

**Media Tour – Sustainability & Innovation, 12 March (day 1)**

Meeting point: Press Centre, M5-01 at 3:15 pm

Exhibitor	Booth	Product
<b>Paradise Textiles (UAE)</b>	5.1-B11	Paradise Textiles is an end-to-end textile company producing fabrics in China, Taiwan, Vietnam & Egypt with 35 years of experience. Sustainable products include Greenfuze - recycled polyester made from PET and polyester waste, and Dyfuze - waterless solution dyed fabrics. They will also be showcasing their recently launched patent-pending Biofuze line– synthetic polyester which is naturally biodegradable in landfill conditions.
<b>Chori (JP)</b>	5.1-B13	They will offer wearable biometric monitoring fabrics – made with silver fibres, this comfortable fabric can monitor the wearer’s ECG, heart rate and daily activity logs. They have a variety of fabrics with various functions – good texture, comfort, high elasticity, breathability, light weight and more.
<b>Lily Textile (TW)</b>	5.1-A62	GREEN DEFENCE: a nylon blended with plant molecules, mainly from cinnamon and almonds, for natural antibacterial properties. It is resistant to high temperatures and is all natural, non-toxic and non-leaching.
<b>Hua Mao Nano-Tech (TW)</b>	5.1-A72	Their easywarm™ yarn is produced by simulating the material of volcanic rocks, producing three main functions: thermal retaining and temperature increasing; far-infrared emission; and moisture absorbing and heat generating functions. So far it has been adopted by international brands like Nike, Lee and Aimer.
<b>Toyoshima (JP)</b>	5.1-E85	FOOD TEXTILE is an eco-friendly initiative that transforms food residues into natural dyes, for sustainable and stylish textiles. KUWON is their Japanese paper yarn concept – inspired by the special texture and functions of Japanese paper, they mix high-quality wool, cupro, and organic cotton to create a very special look and touch.

**More exhibitors with innovative products**

Besides the exhibitors included in the tour, we would like to introduce the following exhibitors who also have very innovative products on offer. If you wish to interview any of them feel free to approach them directly. If you need any assistance from us, please ask.

<b>Exhibitor</b>	<b>Booth</b>	<b>Product</b>
<b>Asahi Kasei</b>	5.1-E47	Bemberg: a regenerated fibre made from biodegradable cotton linter. Bemberg creates a soft and smooth feel – like a second skin – even better than viscose rayon, silk and cotton. They will demonstrate the usage of Bemberg with their partners' fabrics and interlining products.
<b>Mitsubishi Chemical</b>	5.1-C48	They are the only producer in the world of triacetate, marketed under the Soalon brand. They are experts in the production of hybrid textiles based on triacetate fibres, widely used by famous luxury brand, for the gentle feel, gloss finish and chromogenic properties.
<b>Pacific Viscose</b>	5.1-C37	Global leader in viscose rayon. With a history of expertise from Finland, their modern mills use European technology to make viscose from 100% dissolving wood pulp to ensure purity and quality. Main products to be promoted onsite: Viscose, customized viscose (BV series), color fibre, antibacterial fibre, functional fibre. Together with 6 partners, they will promote the unique nature of viscose textile product - natural, comfortable, biodegradable, renewable and sustainable.
<b>Nano Mintex (HK)</b>	5.1-A02	Their innovative collections of products include functions such as thermal insulation, waterproofing, far-infrared emission, negative ion release, anti-bacterial, anti-UV, durability and more.
<b>Soorty Enterprises</b>	7.1-C68	Their C2C Gold Certified™ line offers a range of sustainably manufactured products. They have collaborated with The Fabricant (Amsterdam-based digital fashion house), creating the world's first denim digital garment – meaning that they can make sophisticated 3D digital samples of their line, reducing waste through the garment development stages & providing a tool to better understand consumer taste.
<b>Orta Anadolu</b>	7.1-E51	Orta Blu promotes sustainable BCI cotton, minimises chemical and water waste in their factories to create sustainable denim, and runs global NGO missions around the world.