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mti — Marché textile international, Paris



Le stand
de la maison Paul Sailer & Co.,
Saint-Gall

The International Textile Market is designed to enable textile manufacturers in O.E.C.D. countries (Organisation of Economic Cooperation and Development) to give an annual presentation of their collections and their products to clients from all over the world, including ready-to-wear manufacturers, wholesale dealers, importers, big department stores, etc. This market, which is not open to the public but strictly reserved for professionals, offers tremendous new scope for fruitful exchanges in the way of simplifying the establishment of contacts, grouping orders, determining trends in the fields of fabrics, laces and embroideries, ribbons, etc.

The 3rd I.T.M. was held from June 26th to July 1st this year in the main hall of the Exhibition Centre at the Porte de Versailles in Paris. This year, 8400 textile buyers, 2600 of them from 59 foreign countries, examined the collections of the 249 textile producers of O.E.C.D. countries exhibiting there. The volume of business transacted was on the whole higher than in 1960 and most exhibitors declared themselves highly satisfied. Judging by the growth of this event since 1959 and the increase in the number of exhibitors, especially those from abroad, it is obvious that the Paris International Textile Market fulfils a need and that its future is ensured. The fact that it is reserved exclusively to buyers and members of the press helped create a serious atmosphere conducive to business. The photographs opposite give some idea of this extremely well organised event, although visitors were in fact much more numerous than would appear from these illustrations. Apart from a St. Gall handkerchief and embroidery firm, which had a stand of its own, several Swiss manufacturers were represented on the stands of their agents in France.

