. In reality they take orders for a future business.

At the end of the selling season, the **brand manufacturer** will reassemble all orders from all agents; make a total of the orders for each piece. According to the number of ordered pieces he will decide if yes or not he will produce this item. Then, and only then, he will give **the bulk order** to the production company.

Once the bulk order is received, the **production company** will start to produce, normally during two to three months and deliver the production to the **warehouse of the manufacturer**. When the **manufacturer** has received all garments, he will start to deliver the orders to each retailer according to their initial order and send out the invoices in order to get paid!

For your information: European retailers normally pay by 60 to 90 days! Which means, that a manufacturer works mainly 15 to 18 months before being paid.

And this procedure will start again for the next season. If you look at the **schedule plan**, you can see that the processes are overlapping and that there is a continuous movement. But as fashion changes constantly, the brand manufacturers have to constantly create new garments and styles. Nowadays you can find a lot of companies that have **not only two collections** per year but infact **four or six**. Some companies even offer new styles **every month** as the consumers want to constantly buy new styles and not the old ones they have seen already last month!

For suppliers it is very important to understand this system in order to accept small orders in the beginning before the bulk orders arrive. Due to the fact that the fashion business is a VERY FAST RUNNING business, suppliers also have to understand that most of the European companies are no longer producing big quantities of one style. As they can only sell one style during one or two months the quantities are less important. But this does not mean that the suppliers get fewer orders. In many cases they will even get more orders but in different styles. So its very important that the suppliers can show and demonstrate their knowledge of styles, fashion and product patterns.

Please be aware if you participate in a European fair or if you work for a European company, only few of them will give you orders for 1.000 pieces or more per style. There will be much more companies that will give you orders around 500 to 700 pieces, but sometimes also only

300 per style **but**: the number of styles is bigger then in former times which means that at the end you can do a big business too.

c) Which Fair for whom?

Most of you have heard about one or the other fair in Europe. Some of you have also visited or even participated in a fair. But in reality several times, you have not been very satisfied about this participation. So the question will be, why did my company have no or little success and **did I go to the right fair?**

Fair participations are **only valuable if you choose the right fair** and if you have the **right product for this fair**. First of all you have to know what is the purpose of each of these fairs.

Based on initial request for information from the countries, a list of fairs in Europe has been compiled. Below more details on each fair is provided.

For the **clothing industry** In Europe you have some big Fair organizers:

- 1) Germany:
 - a) IGEDO with CPD (and CPM in Moscow)
 - b) Premium Berlin
 - c) Bread and Butter, Berlin
 - d) JAM, Berlin
 - e) Munich Fashion Fair

- 2) France
 - a) Prêt à Porter Paris
 - b) Who's Next
 - c) SIL Lingerie Paris
 - d) Interselection
 - e) Fatex

- 3) Italy
 - a) Milano Moda Uomo and Milano Moda Donna
 - b) the Pitti Fairs in Florence

- 4) England
 - a) Pure
 - b) KIDS, Birmingham

- 5) Spain
 - a) Barcelona
 - b) Madrid

6) Russia a) CPM

For the **designer business** you have fashion events twice a year in Milan, Berlin, Paris, London, Copenhagen, Stockholm, Barcelona and Madrid as well as smaller events in the upcoming European countries like Poland, Czech Republic, Bulgaria, Romania. But this is not all. In reality you have a lot of other fashion events in all European countries, which could be quite interesting, **IF** you have the right product for this market.

For the **textile industry** the choice is smaller but still quite big with fairs in France (Première Vision, Texworld, Interfilère, Lille Tissu Premier), Germany (Munich fabric fair) Italy (Moda Unica) are some of the big ones.

The problem is that each fair is different, has a different history background and has also different conditions for its exhibitors. You have to study this in detail before you apply for a future participation. Go to the Internet pages of each fair, have a look to their information, to their exhibitor list and read the press releases, which are opened to every one.

Instead of immediately participating in a fair, better make a trip to the fair and have a look. This is less expensive and will give you a lot of suggestions for the future.

ANNEX 2.3 – BEFORE AND AFTER FAIR PARTICIPATION

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS: WHAT TO DO BEFORE & AFTER FAIR PARTICIPATION ?

If you are a manufacturer wanting to sell your goods in a foreign fair market, one of the first dilemmas you face is **which trade show** to attend. More and more trade shows are organised all over the world and as it is impossible to join all of them, the choice is very important.

