

# tecoya trend

ITME ISSUE 2023

The **ONLY** National Textile Daily

## PROSPERITY THROUGH TEXTILE TECHNOLOGY AND ENGINEERING



# ITME

## AFRICA & M.E.

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 ECONOMIC DIPLOMACY DIVISION  
MINISTRY OF EXTERNAL AFFAIRS

 MINISTRY OF TEXTILES  
GOVERNMENT OF INDIA

 **MITI**  
MINISTRY OF INVESTMENTS,  
TRADE & INDUSTRY

30<sup>TH</sup> NOV  
TO 02<sup>ND</sup> DEC  
2023

KENYATTA  
INTERNATIONAL  
CONVENTION  
CENTRE,  
NAIROBI

# KENYA



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*Prosperity through  
Textile Technology and Engineering*

**30<sup>TH</sup> NOV > 02<sup>ND</sup> DEC 2023**

**Kenyatta International Convention Centre,  
Nairobi, Kenya**



## Exhibits Profile

**TEXTILE  
TECHNOLOGY**  
10 Chapters

**ENGINEERING**  
7 Chapters

**TEXTILE  
PRODUCTS**  
7 Chapters

**ALLIED  
SERVICES**  
8 Chapters



## Exhibition Highlights

**30<sup>th</sup> November to 2<sup>nd</sup> December 2023**

Tentative Program Schedule for the 3-day business event

**Exhibition**  
09.00 hrs to 17.00 hrs

**Inaugural Program**

**Investment Seminars**

**Panel Discussions**

**B2B meetings with  
Business Delegates**

**B2F Meetings  
for Financial Solutions**

**B2G Meetings with Govt. Officials  
from African Nations**

**Meetings with Legal Consultants  
for Business Visitors**

**Technical Seminars**

**India-Kenya Fusion Cultural Program  
and Dinner Reception**

### For Bookings Contact :

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Empowering Textiles  
through Trade and Technology





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## OPPORTUNITIES GALORE IN AFRICA & MIDDLE EAST 2023

By **S. Hari Shankar**, Chairman,  
India ITME Society



It is my pleasure to announce ITME AFRICA & Middle East 2023 from 30th Nov – 2nd December 2023, at Kenyatta International Convention Centre, Nairobi, Kenya. This unique and exclusive business event by India ITME Society's with the theme "Prosperity through Textile Technology & Engineering." is the 2nd edition in this series.

ITME Africa & Middle East 2023 is a catalyst striving to transform the textile industry of Africa & Middle East in the coming decades by opening up unlimited opportunities for business, sourcing, collaboration and investment in the Textiles, Textile Engineering, Ancillary & Allied Industry.

The textile industry in Kenya is a multi-million-dollar industry. Economic history shows that the clothing and textile industry in Kenya played an important role in the industrialization of today's developed countries.

This is because of the industry's unique characteristics of being labor intensive and its links with other sectors of the economy such as agriculture. More strongly, it has been even

suggested that developing countries wishing to industrialize should begin with clothing and textile industries. The cotton, textiles, and apparel (CTA) industry is Kenya's second-largest manufacturing industry after food processing and has been classified as a core industry.

The Kenyan textile industry and its value chains is exhibiting change for the better. Besides, the industry is believed to be one of the first steps into industrialization and creating opportunities for increasing international and global trade. With the adoption of Export driven trade; the textiles and apparels sector has been prioritized as a growth sector in African market.

The Kenyan textile and apparel value chain consists of input providers of spinning companies, semi and wholly integrated weaving / knitting / dyeing / finishing mills and plants, and design and sewing firms. The sector is under the auspices of the MOIED and is supported by broad private sector associations and training institutes.





Following a recent investment mission, there are companies looking keenly at investment in Kenya, including one that is considering sourcing cotton from Kenya and potentially investing in establishment of a mill. The government of Kenya has portrayed a strong policy support to increase cotton production in cotton growing counties of Kenya as Cotton production is key to successful textiles. ITME Africa opens up the potential in cotton farming & offers opportunities in the spinning segment in Kenya & African nations.

Kenya exported USD 360 million worth of apparel, the largest exporter of apparel from Africa. Kenya needs to continue growing that market but at the same time develop the production side and link production to demand. The integrated approach will require transformation of the entire value chain. As production costs rise in Asia, Sub-Saharan Africa offers the last frontier in the search for new apparel sourcing markets. With a strong apparel tradition, a large and entrepreneurial workforce, and an attractive business environment, Kenya is a compelling new sourcing destination for global brands.

