



Press Release

**The industry event dedicated to garment manufacturing in Europe,
the Mediterranean region and the Indian Ocean
20 - 22 September 2011
Paris-Nord Villepinte**

The 7th session of ZOOM by fatex, the industry event that is dedicated entirely to fashion manufacturing (ready-to-wear men's, women's and children's fashions, accessories and services) and puts the focus on **local suppliers** and **quality**, will take place **from 20 to 22 September 2011 at the Paris-Nord Villepinte exhibition centre** as part of "Première Vision Pluriel".

Local suppliers: for a rapid response and efficient follow-up, ZOOM will be putting the spotlight on European and Mediterranean countries with top-level know-how and state-of-the-art techniques in the manufacturing of clothing and accessories: knitted and woven fabrics, leather, lingerie & swimwear and childrenswear, as well as household linens, trimmings, embroidery, corporate clothing, ironing and so on. **Madagascar** and **Mauritius**, which both have customs agreements with the EU, will join an already packed line-up of exhibiting countries.

The show will welcome exhibitors from all the major textile countries, including **France** - with a greater presence than last session - **Italy** and **Portugal**. Eastern European countries will continue to be strongly represented at the show, with exhibitors from **Romania**, a key specialist in sleeved clothing and hand-knits, as well as from **Lithuania**, **Latvia** and **Poland**, countries that are also becoming increasingly popular for garment manufacturing. Exhibitors from Eastern Europe will also be presenting their leather offer at the 2011 session of the show. And it will come as no surprise to learn that **Turkey** and the big manufacturing countries **Morocco** and **Tunisia** will once again be well represented at Zoom.

Quality: A handpicked offer, carefully selected by the organisers of Zoom, with financially sound, reputable companies that have been showcasing their products and services to an increasingly international visitor base since the very first session of the show.

ZOOM: a selection of 160 high-end garment manufacturers, a wide range of know-how and techniques, a show that aims to find specific, tailor-made solutions for buyers, a broad spectrum of visitors - from haute couture to mass retail chains - an offer that strikes the right balance between quality, speed and local suppliers, perfectly attuned to the needs of the fashion industry.

Press contact :

Frédéric Pellerin

fpellerin@re-active.fr

Tel: +33 (0)1 40 22 63 19 - Fax : + 33 (0)1 40 22 63 20