



TITAS Virtual 2021 starts on Nov. 1st a Virtual Experience for Textile Industry

In view of COVID-19 pandemic, the 25th Taipei Innovative Application Show (TITAS) was forced to go virtual. A new format and the first of its kind in Taiwan' s textile industry, TITAS Virtual, will start on November 1st, creating boundary-free, one-stop-for-all, and totally virtual business opportunities for Taiwan' s textile suppliers and global buyers.

Organized by the Taiwan Textile Federation (TTF) and under the auspices of the Bureau of Foreign Trade, Ministry of Economic Affairs, TITAS Virtual 2021 gathers 154 international and domestic exhibitors in this virtual event, including big players in the industry such as Far Eastern New Century, Formosa Taffeta, Li Peng, Eclat Textile, New Wide, Zig Sheng, Shinkong Synthetic Fibers, Singtex, Honmyue, Yu Yuang, Acelon C&F, Taiwan Paiho, Everlight Chemical, Nan Pao Resins Chemical, and more, all to showcase their innovative capacity in this platform to global buyers. Additionally, prominent R&D institutions, namely Taiwan Textile Research Institute and Material (TTRI) and Chemical Research Laboratories, Industrial Technology Research Institute (ITRI) also participate in the event. At the same time, various textile related associations who have long supported TITAS will also join the fair.

The 30-day exhibition focuses on 6 major exhibition areas to highlight the diversity and strengths of textile supply chains.

The Exhibitor Hall features 6 categories: Fiber & Yarn, Apparel/Industrial/Home textiles, Apparel, Trimming & Accessories, Textile machinery & Sewing equipment and Other Relevant Services. Each exhibitor presents their promotional materials, product images, videos and more on the virtual showroom. Buyers can visit the showroom to reserve meetings and live chat with exhibitors.

The Association & Institute Hall lines up the leading textile related associations and institutes as well as their members. There are 12 associations present in this hall, including Taiwan Man-Made Fiber Industries Association, Taiwan Spinners' Association, Taiwan Weaving Industry Association (TWIA), Taiwan Knitting Industry Association,

Taiwan Regional Association of Filament Fabrics Printing Dyeing & Finishing Industries, Taiwan Textile Printing Dyeing & Finishing Industrial Association, Taiwan Towel Industry Association (TTIA), Taiwan Glove Manufacturers Association (TGMA), Taiwan Hat Exporters' Association, Taipei Sewing Machines Association, Taiwan Technical Textiles Association and Southern Taiwan Textile Research Alliance (STTRA). TTIA, TGMA, and TWIA even build their own 3D virtual showroom to promote their members and their latest products.

The Trend Zone takes the spotlight on three themes: Functional Applications, Sustainability and Personal Protective Equipment with digital displays aligned according to the themes, buyers can browse through in ease. The theme of Functional Applications points to end uses such as sports, outdoor and work-from-home products. The theme Sustainability emphasizes how natural materials bring added values to the products as well as processes that are environmental-friendly, such as ecological dyeing, dope-dyeing processes with both sustainable and visually appealing features. The theme Personal Protective Equipment looks at post-pandemic demands in areas of professional, everyday life, and medical apparels.

The Events Zone energizes the event with new product launch and fashion show videos for exhibitors to present their product highlights and advantages in diverse ways. Exhibitors who present their product videos include Lily Textile, Oshima, Tung Ho, Frontier.Cool, Zig Sheng, Neshin Spinning, San Wu, Far Eastern New Century, Tah Tong, New Pads, Ta King, Ho Yu, Kaulin MFG, New Wide, etc. Furthermore, "Dynamic · TITAS Virtual" is a runway show presenting innovations by 7 leading companies including Far Eastern New Century, New Wide, Zig Sheng, Eclat, Taiwan Paiho, Singtex and Formosa Taffeta. The show allows buyers to explore fabrics, accessories and actual products up close. It's another way to boost up visibility for the products.