Kenya's textile industry is on the splurge of a rise in productivity as new government reforms take off and resources are being raised to boost production. Kenya's government sees opportunities in specialization and diversification, moreover. The government of Kenya's Vision 2030 identifies the garment and textile sector as a driver of industrialization & it aims to develop "Kenya's image as Africa's hub for innovation and green production".

Kenya has an increasing demand for Spinning Machinery & similar needs have been expressed by other African Countries. It would be a golden opportunity or Spinning Machinery Manufacturers to explore African market & connect with new customers at ITME AFRICA & Middle East 2023.

Kenyan Spinning, weaving and processing sections are fully equipped with modern machines thanks to the Government's unwavering support to ensure textile industry is fully revived and contributes to the country's Gross Domestic Product (GDP) as well as create employment.

Kenya's Textile & Textile engineering industry has gained its reputation in the world market as one of the emerging suppliers for high-volumes of bulk basic garment items, such as t-shirts and trousers.

The textile industry of Kenya is a sleeping giant and utilizing the available resources rightfully will lead to growing the economy to unthinkable levels. Kenya has the potential to be one of Africa's largest textile & Textile engineering Industry hub ITME Africa & Middle East exhibition, the perfect platform to target this untapped potential of Kenya.

I look forward to welcoming you to at ITME Africa & Middle East 2023 from 30th November - 2nd December 2023 at Kenyatta International Convention Centre, Nairobi, Kenya.







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## KENYA – A PROMISING DESTINATION FOR THE TEXTILE INDUSTRY

By **Ketan Sanghvi**, Hon' Treasurer,  
India ITME Society



It is an honor for me to invite you to India ITME Society's ITME AFRICA & Middle East. After the tremendous success of ITME AFRICA at Ethiopia, the 2nd edition in this series is scheduled from 30th Dec to 2nd November at Kenyatta International & Convention Centre, Nairobi, Kenya. Kenya today is focused on its developing value chain. There is an abundance of raw materials so Kenya can strategically partner with India for gaining experience not only for developing strong dominance in the spinning segment but also encash on the excellent state of art machinery manufactured by the Indian players.

It is an opportunity not only for India but also for Kenya to bring in investment from India by showcasing its strong roots & culture in textiles & channeling investors & big players from India for growth & expansion of all.

The current snapshot of the textile industry in Kenya is promising. According to the research, there are 22 large foreign direct investments in the EPZs, 170 medium and large companies, more

than 75,000 SMEs and several companies in the verticals of the clothing industry, such as weaving, spinning and knitting companies. As of 2018, the manufacturing sector constitutes more than 20% of the GDP and employs more than 300,000 workers in the formal sector and around 4 million workers in the informal sector.

The textile industry also supports the development of related industries such as chemicals, agriculture and other manufacturing industries.

There is a radical rethink happening at the heart of the textile and clothing industry. Innovative approaches to design, manufacture, acquisition, aftercare, experience and disposal – the whole product lifecycle – are being introduced.

Materials and processes that deliver better quality, performance, durability, functionality, usability and sustainability are being utilized by designers and manufacturers who are looking to develop well fashion that conforms to, and exceeds, market demands.





Development of the textile industry in Kenya improved the balance of trade by increasing textile exports. Moreover, the global textile industry exhibits quick and significant reactions to the changes in the competitive advantages of countries.

The increased competitive advantage of Kenya following the enactment of the African Growth and Opportunity Act had a significant impact on the textile exports.

East African countries have recently gained a lot of attention in the global apparel and textile industry. Governments in these countries are taking steps to develop their domestic industries to ensure they are viewed as potential prospects by international apparel brands.

According to United Nations projections the sub-Saharan Africa, East African countries - especially Kenya and its neighbouring countries like Ethiopia, Uganda and Tanzania as well as other African countries such as Egypt, Ghana etc are of interest & potential markets for the textile & textile engineering industry.

The governments of these countries are taking steps to develop their domestic textile and garment industries.

Uganda has a range of opportunities in the textile industry, including cotton production, textile manufacturing, handmade crafts, export of raw materials, and production of technical textiles. Investors can take advantage of these opportunities conclude successful businesses deals.

Egypt has a well-established textile industry that has been growing steadily over the years, and there are several opportunities available for investors in this sector.

Tanzania has several textile manufacturing companies that produce garments, fabrics, and accessories. There is room for new entrants in the market, particularly those who can produce high-quality products at competitive prices.

Ethiopia has a rapidly growing textile and garment industry, with the government placing a strong emphasis on industrialization and export-oriented manufacturing.

