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## **STRONG DEMAND FOR NONWOVENS INDUSTRY IN SOUTHEAST ASIA FIRST EDITION OF ANDTEX IN BANGKOK**

**Bethesda, MD (November 12, 2018)** – E.J. Krause & Associates will organize the first **Southeast Asia Nonwovens and Disposable Hygiene Technology Exhibition & Conference (ANDTEX)**. The three-day event will take place **May 15-17, 2019**, at Bangkok International Trade and Exhibition Center (BITEC) in Thailand.

**ANDTEX** is supported by Asia Nonwoven Fabrics Association (ANFA), All Nippon Nonwovens Association (ANNA), Indonesian Nonwoven Association (INWA), Taiwan Nonwoven Fabrics Industry Association (TNFIA) and Hong Kong Nonwovens Association (HKNA).

**ANDTEX** is set to be Southeast Asia's premier event for the nonwovens and engineered fabrics industry. The event will showcase the whole industry chain including engineered materials, disposable and durable hygiene products, equipment, and the latest manufacturing technologies.

Most of the technology, equipment and products are purchased from outside the region, providing a strong demand and a huge nonwovens market in the long run. Southeast Asia with 11 countries including Thailand, Indonesia and Malaysia has a population of 640 million people.

*“Consumers in China, Japan and South Korea already heavily rely on disposable nonwoven products. Especially wipes and hygiene products such as diapers save time, increase hygienic standards and simplify life. Now we see other South-East Asian producers becoming interested in also making these quality nonwoven products. We participate in Andtex to inform about Trützschler machinery and complete lines for spunlacing (hydroentangling) and through-air bonding”*, stated Jutta Stehr, Senior Marketing Manager, Trützschler Germany.

*“As an expert in the manufacturing of packaging solutions for the paper hygiene industry, it is natural for Optima Nonwovens to have a presence at the Andtex in Bangkok. The packaging systems of the family-run company from Schwäbisch Hall (Germany) are specially designed to meet the requirements of the Asian market. From entry level to high performance: Optima offers packaging machines for nonwoven products tailored to all kind of needs. The systems package nonwoven products of all types, supporting all required product formations, packaging diapers, disposable pants, sanitary napkins, panty shields and tissue products”*, informed Vanessa Utz, Marketing Manager Optima Packaging Group GmbH.

Around 4,000 attendees are expected (CEOs and Business Owners, Procurement Officers, R&D Professionals, Technical Engineers, Sales and Marketing Teams).

**ANDTEX** will provide a platform to facilitate business and promote the latest cutting-edge technology in engineered materials. The event will bring together suppliers, manufacturers, researchers, machinery and equipment providers, vendors, and all others involved in the industry.

**About E.J. Krause & Associates:**

*For more than 30 years, E.J. Krause & Associates, Inc. (EJK) has been a worldwide leader in exhibition and conference management. EJK is one of the largest privately held exhibition management companies in the world, with offices on four continents. EJK produces a growing portfolio of over 40 events, serving 14 different industries. We excel in creating global brand leading events, bringing companies together to network and generate business. For more information please visit [www.ejkrause.com](http://www.ejkrause.com)*