

【 Press Release 】

Taipei, October 20, 2022

## **TITAS 2022 facilitates sustainable innovation**

The 2022 Taipei Innovative Textile Application Show (TITAS) came to a successful close last week (October 14, 2022). Organised by the Taiwan Textile Federation (TTF) and in partnership with the Bureau of Foreign Trade (BOFT), Ministry of Economic Affairs, TITAS was a hybrid event, the online version of which – TITAS Virtual – is still live until 14 November.

In total, TITAS showcased innovations from 367 international exhibitors across 10 countries, with nearly 900 booths. The physical event saw over 33,000 visitors through its doors during the three-day exhibition period – many more of which are still expected online over the next month as TITAS Virtual continues.

### **Sustainability**

Sustainable innovation was a key topic that ran throughout the five major themes of the show: Sustainability in textiles; Functional applications; Personal protective equipment (PPE); Intelligent manufacturing and Smart textiles.

In particular, carbon neutrality and reducing carbon emissions was a critical component of exhibitors' offerings. This is especially as the EU's European Green Deal revealed 2050 carbon neutrality goals, ensuring no net emissions of greenhouse gases by 2050. The US has committed to an ambitious and achievable goal to reduce net GHG emissions to 50-52% below 2005 levels in 2030. The issue of "net-zero carbon emissions" has become the best challenge for companies to strengthen their supply chain carbon management and improve business resilience, according to TITAS organiser.

The highlights of this year's exhibitors focused on Sustainability: establishing a green supply chain that combines environmental protection and functions. The raw material exhibits concentrated on the biodegradable, biomass and post-consumer recycled fibres, yarns and fabrics. These included: fishing nets and oyster rope, marine waste and industrial waste gas recycling, etc.

In promoting sustainable processes, TITAS 2022 showcased technology that seeks to reduce dyeing wastewater and carbon emissions, such as anhydrous dyeing and dope dyeing.

Functional Applications spotlighted the functions of moisture wicking, deodorisation, antibacterial, antifouling and cooling sensation technologies while exhibitors with Personal Protection Equipment offerings focused on safety protection, such as special fabrics for industrial safety, fire protection and military use. Sustainability was at the core of all these themes.

### **Improved experience**

TITAS was selected to be part of the demonstration field for the EXPO-TECH Pilot Project for Digital Exhibitions of the Bureau of Foreign Trade. This seeks to introduce digital technologies to enhance the interactive experience of exhibitor visitors through 3D Hologram Hybrid Booths. These booths adopt new virtual reality (VR) technology that shows as a hologram booth with 3D modelling. It adopts a unique holographic display of 3D textile models and interactive gesture recognition technology.

It also employs an Intelligent Manufacturing Interactive Immersive Space. Here, the interactive projection mapping walls combine advanced projection technology, touching technology together with digital interaction and space design. This area provided visitors with an immersive exhibition experience and effectively attracted the attention of visitors, then guided them to the physical booth. In addition, technologies such as epidemic prevention robots and interactive electronic maps were also utilised. The implementation of these technologies made TITAS a green exhibition that combined environmental protection, epidemic prevention and artificial intelligence.

The Covid-19 pandemic caused international exhibitions and networking opportunities between buyers, suppliers and innovators to stagnate. In a bid to improve buyer-supplier communications, TITAS invited more than 41 brands from 10 countries to conduct hundreds of online and in-person meetings with exhibitors. Buyers came from countries such as the US, Canada, Germany, Italy, Japan and South Korea. This season's procurement focused on multifunctions of woven and knitted textiles that combine sports, outdoor leisure, fashion, household use, baby strollers and competition use. These sought after materials has properties including moisture-wicking, waterproof and moisture-permeability, anti-UV, far-infrared, insulation and temperature regulation, deodorisation, antibacterial, antifouling and high strength and wear resistance.

The next edition of the show, TITAS 2023, will be held in Hall 1 of the Nangang Exhibition Center from 17-19 October, 2023. With the strong support of the Bureau of Foreign Trade, Ministry of Economic Affairs and the industry, the Taiwan Textile Federation is confident Taiwan will increase its market share and competitiveness in the global textile industry, so that Taiwan's textiles can continue to shine in the global market, says TTF.

To attend TITAS Virtual, please visit: <https://online.titas.tw/>



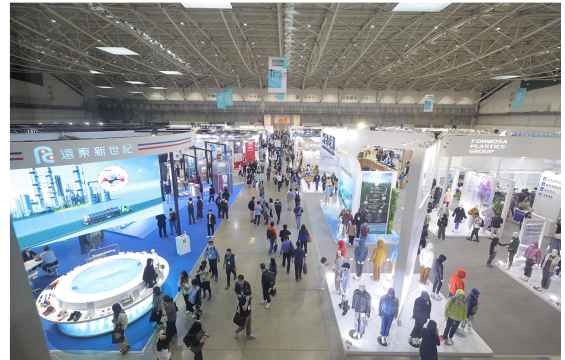
TITAS Trend Zone showcased 600 selected exhibits



Seminars delivered the latest information and technology exchange



In-person business meetings for buyer & supplier



TITAS core exhibitors' excellent showcase



Dynamic • TITAS Fashion Show



Intelligent Manufacturing Interactive Immersive Space