South African companies are looking out for Machineries to produce finished products such as clothing, beddings, and curtains. The government has established industrial parks to support manufacturing, and there is a growing demand for locally made products.

Over & above African countries have preferential trade agreements with developed countries which provides a platform for African textile products to access these markets duty-free or at reduced tariffs.

All these factors make Africa especially Kenya a promising destination for the textile Industry. As invite you to participate in ITME AFRICA & Middle East 2023, the ultimate platform to Gain, Grow & Retain.







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# ITME AFRICA & MIDDLE EAST 2023 - CEMENTING THE GROWTH OF TEXTILE ENGINEERING INDUSTRY

By **Seema Srivastava**, Executive Director, India ITME Society



The 2nd edition of ITME Africa & Middle East 2023 cementing the growth of textile Technology & engineering industry in Kenya is a strategic & stimulating business event on the African soil & first time in Kenya.

ITME Africa & Middle East conceived & owned by India ITME Society has garnered support from **Ministry of External Affairs, Economic Diplomacy Division, & The Ministry of Textiles, Govt of India**. The Economic Diplomacy Division (ED) has been established as the economic arm of the Ministry of External Affairs, Government of India to facilitate foreign investment, promote bilateral trade, tourism, yoga. The goal of the ED website is to project 'Brand India' in a contemporary and comprehensive way by providing two-way information on Indian economy and business environment in India and its States for foreign enterprises as well as providing information on countries around the world for Indian businesses going abroad.



**The Ministry of Textiles Govt of India**, is responsible for policy formulation, planning, development, export promotion and trade regulation of the Textiles Industry. With the vision to build state of the art production capacities and achieve a pre-eminent global standing in manufacture and export of all types of textiles including technical textiles, jute, silk, cotton and wool and develop a vibrant handlooms and handicrafts sector for sustainable economic development and promoting and preserving the age-old cultural heritage in these sectors.

ITME Africa & Middle East has received Logo Support from **Ministry of Investments, Trade & Industry, Republic of Kenya** indicating interest for the Textile & Textile Engineering Industry in Kenya.

To Promote and Facilitate Domestic and Foreign Investments; Investment policy and attraction; Industrial Policy and Planning. Industrial policy



MINISTRY OF TEXTILES  
GOVERNMENT OF INDIA



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planning along with overseeing the growth, development, and regulation of the Textile Sector. Kenya's Ministry of Industry and Trade has decided to improve partnership with local textile and apparel sector in a bid to improve quality of products. This move will further fast-track 'Buy Kenyan, Build Kenya' initiative, informed Investment and Trade Cabinet Secretary Adan Mohamed.

The Kenyan Government has also decided to waive off duties and taxes on apparel, clothing and garments made in Export Processing Zone. As such with all the policies in plan by the Kenyan Govt, ITME Africa & Middle 2023 is a strategic event and one stop platform for generating sector specific employment, Joint Ventures, Skill Development, Bilateral trade & Education & Academia. Apart from the Government support ITME Africa & Middle East 2023 has received endorsement from the 5 premier Textile Association in India.



**Textile Machinery Manufacturers Association (India)-TMMMA** promotes production of modern indigenous textile machinery which is used by the textile industry for manufacture of fabrics to clothe the Indian masses.



**Indian Textile Accessories And Machinery Manufacture Association-ITAMMA** is the voice of SMEs in the Indian textile engineering and

accessories industries and is a pioneer organisation representing both trade and industry connected with textile machinery, components, accessories, stores items etc.



**Confederation of Indian Textile Industry - (CITI)**, An apex industry chamber representing all the sub sectors of the textiles sector through its Member Associations, Associate Members and Corporate members.



**Bureau of Indian Standards, Govt of India** - BIS is the National Standard Body of India. BIS is responsible for the harmonious development of the activities of standardization, marking and quality certification of goods and for matters connected therewith or incidental thereto.



**Textile Association of India** - TAI is the foremost leading & largest Nonprofit National Professional & Technocrats body in India having more than 25000 strong memberships of 26 affiliated units at various textile centers in the country.

ITME Africa & Middle East is collectively supported by leading Association from Kenya.



**The Export Processing Zones Authority - (EPZA)** State Corporation under the Ministry of Investments, Trade & Industry (MITI) to promote export oriented industrial investment within designated zones.







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**Kenya National Chamber of Commerce & Industry –**

KNCCI is a membership based trade support institution (TSI) working to protect commercial and industrial interests of Kenyan business community and advocates for the creation of a favorable commercial, trade and investment environment that supports enterprise expansion.



