

CEAM looking towards international markets

The textile machinery Consortium exports successful technology all over the world

The international crisis has not spared the textile industry, traditionally sensitive to fluctuations, forcing CEAM – the important Busto Arsizio consortium that includes 25 small/medium enterprises with a turnover of over 500 million euro and exports accounting for almost 80% - to intensify and diversify its promotions abroad in 2009, while still being attentive to the domestic market.

The year starts with two conferences: one on 26 January on “innovative high-tech textiles”, a sector with great potential and with most of the consortium members already geared-up to vary their production lines, and one on 28 February, with the participation of government representatives, on the role and outlook for SME’s in the present difficult economic climate.

In March a selected delegation of textile manufacturers from India will arrive in Busto Arsizio (thanks to the support of ICE, the Foreign Trade Institute) for meetings with the member companies who have been exporting to Asian countries for some time through a tried and tested sales network.

Again with the support of the ICE, participation is planned at the Texmac specialist show in New Delhi, India, although there has been some slow-down in organization.

In April CEAM will be exhibiting in Vietnam at the Saigon Textile & Garment Industry Expo (Ho Chi Minh City), and a mission of member entrepreneurs will visit other local businesses as well as presenting their own companies at seminars planned in collaboration with Promos, the Milan Chamber of Commerce special agency.

In June the Consortium will have a stand at Techtextil (Frankfurt - 16-18), considering the prospects for High-Tech Textiles and the importance of the show, where a large number of CEAM member companies whose technology allows them to increase the costs/benefits ratio were involved last year.

Perù and Colombia are the countries of reference for hosting symposiums, and CEAM has already started the preparatory phase for a mission next October with special conferences in the most interesting textile areas.

A calendar full of initiatives, which will probably see further additions, that raises the Consortium – the only one in Italy representing the textile industry – to the status of privileged interlocutor in international relations, having an appreciated know-how at its disposal, as well as a professional sales and services network. CEAM is available for further information on tel. +39 0331/633.194 – fax +39 0331/332.160 – ceam@ceam-group.it (S.C.)

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