

## Apparel Export Promotion Council

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### **Bharat Tex Expo 2024 roadshow at Noida cluster sees huge enthusiasm for participation**

- *Bharat Tex to provide strong branding and positioning to Indian textiles products globally: Secretary General, AEPC*
- *RMG exports from Noida Cluster to touch Rs 60,000 Crore in next two years: President Noida Apparel Export Cluster*

**12<sup>th</sup> December 2023, New Delhi/ Noida:** Roadshow for the Bharat Tex Expo 2024 held in Noida on 11<sup>th</sup> December 2023, witnessed huge participation from the Noida cluster RMG exporters. More than 300 members turned up with great enthusiasm and interest to participate in Bharat Tex Expo 2024. The Roadshow was addressed by Shri Mahesh Sharma, Hon'ble Member of Parliament, Gautam Budh Nagar. Shri Mithileshwar Thakur, Secretary General AEPC, Shri Anil Kumar, Director Ministry of Textiles, Shri Lalit Thukral President, Noida Apparel Export Cluster, Executive Member (AEPC), Chairman (IGFA), also shared the dais and addressed the gathering.

Bharat Tex Expo 2024 is being organized by the Consortium of all Textiles related Export Promotion Councils with the support of the Ministry of Textiles. The four-day show will be held at Bharat Mandapam and Yashobhoomi in New Delhi between 26<sup>th</sup> to 29<sup>th</sup> February 2024.

Shri Mahesh Sharma, Hon'ble Member of Parliament, Gautam Budh Nagar, who was the chief guest of the event, said that, "To witness this biggest global textile show is a matter of pride and privilege for all of us. This event will help in realising the dream of the Prime Minister to make India a manufacturing hub." Noida is the show window of Uttar Pradesh and the government is always ready to provide a very conducive environment for business growth in this city of Apparels, he added.

Addressing the gathering Shri Mithileshwar Thakur said, "The Bharat Tex Expo 2024 will be the biggest textiles show on the globe with 3500 plus exhibitors cutting across the entire textiles value chain, 3000 plus reputed international buyers and 40000 plus domestic buyers. It will truly be the best possible platform to showcase the true potential of textiles trade." Shri Thakur appealed to the exporters to take advantage of this remarkable opportunity to connect with all major stakeholders of textiles from across the world.

Further Shri Thakur remarked, "India presents a unique strength in the Textiles and Garment sector having abundance of raw material being one of the top producers of cotton, silk, jute, polyester, viscose, nylon and acrylic and a complete value chain in each fibre. Despite these inherent advantages, India for a variety of reasons missed the opportunity to occupy the place of prominence in the Apparel export domain. We somehow did not capitalize upon our strength

adequately and market our strength well to the rest of the world. Bharat Tex Expo 2024 will plug this gap by showcasing our strength and by projecting India as the preferred sourcing destination. It will ensure India its due place in terms of branding and positioning which has been waiting for a long time.”

Shri Lalit Thukral, President, Noida Apparel Export Cluster said that the RMG exports from the Noida cluster today is to the tune of Rs.40,000 crores which will touch Rs.60,000 crores in next two years. The UP government has made Noida the city of apparel and has provided several matching facilities which has led to this business growth. Factories were allowed to work even during the Covid time.” He appealed to the Noida cluster exports to participate in huge numbers as many reputed international buyers have already registered to attend this grand show.

Shri Anil Kumar, Director, Minister of Textiles made a presentation on Bharat Tex Expo 2024. He said, “We have everything here in India from farm to fashion but it’s all scattered. Bharat Tex is an endeavor to bring the entire textiles value chain under one roof and showcase to the world our strength in the textiles sector.”

The roadshow closed with the question-and-answer session.