

Proyecto Seda returns to Emitex

The INTI's initiative seeks to help in the reduction of poverty in Latin America through the development of sustainable sericulture. From April 9-11, they will be in Emitex to show their work and to offer lectures on primary production, material transformation and innovative applications in silk.

The demand of silk and its byproducts highly exceeds the offer, thus the undertakings oriented to sericulture arise as an attractive and profitable economic way out that does not imply great investments and, besides, it does not contaminate the environment.

This was one of the reasons of the emergence of Proyecto Seda, the program that seeks to help in the reduction of poverty in several countries of Latin America and The Caribbean through the development of sustainable sericulture. It is an activity with high potential of improving the life quality of the most vulnerable populations and that may be carried out by small entrepreneurs that inhabit rural areas, craftsmen and/or cooperatives.

The project, driven by INTI, arose in 2016 when the work proposal was selected to receive financing from the European Union. Its aim is to "positively contribute to the strengthening of the silk value chain, as a production chain with the capacity of generating more quality jobs", states Eng. Patricia Marino, Technical coordinator of Proyecto Seda.

The initiative will have again a highlighted place in Emitex –the exhibition that gathers all the main players of the textile industry- with the aim of showing the audience that visits the fair the advances of its four years work plan, which began in January 2017. During the three years of the exhibition, the project booth will have a space for lectures on primary production, material transformation and innovative applications on silk.

Silk is considered the queen of natural fibers due to its properties; it is warm in winter and fresh in summer. Its softness and typical sheen makes of it a material sought a lot by the greatest garment designers.

In this line, Marino adds that "from the project we aim to reinforce and set up, according to the case, Centros Demostrativos Sericícolas (CDS)

that go through all the phases of the production process up to its handcrafted stage, in order to create pieces with a unique design and with local added value, such as garment products with natural dyes, typical of the production area.”

As from the implementation of the initiative **new producers from Argentina and the region** have interacted. Throughout 2018 approximately a hundred people from **Argentina, Brazil, Colombia, Cuba, Ecuador, and Mexico**, were trained and received technical assistance; **all of them from countries with entities related to the Project.**

The institutions from the countries that take part in this initiative are universities, from Argentina FAUBA, specialized in genetic improvement, from Brazil UEM, specialized in basic research for the treatment of silk worms diseases; in Colombia, research and innovation in new materials for medical, cosmetic and food applications; from Ecuador UEA, specialized in growing and rooting of white mulberry tree and assistance centers that promote sericulture work.

“The complementary character of forces and expertise of the partners strengthen the Project and allow to combine synergies for a successful development”, highlights Bach. María Eugenia Suarez, responsible of institutional articulation of the Project.

In 2017, **Argentina had approximately 50 silk producers**, distributed in La Pampa, Misiones, Jujuy and Buenos Aires; and the most suitable places for the development of this activity are the warm areas, since they are the ones more favorable for the growing of the mulberry plant (*Morus alba*), the only food for silk worms (*Bombyx Mori*).

Emitex will take place on April 9 - 11, 2019 in Centro Costa Salguero, Buenos Aires, Argentina.

The exhibition is only for businessmen and professionals of the sector. With an invitation: free of charge. People under 16 years will not be admitted, even if attending with an adult.

Further information:

www.emitex.com.ar

Press information and photographic material:

<https://emitex.ar.messefrankfurt.com/buenosaires/en/prensa.html>

Links to websites:

www.facebook.com/IndustriaTextilExpo | www.twitter.com/TextilExpo | www.instagram.com/industriatextilexpo

Additional Information on Mundo Textil

It is the only magazine specialized in the suppliers of the Textile and Clothing Industry of Argentina. For more than 15 years it has effectively communicated to the sector. It has

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participated in the organization of sector exhibitions from their creation and it forms active part of the most representative textile industry institutions. In its digital and paper format, it covers all Latin American countries and has more than 15,000 readers per edition.

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500* employees at 30 locations, the company generates annual sales of around €715* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com

*preliminary figures 2018

Background information on Messe Frankfurt Argentina

Messe Frankfurt Argentina is the affiliate of the worldwide trade fair organization leader. The purpose of the fairs is to promote actual business meetings to boost activity in regional markets, in the domestic market and in turn prompt the development of the technological pole in each area. The current portfolio of shows of Messe Frankfurt Argentina includes the following exhibitions: Automechanika Buenos Aires, BIEL Light + Building Buenos Aires, Confemaq, Emitex, ExpoCehap, ExpoFerretera, ExpoMant, Moto Show, Intersec Buenos Aires, Simatex, Tecno Fidta. In addition to numerous congresses and special events for third party, such as Argentina Oil & Gas Expo Buenos Aires, Argentina Oil and Gas Expo Patagonia, Arminera and Electronics Home, among others.

For more information, please visit our website at www.argentina.messefrankfurt.com

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