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 NO. HANDLING INDICATOR  
 TO : DEPARTMENT OF STATE  
 INFO : RIO DE JANEIRO  
 FROM : Amcongen, SÃO PAULO  
 SUBJECT : Eighth National Industrial Fair - FENIT - August 13-29, International Pavillion, Ibirapuera Park, São Paulo  
 REF : CERP D-14 & 13; ConGen A-32, August 20, 1965 (Item 10)  
 DATE: October 22, 1965

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RM/AN ANALYSIS & DISTRIBUTION BRANCH

This year the annual National Industrial Textile Fair attracted an estimated 580,000 visitors, including some 21,000 trade buyers from all Brazil and the following foreign countries: Argentina, Paraguay, Bolivia, Portugal, Colombia, Peru, France, Mexico, Canada, and the United States. The volume of business concluded during the Fair is reported at around Cr\$10 billion sales, or nearly double the 1964 Fair figure of Cr\$5-6 billion; this figure does not include machinery sales and some export sales of textile goods.

The Fair was organized and promoted by Alcântara Machado Comércio e Empreendimentos, and jointly sponsored by the Association of the Spinning and Weaving Industry of the State of São Paulo and the Textile Association of the State of São Paulo. The 250 participating firms which mounted 9,000 square meters of area represented eight states, the major number of stands from São Paulo and Guanabara.

As evidenced by displays in successive annual Fairs, the Brazilian textile industry continues to make progress through its increasing diversification in products, particularly in a wide range of fabrics of practically all the discovered natural and synthetic fibers, which includes materials made of jute, ramie, wool, cotton, rayon, nylon, banlon, helanca, silk, linen, shantung, and others. Several fabric manufacturers (Cia. Quimica Rhodia Brasileira, Cia. América Fabril, and Lanificio Inglês) promoted daily fashion shows displaying clothing articles designed by well reputed local and foreign designers, namely Emilio Federico SCHUBERT (Italian) and Jacques ESTEREL (French). Models included Miss Universe 1965 (Apasra HONGSAKULA), Miss Brazil 1965, and other Brazilian beauty contest winners, who were given much publicity.

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Domestic manufactured machinery for weaving, spinning, dyeing, and finishing was displayed by Howa do Brasil S.A. (carding and weaving), Lanofix do Brasil, S.A. (knitting), Máquinas Texteis Santa Clara (all types of textile machinery), Singer Sewing Machine Company (sewing), Bertuso S.A. (finishing), and Comércio e Indústria Neva S.A. (counting and measuring devices). Synthetic resins and textile chemicals were displayed by Cyanamid Química do Brasil Ltda.

Special promotion in the 1965 FENIT was given to the "First Ready-to-Wear Clothing Festival" sponsored by the National Association of Ready-to-Wear Clothing Manufacturers. The largest display consisted of men's and women's clothing apparel, knitted goods, underwear, sports articles and bathing suits, including a variety of bikinis. The threads and yarns industry was represented by "Fibras Sintéticas Yasmina S.A. (synthetic fibers), Fiação de Seda Bratac S.A. (silk yarns), and Jameson S.A. Indústria e Comércio (mixed yarns).

Enclosed is a copy of the Fair catalog which includes a list of the names of the participants, fashion show programs, some advertisements, and several interesting digests on the textile industry in general.

For the Minister Consul General:

*Richard C. Desmond*  
Richard D. Desmond  
Consul

*att*

Enclosure: as stated.

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