



# TEXMED

Tunisia 2011

12<sup>th</sup> EDITION

# Salon

Euro-Mediterranean Garment Exhibition

8 - 9 - 10  
JUNE 2011

PARC DES EXPOSITIONS  
DU KRAM - TUNIS

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www.texmed-tunisia.com

## The promotion of **TEXMED TUNISIA 2011** throughout the professional exhibitions abroad

### **B TO B MEETINGS IN ITALY**

17 Tunisian clothing companies travelled to Bologna and Milano from 21st to 25th of March 2011 to meet with around sixty Italian importers and distributors represented by more than one hundred professional buyers within a program including about 350 professional contacts.

It was an occasion to meet with big brand names of the Italian clothing sector such as **COIN OVIESSE** group, the most important distribution group in Italy dealing with hundreds of specialized stores under several brands. Other brand names that attended the event include **GUCCI, GUESS, PARAH, SERGIO TACCHINI, TRUSSARDI, RIFLE, ZEGNA, BERETTA, and MACRON.**

The press conference, held on 24th of March 2011 in the Chamber of Commerce and Industry of Milano, was a good opportunity to promote the **TEXMED TUNISIA 2011** exhibition to professionals of the textile and clothing sector in Italy.

### **Tunisia in INTERSELECTION – April 2010**

8 Tunisian companies exhibited during Interselection show that took place in Paris Porte de Versailles from 5th – 7th April 2011 **knitwear, women's and men's ready-to-wear, jeans, accessories, and fabrics.**

An information stand has been dedicated to the professionals interested by the 12th edition of **TEXMED TUNISIA 2011**, where different services were made available (information, registration, distribution of professional invitations), bearing in mind that each exhibitor or visitor can register directly online or ask for a free electronic badge via **TEXMED** website [www.texmed-tunisia.com](http://www.texmed-tunisia.com)

### **TEXMED TUNISIA IN WORKWEAR - COVENTRY**

During 5th and 6th of April 2011, 3 Tunisian companies specialized on professional clothing were present in the **WORKWEAR AND CORPORATE CLOTHING** show, in Coventry in England to exhibit their know-how in this segment which is continuously developing in Tunisia. A complete offer in corporate clothing will be present during the next **TEXMED TUNISIA** exhibition, from 8th to 10th June 2010 in Tunis, with about 15 companies exhibiting in the "professional clothing" village.

The workwear and corporate clothing show was also an occasion to promote **TUNISIA 2011** exhibition to British professional buyers via point-of-sale promotion, B to B meetings as well as a press conference on 5th of April 2011.

Organisers



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