The Seminars Zone is a link to access the latest trend and industry insight. 22 exhibitors present their latest technologies and solutions through pre-recorded or live stream seminars. Participants include Far Eastern New Century, Eclat, New Wide, Taiwan Paiho, Honmyue, TTRI, STTRA, etc. Seminar topics cover subjects across technologies in textile materials, digital printing, trends in sustainable fabrics, brand digitalization, functional materials, and applications in smart textiles.

Apart from bringing the most updated information on exhibitors and their products, TITAS Virtual, more importantly, is the connecting point to bridge all the participants together. **The Online Meeting Zone** functions as a quick access to the exhibitors' virtual booths which is where the meeting reservation and live chat take place. It allows exhibitors and buyers to communicate more efficiently.

Among the most anticipated events at TITAS Virtual this year is the Taiwan Textiles

Business Meeting sessions. To ensure the show performance, the TTF arrange more than 200 physical or virtual one-on-one business meetings. Representative from 42 brands are invited to participate in the program, including ACADEMY, AMERICAN TOURISTER, BASS PRO & CABELA' s, BLACK DIAMOND, GoLite, GREGORY MOUNTAIN, PERRY ELLIS, RALPH LAUREN, ROYAL ROBBINS, SAMSONITE, SCOTT USA, VISTA OUTDOORS,, UNDER ARMOUR, BRITAX, CRAGHOPPERS, MOUNTAIN EQUIPMENT, PENTLAND, RONHILL, SPRAYWAY, TERNUA GROUP, HUGO BOSS, DEUTER SPORTS, SCOTT SPORTS, OBERALP, ECCO, PINEWOOD, PVH, MIZUNO, MITSUI, BLACKYAK, KOLONSPORTS, PROSPECS, TREKSTA, YOUNGONE, PACSAFE, RIP CURL, SEA TO SUMMIT, ARC' TERYX, TOREAD, LI-NING, I.T, and HOLA.

To add on to the already abundant contents at TITAS Virtual, interactive digital technologies introduced by the Industrial Technology Research Institute (ITRI), who implement the project of 2021 Empirical Research Project on Digital Exhibition Technology, allow visitors to immerse themselves into the interactive experience offered by this project. ITRI import "3D Interactive Fashion Show" , "360 degree omnidirectional photography" and "XR Virtual Exhibition" to the show which enhance the immersion and interactivity while visitors participate in fashion show, online factory tour and product introduction. Visitors can also interact with the Avatar in the virtual setting.

TITAS Virtual integrates all the substantial contents and events into the digital sphere, allowing visitors to have the same experience as they visit TITAS in person. Synergy between global professional media and innovative digital channels will further enhance the visibility of TITAS Virtual. All visitors and buyers are cordially invited to attend 2021 TITAS Virtual. Visit the link on November 1, 2021 at <https://online.titas.tw/>, and you will find the products you need right at your fingertips. For further inquiry, please contact: Ms. Beatriz Yu at TTF, E-mail: n683@textiles.org.tw.



