

**U.S. DEPARTMENT OF COMMERCE
OFFICE OF TEXTILES AND APPAREL (OTEXA)**

USA SAMPLE PAVILION

at

COLOMBIATEX 2013

JANUARY 22-24, 2013

LOCATION: Plaza Mayor Medellín Convenciones y Exposiciones, Medellín, Colombia

SHOW DESCRIPTION: In its 25th year, [Colombiatex](#) is the largest and most comprehensive textile, machinery, and materials show for the apparel and home goods industries in Latin America.

VISITORS/EXHIBITORS: There will be eight pavilions with 9,300 square meters dedicated to textile raw materials - fibers, yarns, fabrics, buttons, buckles, zippers, ribbons, lining, labels, collars, chemicals, and machinery for the textile, apparel, footwear, and home goods industries. Last year the show was attended by over 16,000 persons, including 8,000 buyers, more than 400 journalists, and 520 exhibitors from 46 countries.

AMENITIES: OTEXA will represent up to 10 qualified U.S. manufacturers and suppliers of textile products at the show through a Sample Pavilion. Participants in this catalog/sample show are offered a package of services including pre-show publicity, on-site promotion of samples/product literature and the collection of leads that will be sent to each company in a detailed spreadsheet after the show.

WHY SHOULD YOU EXHIBIT? With the recent implementation of the *United States - Colombia Trade Promotion Agreement (TPA)*, U.S. textile and apparel producers have new market opportunities in Colombia. The Colombian textile import market has grown by 84% in the past two years, from a value of \$869 million in 2009 to \$1.6 billion in 2011. U.S. exports to Colombia have also grown during that period. Now, with the recent implementation of the TPA, where all qualifying textile and apparel products now enter Colombia **duty-free**, opportunities in Colombia are limitless.

The sample pavilion allows your products to be promoted at the show by a knowledgeable U.S. Department of Commerce representative, saving manpower and expenses for your firm in this initial marketing investigation.

COST: \$900 for the representation of samples, company literature and business cards. Shipment of samples to and from **Colombiatex 2013** is the responsibility of the participant.

REGISTRATION DEADLINE: November 30, 2012

FOR ADDITIONAL INFORMATION: Please contact Richard Stetson at 202-482-2582 or by e-mail at richard.stetson@trade.gov.