



Bharat Tex Trade Federation and Première Vision SA Sign Strategic MoU to Strengthen India-France Textile and Fashion Collaboration

Strategic Partnership to Create Global Opportunities for Indian Textiles in Premium Fashion

Indian Textiles to Gain Momentum in High-End Global Fashion

Posted On: 03 SEP 2026 4:43PM by PIB Delhi

The Bharat Tex Trade Federation (BTTF) and Première Vision SA, one of the world's leading international platforms for creative fashion, textiles, and sourcing, signed a Memorandum of Understanding (MoU) on 2nd September, 2026 at the Premiere Vision (Paris) exhibition to establish a multi-year institutional partnership aimed at strengthening India's engagement with the global fashion and textile ecosystem.

The MoU was signed by **Dr. A. Sakthivel**, Core Committee Member, BTTF and Chairman, Apparel Export Promotion Council (AEPC), and **Ms. Florence Rousson**, CEO – Fashion Division, Première Vision SA.

The signing ceremony took place in the august presence of **Ms. Neelam Shami Rao**, Secretary, Ministry of Textiles, Government of India, and **Dr. M. Beena**, Development Commissioner (Handlooms). The occasion was witnessed by prominent industry captains from India, leading designers, EPC Officials, Indian Embassy officials, BTTF leadership among others.



The MoU builds upon the Letter of Intent (LoI) signed on 14th July 2026 at Bharat Tex 2026, New Delhi, in the presence of the Union Minister of Textiles **Sh Giriraj Singh**, translating the vision into sustained collaboration across trade, sourcing, design, sustainability and heritage.



Connecting Indian Textiles with the Global Fashion Ecosystem

Première Vision has been an international benchmark for fashion industry for over five decades. This partnership provides a major avenue for Indian textile manufacturers, exporters, designers and artisans to connect with international buyers, fashion houses and premium sourcing networks.

A core strategic objective is facilitating India's movement beyond volume-driven exports toward high-value, design-led and premium segments. Première Vision's trend intelligence platforms will support the Indian enterprises align with global market demands and build relationships with buyers seeking sustainable, high-quality sourcing solutions.

Stronger Market Access Amid India-EU Trade Momentum

The partnership comes at an important juncture following the conclusion of negotiations for the **India-EU Free Trade Agreement in January 2026**. The agreement provided preferential market access on **96.8% of tariff lines covering 99.5% of India's exports**, with **90.7% of exports by trade value expected to become duty-free upon coming into force**.

For the textile and apparel sector, the opportunity is particularly significant. The EU's global textile and apparel imports stood at approximately **US\$292.8 billion in 2025**, while India's textile and apparel exports to the EU are currently around **US\$10.4 billion**.

The India-EU FTA's proposed **zero-duty access across textile and clothing tariff lines** is therefore expected to create significant opportunities for Indian exporters across garments, textiles, yarns and home textiles, while enhancing India's competitiveness in the European market.

Speaking on the occasion, Ms. Neelam Shami Rao, Secretary, Ministry of Textiles, Government of India, stated: *"Bharat Tex, envisioned under the 5F Vision of Hon'ble Prime Minister Shri Narendra Modi, has emerged as the world's largest integrated textiles event, with a strong focus on trade, sustainability and investment. This partnership with Première Vision is a natural progression, creating new opportunities to showcase India's luxury textiles and rich heritage to Europe and the world, while benefiting artisans, weavers, designers, women entrepreneurs and MSMEs across the country."*

Dr. A. Sakthivel, Core Committee Member of BTTF, stated: *"This partnership with Première Vision will connect Indian textiles more closely with global markets while showcasing our rich heritage and advancing sustainability, reinforcing India's position as a competitive and responsible textile hub."*

Ms. Florence Rousson, CEO of Première Vision's Fashion Division, added: *"We are delighted to partner with BTTF to foster creativity, innovation and responsible sourcing, while creating new opportunities for Indian and French stakeholders across the textile value chain."*

Key Areas of Collaboration

Under the MoU, which will be overseen by a Joint Steering Committee, both organizations will collaborate on:

- **Delegation & Knowledge Session:** Reciprocal participation of exhibitors, delegations, speakers and experts across both trade shows, supported by joint export promotion and buyer-seller meets.
- **Export Promotion & Market Linkages:** Joint export promotion initiatives to enhance the market access, including buyer-seller meets and reverse buyer-seller meets, exchange of market intelligence and cooperation benefitting both parties.
- **Sustainability:** Promote circularity, traceability and responsible production, and shall cooperate on promoting sustainability initiatives at their respective events.
- **Heritage & Craftsmanship:** Establish an *Eternal Crafts Collaboration* for showcasing Indian and French heritage and textiles to the international luxury and creative fashion community. It shall include "A Living Thread" showcasing in January 2027 representing artisan and ateliers showcasing Indian hand embroidery, handloom and allied heritage techniques together with French textiles heritage.

By bringing together **India's manufacturing capabilities, diverse textile ecosystem and rich craft traditions with Première Vision's global fashion and sourcing network for premium and luxury segments**, the partnership marks an important step towards enabling Indian enterprises to access **higher-value international markets** and strengthening India's position as a **sustainable, innovative and high-value sourcing destination** for the global fashion industry.

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(Release ID: 2306364) Visitor Counter : 318

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