

Press Release

- FOR IMMEDIATE RELEASE -

Mission Accomplished – Canadian Textile Manufacturers Find Business Opportunities in China

Saint-Hyacinthe, September 15, 2004 – Jacek Mlynarek, President and CEO of the CTT Group, recently reflected on the Canadian textile trade mission to China, which was held from August 25 to September 4 in partnership with Industry Canada, and with funding from the Canadian Apparel and Textile Industries Program (CATIP) and a contribution from Quebec's MDERR.

“Basically, the mission can be described as a great success: the mission delivered results that exceeded our expectations and those of participating manufacturers,” said Mr. Mlynarek. “The six months of planning that our Group did before the trip and the undeniable financial and logistical support provided by our partners from Industry Canada and the Government of Quebec made this mission a success in every way.”

The purpose of this mission, an initiative of the [Table de Concertation Textile du Québec \(TCTQ\)](#), was to demystify the textile market in China and, in particular, to make Canadian companies aware of the sales opportunities for industrial textile products in China. Contrary to popular belief, China is a net importer of value-added textiles, and the industrial textile market in China is growing at a rate of more than 10% per year.

The mission was essentially carried out on two fronts: government and industry. **Under the government component**, a Canadian delegation made up of senior officials from Industry Canada and Quebec's *Ministère du Développement économique et régional et Recherche* and industry representatives conducted a series of information-sharing meetings with government authorities, textile associations and education centres in Beijing and Shanghai. **The industry component** included a very full program of marketing information sessions, industry tours (including tours in Shaoxing, an impressive "textile city" located south of Shanghai) and several networking meetings. The Canadian delegation also took part in the largest technical textile trade fair in Asia, Cinte Techtextil China, which was held at the Centre Intex in Shanghai. This trade show attracted over 300 exhibitors and 6,500 specialty buyers from Asia and elsewhere.

In the industrial delegation, seventeen (17) companies and organizations from the Canadian textile industry met with Chinese representatives and potential clients. More than one hundred and twenty-five (125) scheduled matchmaking meetings were held during the mission, eighty-six (86) of these during the trade fair in areas specifically designed for this type of meeting within the Canadian pavilion, which was over 800 sq. ft. A number of these networking meetings produced significant results for participating companies, including the signing of trade co-operation agreements and firm orders. Several participating companies have already expressed an interest in returning to Shanghai in the very near future to continue building business relationships established during the mission.

The closing event was an industry networking reception hosted by the Canadian delegation. This reception attracted over 200 participants who, according to an Asian observer, Mr. David Cao, included "all the CEOs of major buyers of industrial textiles in China."

The CTT Group would like to thank the mission participants and, in particular, the team from Industry Canada for providing invaluable support for this project and continuing to support other initiatives of the textile industry, which is currently making a major shift towards the production of value-added products.

The CTT Group would also like to take this opportunity to invite interested parties to participate in future mobilization activities it is organizing, such as the Expo Hightex 2004 in Montreal (October 13 and 14, 2004), the Forum on Geosynthetics in Halifax and in Toronto (November 2004) and Expo Protection in Paris (November 2004).

THE CTT GROUP

The CTT Group is a multiservice company in the textile, geosynthetics and polymer industries. An internationally accredited organization, the CTT Group offers a wide range of services, including laboratory testing, technological innovation assistance, research and development, productivity improvement, information distribution, marketing support and many others. As a member of the Canadian Technology Network, the Industrial Research Assistance Program of the National Research Council of Canada, and College Centres for the Transfer of Technology, the CTT Group is a major development partner in the industry. For further information, contact the CTT Group at 1-877-288-8378 or visit their Web site at www.groupecttgroup.com.

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* *Mission photos and logo included* *

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