Before making the final decision about participating in this or that trade fair, an analysis of your company's situation and a clear definition of your own starting point are indispensable. Study carefully the aim of the fair, try to get as much information as possible about the competitors, the visitors, the main products presented and.... Prepare yourself.

Experts emphasise again and again the importance of establishing the **communication, price and conditions, distribution and product aims** before participation.

When doing this, the company's aims as established within the scope of medium term company planning can be seen as a starting point for a plan to committed participation in a trade fair as part of the marketing mix. The aims to be persuasive at the trade fair are consistently derived from the individual marketing aims.

First of all be clear as to why you wish to participate in a foreign fair.

There are several aims.

Primary participation aims:

- To encounter new markets (discover niches in the market place)
- To examine your competitiveness
- To assess export opportunities
- To become informed about the situation of the branch of industry
- To exchange experiences
- To initiate co-operation arrangements
- To participate in specialised events
- To recognise developing trends
- To interest new markets in your company/product
- To combine participation in a trade fair with complementary measures (special event seminars, factory visits, meetings with your clients, assessments of the retailer market)
- To meet the competition (which competitor exhibits at which trade fair)
- To increase profits.

Communication aims:

- To develop personal contacts
- To meet new customers
- To increase company awareness

- To increase the effectiveness of company advertising among customers and the public at large
- To complete the index of customers
- To consolidate press relations
- To discuss requests and requirements with customers
- To cultivate existing business contacts
- To collect new market information

Price and condition aims:

- To present a convincing range of services to the market
- To sound out the range for manoeuvre regarding pricing

Distribution aims:

- To expand the distribution network
- To estimate the effect of eliminating one trading level
- To look for new agents

Product aims:

- To test the acceptance of your product in the market
- To launch prototypes
- To assess the success of a product launch on the market
- To expand your product range

Attending a fair show involves more than putting your products in the booth and waiting for the customer to flock in. Your pre-show organisation, booth design, merchandise presentation and post-show follow-up will determine your success and the impact you make on visitors and buyers.

EARLY BOOKING IS A MUST

Many international trade fairs are booked up very quickly, so be sure to make your space reservation at the earliest possible date. In keeping with the seasonal cycles, registration-closing dates are six to eight month prior to the event.

Indicate your space requirements at the time of booking so that a rough draft of the stand's design can be prepared in advance for your approval. It would be also wise to make your hotel arrangements very early. Order forms for room reservation are generally included with trade fair participation documents. All trade fair host cities have agencies, which can arrange reservations before the event. If you arrive the day before the fair without a room lined up, you may be forced to look for accommodations in another town or fork out exorbitant room rates that no one else would dream of paying!

THE TRADE FAIR STAND: YOUR COMPANY'S VISIT CARD

A trade fair stand is your company's visit card! As such it should reflect, in size, design and appearance, the products being exhibited and the importance of your business. Technical details must be perfect and match – or surpass – the competition's standards. Merchandise should be displayed with visitor's needs in mind and the overall presentation should be attractive to the eye, pleasing to the ear and appealing to the visitors' emotions. When planning your stand, keep in mind that trade fair visitors are motivated to verbally communicate via 4 stages:

1. they look around
2. they gather information
3. they ask for something to be shown or demonstrated
4. they want to communicate

Therefore, you must ensure the following points:

1. the stand must be laid out so that the visitors can find what interests them. Product areas and exhibition groups must be easy to distinguish.
2. The relevant verbal and visual information must be clear and precise to ensure a reliable transfer of information to the visitors.
3. While exhibit demonstrations facilitate visual information, a practical understanding of product benefits is essential to supplement the visual information and leads to direct communication.
4. Personal contact gained in this way must complement the image of the product and the efficiency of your company and encourage the buying decision.

All products must be shown to their best advantage. The more attractively they are displayed, the more quickly the visitor's attention is caught. Quality is more important than quantity in the display. So, do not present too much products together. Try to show coordinates or trend and colour groups and arrange items in a lifestyle scenario.

DECORATION IS A VERY IMPORTANT ASPECT OF A BOOTH.

The use of **photographs and slides is highly recommended**, as posters and large photographs promote communication. They should nonetheless be **used sparingly**; otherwise they lose their impact.

