

## **Big potential for Indian apparels in Polish markets: Indian diplomat**

**DELHI NCR, 29 June 2021:** There is a massive potential for Indian apparel exporters to increase their presence in the Polish supermarkets and hypermarkets, said **Mr SK Ray, Chargé d'Affaires, Embassy of India to Poland (Warsaw)**.

Addressing a large gathering of Polish buyers and Indian apparel exporters at a virtual B2B meeting on '**India-Poland Synergies in Apparel & Textiles**', jointly organized by **Apparel Export Promotion Council (AEPC)** and the **Indian Embassy** in Poland, **Mr Ray** highlighted the significance of the textile sector in Poland.

Saying that Poland serves as a textile hub for export to other European Union countries, **Mr Ray** said, "Indian exporters should keep in mind that Polish consumers are not very brand loyal. They don't stick to a particular brand. They often tend to switch brands and also they prefer to do shopping in hypermarkets and supermarkets. Though price is a deciding factor, now they are more conscious about design, quality and style.

"Fashion and style are main factors and there is reduced concern about the price tags. There is another growing trend that the clothing has to be sustainable and ecofriendly. Indian exporters should focus more on the latest textile technology and research."

Further, the envoy said, "There is a huge potential for enhancing our engagements in the textile sector. Poland can serve as a major hub for textiles and Indian companies can supply in a large way to the Polish supermarkets and hypermarkets."

**AEPC Chairman Dr A Sakthivel** said, "India is focusing on high value and specialized products like MMF apparels, medical textiles and technical textiles. Foreign investors can set up a manufacturing base in India directly or through JVs. Come and partner with us in building R&D, design, innovation and incubation centres in India. Foreign brands can expand in Indian retail market also. Top brands like Zara, H&M, Mango, GAP, Marks & Spencer, Uniqlo and Calvin Klein are already sourcing from India."

**Mr Sudhir Sekhri, Chairman, Export Promotion Sub Committee, AEPC**, said, "Key advantages of buying from India or for Polish manufacturers setting up manufacturing base in India are lower labour cost, increased ease of doing business, stable economy and the slew of economic measures being taken up by the government – not only for sourcing but also as a manufacturing hub.

"There are large manufacturing companies in India who have the potential to collaborate with Polish companies that wish to set up manufacturing bases in India. India also has the capability to execute smaller orders of any kind of fabric. Besides, India has strong, innovative and creative design capabilities which are amongst the best in the world."

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