

Post Show Report

Colombiatex de las Américas 2026

27–29 January 2026 | Plaza Mayor, Medellín, Colombia

Overview of the Event

Colombiatex de las Américas 2026, held from 27th to 29th January 2026 at Plaza Mayor, Medellín, concluded successfully, reinforcing its stature as one of the most important textile and apparel sourcing platforms in the Latin American region. The 38th edition of the show served as a strategic meeting point for global buyers, suppliers, designers, and industry stakeholders, with a strong focus on business generation, innovation, sustainability, and knowledge exchange.

Inauguration of the MATEXIL Pavilion

Colombiatex 2026 commenced on a highly positive and encouraging note with the inauguration of the MATEXIL Pavilion by Shri Vanlalhuma, Hon'ble Ambassador of India to Colombia.

The inauguration ceremony was jointly conducted by Mr. Sebastián Díez Vargas, President of Inexmoda, who performed the honours alongside the Hon'ble Ambassador, reflecting the strong institutional cooperation between India and Colombia in the textile and fashion sectors.

COA members, Mr. Ashish Mahajan of Mahajan Textiles and Dr. Sandeep Gupta of Art Yarn Exports, felicitated the Hon'ble Ambassador and his Secretary, Ms. Laura, in the presence of participating exhibitors.





Interaction with Exhibitors

Following the inauguration, the Hon'ble Ambassador visited the booths of Indian exhibitors and interacted with them. During his visit, he assured exhibitors that the Embassy of India in Colombia is fully committed to providing all possible support and facilitation to Indian companies aiming to expand their business presence in Colombia and the wider Latin American region.

About Colombiatex de las Américas 2026

In its 38th edition, Colombiatex de las Américas further strengthened its position as a global sourcing hub.

Key highlights of the exhibition include:

- More than 30,000 visitors, including 17,000 buyers
- 615 exhibiting brands from over 20 countries
- A strong value proposition centred on business opportunities, innovation, and industry knowledge

Feedback from Indian Exhibitors (MATEXIL Pavilion)

The Indian exhibitors participating through MATEXIL reported encouraging feedback and strong buyer interest across product categories.

- Mr. Arjun Minhas, *Marketing Head – Exports, Grasim Industries Ltd.*, stated that there was positive product appreciation for both linen and cotton collections. The booth experienced strong footfall on Day 1 and Day 2 of the exhibition. He emphasized the need for a reliable local agent, particularly to address language barriers, and suggested that the possibility of a Free Trade Agreement (FTA) between India and Latin American countries should be explored, as it would benefit both buyers and suppliers by enhancing trade competitiveness.
- Mr. Krutik Kumbhani, *Director, Balkrushna Textiles*, mentioned that the company received very good quality customer inquiries with strong prospects for substantial order quantities. As first-time participants at Colombiatex, the company found the market response extremely encouraging, with several high-quality customers visiting the booth and sharing positive feedback. He expressed optimism and expects tangible business results within the next one to two months, adding that the overall experience at the exhibition was very good.
- Mr. Najender S. Rathore, *CMO, SAAM Textiles Pvt. Ltd.*, highlighted that the market encompasses buyers from Colombia as well as neighbouring Latin American countries, and when viewed collectively, it represents a significant and promising regional market for Indian textile exports.
- Dr. Sandeep Gupta, *Director, Art Yarn (Exports) India Pvt. Ltd.*, noted that the company is already actively selling in Latin American markets, where Indian textile quality is well accepted. He described the Colombian market as dynamic and fast-

growing, offering strategic access to the USA and other Latin American countries, and emphasized the strong potential for Indian textiles in the region.

Overall, exhibitors reiterated the importance of market handholding, local representation, and continued institutional support to maximize business opportunities in Latin America.

Conclusion

The first day of Colombiatex de las Américas 2026 began on a strong and encouraging note, and the exhibition concluded successfully over the three-day period. The event reaffirmed Colombiatex's role as a key gateway to the Latin American textile and fashion market and highlighted the growing acceptance and demand for Indian textile products.

The participation of Indian companies under the MATEXIL Pavilion, supported by diplomatic engagement and institutional collaboration, contributed significantly to strengthening India's image as a reliable, quality-driven sourcing destination. The feedback received from exhibitors indicates promising business prospects, with expectations of order conversions in the coming months and a strong interest in continued participation in future editions of Colombiatex.

Glimpses of Colombiatex de las Américas 2026:

