

The California Fashion Association is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.
August 23, 2022

INTERNATIONAL OPPORTUNITIES

PRO COLOMBIA invites ILSE METCHEK to be Guest Speaker at COLOBIAMODA
Medellin, Colombia - July 25th to July 28th
PRO COLOMBIA – Sebastian Echeverria, West Coast Trade Representative-US;
Richardo Pedroza, Commercial Minister- Colombia

The organization of the Colombian government dedicated to the promotion of exports, tourism, and country branding. ProColombia hosts a prominent office within the ColombiaModa trade show, welcoming international visitors, including Costa Rica, Chile, Dominican Republic, Venezuela, Argentina, Mexico, Brazil. US buyer representatives included Disney, North Face, Lands End, etc.



- INEXMODA** – President & CEO: Carlos Botero; Lorenzo Velasquez
- Organizers and Owners of ColombiaModa and ColombiaTex.
 - Services: trade show participation, company matchmaking, entrepreneur education, referrals, data collection, seminars, hosting incoming business visitors, etc.

The multi-faceted private company formed to connect the textile/apparel/technology industries of Colombia; presenting the two largest trade shows in South America; ie: ColombiaModa (July) for fashion, and ColombiaTex (January) for textiles and technology. Member-supported by industry participants.

CFA VISITS:



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C.I. CREYTEX – a vertically integrated producer of activewear, casual sportswear, high performance wear, swimwear, for men, women and kids. Full package services, including print design, garment design and branded packages under labels such as Baby Planet, Lepalmier, etc.

SUTEX /GREENTEX– Textile producer, founded in 1978, utilizing the latest technologies for beachwear, activewear, loungewear, decorative fabrics, digital stamping. Working with entrepreneurial designers and product manufacturing companies, GREENTEX has become the largest textile design-to-producer the region.

CFA PRESENTATION:

“How to become a successful brand in the US Market; Who is the US fashion brand consumer?”

Audience: *“Entrepreneurs with sustainable practices and market development potential”*

ON-THE-SHOW-FLOOR VISITS and GUIDED TOURS:

- Lafayette Sports, Bogota – Totally vertical organization from textiles to finished garments with abroad range of products, including apparel, accessories, and home products. Also visible at the Sourcing at MAGIC show in Las Vegas.
- Noveltex S.A.S. – Textile printer/ converter; supplied by China. No affiliation with Noveltex US.
- Carlos Chaparro – Minister of Education for the apparel & textile industry
- Runway Shows – from 10:am to7:00 p.m.
- Guided tour of ColombiaModa and Medellin retail shopping

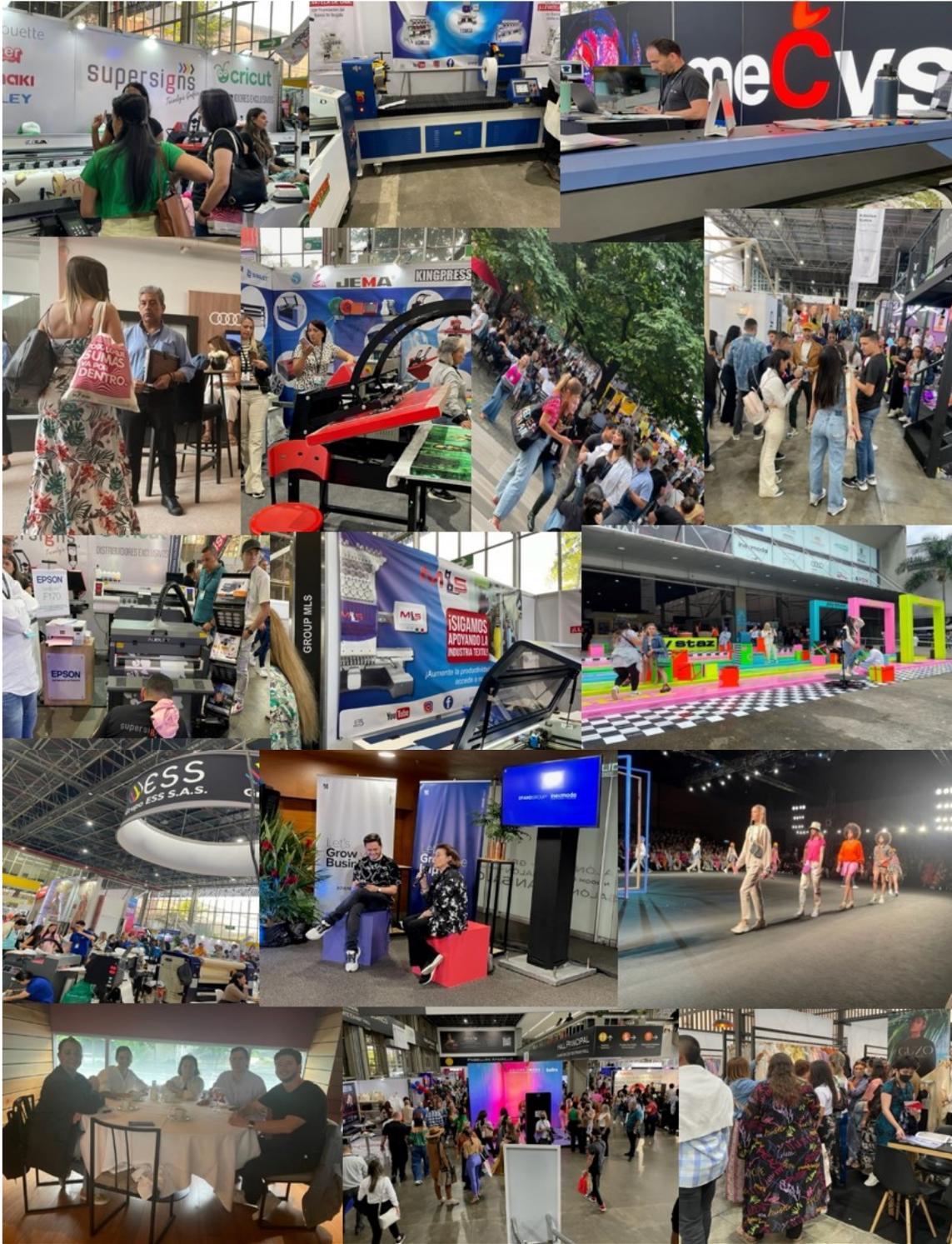
OPINION:

From every aspect of design, textile production, technology, industry professionalism, industry way-finding, and domestic sourcing of all necessary materials (including locally grown cotton, yarn spinning, etc.), Colombia’s apparel & textile complex would be a significant opportunity for investigating alternative sourcing potential.

The country’s suppliers, as a whole, have not reached out to the US as a sourcing client.

Statistically, their exports in these categories only amount to.03% of US apparel/ textile imports.

(source: US Census Bureau). Duty free, English speaking, in the hemisphere, very professional.



California Fashion Association

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