

Indonesia's Textile and Apparel Industries Participate at *Sourcing at Magic Show* in Las Vegas

Washington D.C., August 11th 2014 – Indonesia once again will participate at the largest fashion expo in the US, *Sourcing at Magic Show*, which will be held next week on August 17th-20th, 2014 in Las Vegas, USA. “United States is the main export destination for Indonesian textiles with the share of 45.17% and value more than USD 4 billion. This value can be increased by enhancing marketing and branding strategy to the targeted buyers,” said Ni Made Ayu Marthini, Indonesian Trade Attaché in Washington D.C.

Indonesia, the fourth largest textiles importers to the United States after China, Vietnam, and Bangladesh, will bring 23 companies to *Sourcing at Magic Show*. These companies are **BNV Indonesia, PT. Indosports Jaya, Chevalier (Chevalier and Cannes), PT. Java Garmino, PT. Ginza Cipta Indah, Obs! Clothes, PT. Dwiprastama Paramita, PT. Indo Emerald Implex, Nushock International Clothing Company, PT. Angelina Kartika Timur Cemerlang, PT. Excellence Qualities Yarn, PT. Ramagloria Sakti Tekstil Industri, PT. Bali Nirwana Garments, Lenan Pearl of Silk, PT. Putri Ayu Bali (Koi-Koi Silver), Mo En Da, Praja Indogama Sew (Kalyana), Toraja Melo, PT. Baguda Wear Banyuwangi, PT. Graha Cendana Abadi Mitra, Lukita Jewellery, Batik Sosro, dan Elhaus.**

With ‘Remarkable Indonesia’ as the tag line, Indonesia shows varieties of products displayed at the Indonesian Pavilion located at booth #91812. Those products include textiles, leather, shoes, jewelry and other fashion accessories products.

According to Made Marthini, Indonesian textile products are competitive in the US market. “Based on the *Sourcing Journal Online*, Indonesia, particularly in Central Java is very attractive as investment destinations in textile and garment sector. The article cites that “Central Java has proven especially attractive for a variety of reasons: a regulatory environment congenial to business, a well-developed infrastructure which includes accessible highways, recently modernized airports, and a seaport convenient for trans-oceanic shipping. Also, much of Indonesia’s textile and garment labor force is concentrated in Central Java. That makes countries like the US, EU, China, South Korea, and Vietnam, are all investigating moving more of their manufacturing to the Southeast Asian Nation, with particular focus on the Central Java area of the country”” said Made Marthini. Made further adds, “Although sometimes higher in price compares to similar products from other competing countries, Indonesian products are often better in quality and we are very proud of it”

The Overview of *Sourcing at Magic Show*

Sourcing at Magic Show is the largest annual exhibition and fashion apparel sourcing in the United States. This exhibition is a platform to access fashion products from around the world, which covers all the supply chains from designers until manufactures for men, women and children. The fair also focuses on several products such as textile, apparel, shoes, home decoration and other accessories products.

Attended by more than 5,000 well-known brand fashion, including fashion companies from 50 states in the United States and more than 80 countries around the world, *Sourcing at Magic Show* scores USD 200 million transaction per day. Famous brands such as Calvin Klein, JC Penny, GAP, banana republic, and Ralph Lauren always attend the shows to looking for new and innovative sourcing.

During *Sourcing at Magic Show*, there are also seminars and other parallel activities, such as Women's Wear Daily (WWD) Magic which will feature fashion and accessories for women and FN Platform for the shoes products.

The participation of Indonesian pavilion in *Sourcing at Magic* is made possible through the cooperation between the Ministry of Trade of Indonesia, Ministry of Industry of Indonesia, supported by the Indonesian Trade Attaché in Washington D.C., Indonesian Trade Promotion Center in – Chicago and Los Angeles.