Another good decoration idea can be the **display of products or objects from your own country**, which serve to underline your company's speciality and further convey the trend message. These decorative details do not have to be expensive or luxurious; what's important is using your imagination to create an effect.

Lighting plays a major role in the stand layout. There is general stand lighting and more specific lighting on the display objects. Start by making sure to achieve a good overall lighting.

The **merchandise should be clearly emphasised** by the light intensity and its spatial arrangements. A basic design technique is to **contrast light with dark**.

Most of the time, the **brand name and the logo of a company are the first information** the visitor receives. Both have to be clearly displayed at the stand. In the same way, the stand colours also convey the company's image. A colour or a group of colours will help your customer remember you.

Last but not least, be sure **to tour the fair and take a look at other stands**. It is an excellent way to find new ideas for your future trade show presentation.

VISITORS RECORDS

To carry out effective follow-up work after the fair, visitor records are essential. This register should be divided in two categories – customers and non-customers – and subdivided according to their different types of trade. Information should include the visitor's name, position, address, and day of visit; his comments and critics about the merchandise; his communication efforts, and recommendations for future fair presentations.

Pre-printed forms can help reduce time-spent recording this information and customer's inquiries can be dealt with more effectively if the forms are established beforehand. Visitors expressing serious interest in your products must be separately recorded for immediate follow up.

A list of customers who did not visit your stand should also be noted, as well as those visitors who cannot be considered as customers such as suppliers, press, association representatives and business consultants.

FAIR FOLLOW UP

Immediately after the trade show ends, while things are fresh in everyone's mind, a staff discussion should be held. A number of matters can be aired and their significance evaluated for the next show. A written report can then outline recommendations for future presentations.

Trade fairs are the key to expanding your customer base. Each participation at a fair is a test of business strategy and product and market concepts.

Results of fair participation, whether positive or negative, **must be analysed and serve as a basis** for all future concepts.

ANNEX 2.3 – TEMPLATE FOR QUESTIONS & LEARNING POINTS

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS: QUESTIONS ON FEEDBACK & LEARNING POINTS

Part 1: Visiting Fairs

1) Visit to Premier Vision Pluriel (Tuesday 9 Feb)

1.1) What are the three most important things you learnt during your visit to the Premier Vision (fabric and trend pavilion) part?

-
-
-

How do you intend to use this in your business?

-

What are the key questions you now have for ITC team based on this exposure that you would like information / inputs on?

-
-
-

What are the three most important things you learnt during your visit to the Zoom (garment manufacturers) part?

-
-
-

How do you intend to use this in your business?

-
-

What are the key questions you now have for ITC team based on this exposure that you would like information / inputs on?

-

1.2) What other parts of the fair did you find interesting ? (please tick) and write one line about what you found interesting and why?

- Le Cuir (leather)
- Modamont (accessories and trims)
- Indigo (print design)
- Expofil (yarns)
- the trend book shops (all over the fair in different areas)

What are the key questions you now have for ITC team based on this exposure that you would like information / inputs on?

-
-

2) Visit to Texworld (Monday 8 Feb and Wednesday 10 Feb)

2.1) What are the three most important things you learnt during your visit to this sourcing fair?

-
-
-

2.2) How do you intend to use this in your business?

-

2.3) What are the key questions you now have for ITC team based on this exposure that you would like information / inputs on?

-
-
-

2.4) Did you make any contacts with any particular suppliers?

-
-
-
-
-

Part 2: Market research – street shopping

1) Visit to the sample shopping at the centre commercial nord Paris (Wednesday 10 Feb)

1.1) List the three most important things you learnt from this visit

-
-
-

2) Visit to shopping streets on Thursday 11 Feb

2.1) List the three most important things you learnt from today's visit

-
-
-

3) Visit to shopping streets on Friday 12 Feb

3.1) List the three most important things you learnt from today's visit

-
-
-

What are the key questions you now have for ITC team based on the market research – street shopping part?

-
-

Thanks and look forward to welcoming you in Paris!!! Safe flights! - From the ITC team

ANNEX 2.4 – MAP, HOTEL, CONTACTS

06.02.2010 – 13.02.2010
PARIS, FRANCE

A MARKET EXPOSURE AND LEARNING VISIT FOR KYRGYZ AND TAJIK TEXTILES AND CLOTHING SUPPLIERS: MAP, HOTEL & CONTACT DETAILS



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