



Bharat Tex Trade Federation and Première Vision Paris Forge Strategic Partnership to Deepen India–EU Textile Collaboration

**Collaboration to strengthen bilateral trade, promote
innovation, sustainability, design excellence and position
India as a global textile sourcing destination**

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The Bharat Tex Trade Federation (BTTF) and Première Vision are forging closer ties to strengthen textile and apparel trade between India and the European Union, creating new opportunities for Indian manufacturers, exporters and designers to expand their presence, globally. At the same time, it will enable global brands, buyers and fashion houses to engage more deeply with India's diverse and competitive textile ecosystem. The partnership will also promote innovation, sustainability, design excellence, trend intelligence and global sourcing across the textile value chain.

The Letter of Intent (LoI) was signed by Ms Florence Rousson, Chief Executive Officer, Fashion Division, Première Vision SA, and Shri Naren Goenka, Chairman, Bharat Tex Trade Federation (BTTF). This LoI has been exchanged in the presence of Shri Giriraj Singh, Union Minister of Textiles, who graced the inaugural session of Bharat Tex 2026. The LoI marks an important milestone in strengthening institutional collaboration between India and France across the textile and apparel value chain. The collaboration also comes at an opportune time, following the successful conclusion of negotiations on the India–European Union Free Trade Agreement (FTA), which is expected to enhance market access and competitiveness for Indian textile and apparel exporters.

Speaking on the occasion, **Union Minister of Textiles, Shri Giriraj Singh** said, *"This partnership is another significant step in positioning Bharat Tex as a truly global platform. It will help Indian MSMEs, first-time exporters and manufacturers connect with leading European buyers, while showcasing India's strengths as a reliable, innovative and sustainable sourcing destination. It also reinforces India's growing role as a trusted partner in the global textile value chain."*

The signing ceremony was also witnessed by senior officials of the Ministry of Textiles, Government of India, representatives of the Bharat Tex Trade Federation, exporters, international buyers, buying houses, sourcing consultants, industry leaders, and other key stakeholders from across the textile value chain.

Première Vision's PV Paris is globally recognised as one of the world's foremost textile and fashion sourcing exhibitions and an influential international platform for trend forecasting, innovation and design excellence. Held biannually in Paris, it convenes leading manufacturers, brands, designers, buyers and sourcing professionals from across the global fashion and textile industry, facilitating high-value business engagement, knowledge exchange, sustainable sourcing and the presentation of cutting-edge materials, technologies and creative developments.

The collaboration will provide Indian manufacturers, MSMEs, exporters and emerging brands with access to a globally recognised platform to showcase premium textiles, apparel, accessories, technical textiles, sustainable materials and fashion innovations before leading international buyers, designers and fashion houses. It will also provide Première Vision and its global network with enhanced access to India's integrated textile value chain through Bharat Tex, creating new opportunities for sourcing, business partnerships and long-term collaboration. In addition, the partnership will facilitate reciprocal participation at Bharat Tex and Première Vision Paris, strengthen buyer-seller engagement, and foster the exchange of trend and design intelligence.

Smt Neelam Shami Rao, Secretary, Ministry of Textiles, said the collaboration reflects India's evolving position in the global textile industry:

"The world is choosing to partner with India. Bharat Tex collaborating with Première Vision is creating a structured platform to connect Indian enterprise with international markets, design leadership and emerging global trends. It also advances the Prime Minister's 5F Vision by strengthening India's position as a sourcing and innovation partner for the global textile and apparel industry."

*Bharat Tex 2026 is being held from **14–17 July 2026** at Bharat Mandapam, New Delhi.*

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