Seminar Timetable

★Registration website: <https://titas.tw/en-us/Visitor>

Date	Time	Topic	Speaker / Company	Language	Remark
Nov. 3	10:00	Eclat material technology	Ms. Nish Huang / Designer Ms. Yoyu Tsao / Designer Eclat Textile Co., Ltd.	English	Pre-recorded
Nov. 3	13:30	The introduction of TTRI's R&D achievements	Mr. Po-hsun Huang / Associate Engineer Mr. Chung-mou Huang / Associate Engineer Mr. Chieh Yin / Senior Researcher Mr. Szu-yu Liao / Assistant Engineer Mr. Wen-cheng Hus / Associate Engineer Ms. Yu-zuo Liao / Associate Engineer Mr. Ming-che Lee / Associate Engineer Mr. Ying-chieh Su / Senior Engineer Taiwan Textile Research Institute	Chinese	Pre-recorded
Nov. 3	15:00	Quick delivery fabrics- A digital platform for sustainability functional natural fabric Environmentally sustainable digital textile printing	Mr. Tony Chen / Project Manager Hermin Textile Co., Ltd. Mr. Chen Ke-Chou / Doctor Everlight Chemical Industrial Corporation Southern Taiwan Textile Research Alliance	English Chinese	Pre-recorded
Nov. 4	10:00	Sustainability x Value creation in Honmyue	Ms. Eva Huang / Senior Account Manager Honmyue Enterprise Co., Ltd.	English	Pre-recorded
Nov. 4	13:30	The introduction and seminar: - The acid dyestuff for polyamide micro fiber - The high fastness acid dyestuff	Mr. Jack Lee / Technical Service Div. Manager Oriental Giant Dyes & Chemical Ind. Corp.	Chinese	Pre-recorded
Nov. 4	15:00	ECO NEW WIDE- Sustainable fabric trends	Ms. Phoebe Wan / D³ LAB Manager New Wide Enterprise Co., Ltd.	English	Pre-recorded
Nov. 8	13:00	Color solutions: AI color matching and color visualization	Mr. Alex Tsai / Marketing Manager Taiwan Yutai Hi-tech Textile Co., Ltd.	Chinese	Live broadcast
Nov. 8	14:30	Introduction - Bio-degradable trends & testing in textiles	Mr. Climbgreat Yang / SGS Research & development Center – Assistance Supervisor SGS Taiwan Ltd.	Chinese	Live broadcast
Nov. 8	16:00	Sustainable materials for textile and footwear applications	Mr. James Yang / Section Manager Nanpao Resins Chemical Co., Ltd.	Chinese	Live broadcast

Date	Time	Topic	Speaker / Company	Language	remark
Nov. 10	10:00	After crisis, the future of textiles	Ms. Jenny Cho / Sales Manager SINGTEX® Industrial Co., Ltd.	English	Pre-recorded
Nov. 10	13:30	Our life surrounded by ePTFE	Mr. Ray Lin / Sales Assistant Manager Perfect Defense Technology Co., Ltd.	Chinese	Pre-recorded
Nov. 10	15:00	High performance flame resistance fabric	Mr. James Hsu / Program Manager Sunny Special Dyeing & Finishing Co., Ltd.	English	Pre-recorded
Nov. 11	10:00	Innovative & green jacquard applications - Junmay textile	Mr. Peter Lin / Regional Sales Manager Junmay Textile Mfg. Co., Ltd.	English	pre-recorded
Nov. 11	13:30	New technology to reduce pollution in dyeing industry- Pigment dyeing	Mr. Shih Ming Hsiang / R&D Assistant Manager Ms. Lin Ya Wun / R&D Section Supervisor Cheng Feng Enterprises Co., Ltd.	Chinese	Pre-recorded
Nov. 11	15:00	Looking through the COVID-19 lens for a functional and sustainable fiber products	Ms. Yulena / Brand Manager Zhanyi Science & Technology	English	Pre-recorded
Nov. 15	13:00	Reshape, Restructure, Repackaging	Mr. David Wang / Sales Manager Yu Yuang Textile Co., Ltd.	English	Live broadcast
Nov. 15	14:30	A gateway to the digital fashion value chain: Challenges and opportunities in the digital textile industry	Ms. Tammy Huang / Marketing Supervisor Frontier.cool. Inc	Chinese	Live broadcast
Nov. 15	16:00	The future of functional material and smart textiles	Mr. Hank Lee / Vice President Mr. Thomas Ou / Product Manager Asiatic Fiber Corporation	Chinese	Live broadcast
Nov. 17	10:00	Technical solution provider	Mr. Jacky Su / Product Manager Ho Yu Textile Co., Ltd.	English	Pre-recorded
Nov. 17	13:30	FENC navigating a green future	Mr. Jau-Tzeng Wang Ph.D. / Deputy Manager Far Eastern New Century Corporation	Chinese	Pre-recorded
Nov. 17	15:00	Disperse cationic dye inks	Mr. Jason Su / Director T&T Industries Corp.	Chinese	Pre-recorded
Nov. 18	10:00	The crossover of PAIHO artistic jacquard woven fabric and celadon ceramics	Mr. Tony Tseng / R&D Director Taiwan Paiho Limited	Chinese	Pre-recorded