

**NEWS RELEASE**

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**VIETNAM'S ONLY DEDICATED GARMENT PRODUCTION TECHNOLOGY EXHIBITION  
OPENS IN HO CHI MINH CITY**

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**Ho Chi Minh City, 29 October 2008** - AAMA-TEX Vietnam 2008, the Vietnam Apparel Machinery and Accessories Exhibition incorporating Textile Machinery & Accessories opens today in Ho Chi Minh City. The opening is officiated by Mr Le Quoc An, Chairman of the ASEAN Federation of Textile Industries (AFTEX).

This exhibition is part of the established AAMA-TEX series which was launched in 1989 in Singapore. The series is unique in that it is dedicated to garment production technology. Since then, a total of seven events have been held in Singapore, and it has grown to be the largest event of its kind in South and Southeast Asia.

The AAMA-TEX Vietnam exhibition is held from 29 to 31 October 2008 at the Ho Chi Minh Exhibition and Convention Centre (HIECC), with the endorsement of the AFTEX and the Sewing Machine Traders Association Singapore. It also has the support of the China Sewing Machinery Association and VDMA German Garment and Leather Technology Association.

Organised specially to cater to the needs of the garment industry in Indochina, AAMA-TEX Vietnam 2008 showcases the best and latest by over 120 companies from 15 countries and regions. The exhibition will highlight a wide range of technologies, systems, machinery, equipment and accessories used in the manufacturing and production of garments and textiles.

Among the leading brands to be showcased at the exhibition are Babylock, Brother, Feiyue, Highlead, Mitsuyin, Pfaff, Protex, Richpeace, Sprayway, Tajima, VIBEMAC, Zoje and ZSK.

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Mr Cheah Wai Hong, Project Director of AAMA-TEX Vietnam, said: “We are very encouraged by the support of our exhibitors for the debut of AAMA-TEX in Vietnam. The leading brand names that are represented in this exhibition underscore their strong commitment to the market in this region.

“The leading-edge showcase will provide visitors with opportunities to evaluate innovative solutions which can help them to improve cost efficiency, product quality and delivery. This is especially important in the face of fierce competition in the apparel marketplace.”

An estimated 3000 trade visitors are expected at this inaugural event and will include importers and exporters of garment and textile machinery, garment and textile manufacturers, dealers of garment and textile accessories, distributors and agents of garment and textile machinery accessories, trade associations and consultancy firms.

AAMA-TEX Vietnam is organised by Pico Event Management Pte Ltd. It is open to trade and professional visitors from 10am to 6pm daily. For more information, please visit [www.aamatextvietnam.com](http://www.aamatextvietnam.com).

### **About AAMA-TEX**

The AAMA-TEX trademark is owned by the Sewing Machine Traders Association (Singapore). AAMA-TEX, the triennial trade show in Singapore was last held in Singapore in March 2007. Since its modest beginnings in 1989, AAMA-TEX has grown to be the largest event of its kind in South and Southeast Asia in 2004 and 2007, taking up 15,000 square metres of space.

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For more information on AAMA-TEX Vietnam 2008, please contact:

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