**Kenya Association of Manufacturers –**

KAM is a representative of manufacturing and value-add industries in Kenya. The Association has grown into a dynamic, vibrant, credible Association that unites industrialists and offers a common voice for businesses.



**Kenya Investment Authority**

(KenInvest) is a statutory body established in 2004 and currently operating through an Act of Parliament (Investment Promotion Act No. 6 of 2004) with the main objective of promoting investments in Kenya. It is responsible for facilitating the implementation of new investment projects, providing After Care services for new and existing investments, as well as organizing investment promotion activities both locally and internationally.



**Gatsby Africa –**

Is an ambitious and dynamic organisation, committed to sector transformation and helping change lives for the better in East Africa with a focus on transforming sectors with real opportunity for widespread impact.



**Fashion Agenda Africa –**

(FAA) is an initiative that is founded on a paradigm of creativity, innovation and sustainable impact in the farm to fashion value chain.



**BTCA**  
BOTSWANA TEXTILE & CLOTHING ASSOCIATION

**Botswana Clothing and Textile Association (BTCA) –**

created in Botswana to improve industry's growth and sustainability.

BTCA aids local companies by accessing funds from numerous financial institutions. Many Association from In and around Africa & across the globe have supported ITME AFRICA



**Association of Ghana Industries –**

AGI is a not-for-profit organisation, registered in Ghana with over 1200 members across all the regions of Ghana and is recognised as the leading voice of the private sector

TRADELINK CHAMBER - UGANDA



**Trade Link Chamber Uganda**

is an independent membership trade development organization established to support trade in Uganda through economic integration, competitiveness, and sustainable growth.



**Textile Machinery And Accessories Industry Association –**

TEMSAD established in 1998 to serve the Turkish textile machinery





sector, has been promoting the industry as well as contributing to its development since the first moment it started its activities. And continues its sectoral activities without slowing down with our association management and intense efforts of our members on every platform



**The Cotton Egypt Association** is passionate about keeping Egyptian Cotton™ pure stand firmly for genuine quality.



**Indo polish Chamber of Commerce & Industry** - IPCCI is as an official and trusted gateway for Indian and Polish companies to explore opportunities and enter respective markets.



**Uzbekistan International Business Development Association** - A leading Association in Uzbekistan

with a focus on International Business Development.

ITME AFRICA & Middle East has till now participants from Sri Lanka, Kenya, India, Switzerland, Italy Turkey, China, Germany, Egypt, Spain & Taiwan.

**ITME AFRICA & MIDDLE EAST 2023** has the potential to gain an understanding of the African Textile Industry, identify the gaps in the market and open new partnership & investment opportunities, generate make way for business generation. This one of its kind business event with a **Vision** - "To initiate a new era towards self reliance, socio-economic advancement & empowerment in the Textile & Textile Engineering Sector with International co-operation for Africa & Middle East" and **Mission** "To serve as a gateway and One Stop Solution for Textile Technology & Engineering encompassing Education, Skill Development, Investment Joint Ventures & Sourcing." Participate in this joint endeavour to bring Prosperity through Textile Technology & Engineering not only in Africa but across the globe.



For detailed information on this Mega Global Event visit our website [www.itme-africa.com](http://www.itme-africa.com)

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**Kenyatta International Convention Centre,  
Nairobi, Kenya**

## Highlights of Itme Africa 1<sup>st</sup> Edition - 2020



Visitors from  
**44 Countries**



**197 Exhibitors**  
From  
**13 Countries**



**5 Country  
Pavilions**



Over  
**1300 Business  
Leads Generated**



**90+ Agents &  
Dealers Appointed**  
in Africa

# Welcome

to the

## **ITME AFRICA & M.E.**

### **2<sup>ND</sup> EDITION**

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**An Ideal Opportunity to Network and Expand your Business**

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**Kenyatta International Convention Centre,  
Nairobi, Kenya**

## **A Strategic International Business Event** Showcasing 32 Chapters of Textile, Textile Engineering & Ancillary Industry and Services

Welcoming Visitors from across the Globe to Network and tap new Opportunities



**Extending a Warm Welcome to**



Associations



Government Representatives



Students/Technical Faculty/Universities



Buying Agents/Houses



Industrial Consultants



Technical Experts



Entrepreneurs/Consultants/Distributors



Textile Manufacturers



Traders, Whole Sellers & Retailers



Fashion Designers & Private Labels



Scientists/Researchers/Technologists



Trade Associations/Houses

**For Bookings Contact :**

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