



## POST- SHOW REPORT

### SHOW FACTS

- Dates :** 22 - 24 February, 2018
- Venue :** Messe Berlin Exhibition Grounds,  
Berlin, Germany (Halls 1.1 & 2.1)
- Admission :** Trade Professionals Only
- Organiser :** Comasia Limited
- Exhibit Profile:** Menswear, Womenswear,  
Childrenswear, Fabrics & Textiles  
Trimmings & Fashion Accessories



### STATISTICS & RESULTS

The seventh edition of **ASIA APPAREL EXPO-BERLIN**, which took place at Messe Berlin from 22-24 February 2018, concluded again with satisfactory results. Bringing Asian suppliers and their latest offerings right at the doorstep of European buyers whilst presenting an opportunity for Asian apparel suppliers to reach new buyers and further expand into the European market, this unique trade platform once again showcased a wide range of Asian-made apparel and garment accessories to clothing trade buyers in Germany and from all over Europe.

Berlin Expo has built up a good reputation in the apparel business since its debut in 2012. Garnering the support of clothing enterprises from China and many other countries, the 2018 expo grew significantly in size with more exhibitors than last year's show. This year the show presented **397** mainly-Asian exhibitors from Mainland China, Hong Kong, Bangladesh, India, Pakistan, the UK, Germany and France in **482** stands occupying a total floor area of **4,410sqm**. The number of stands represented an increase of more than 35% over last year show's figure. Over 80% of exhibitors were from Mainland China.

Also new in 2018, the FASHION ACCESSORIES section was expanded with new offerings of gloves and belts, handbags and wallets, pouches and purses, hats and caps, scarves and shawls, stockings, socks and tights, neckties and bows, fashion eyewear, hair accessories, costume jewellery and accessories, imitation jewellery, earrings, pins and brooches, etc.

This year the expo continued to receive keen support from industry peers, with Export Promotion Bureau-BANGLADESH, China Council for the Promotional of International Trade (CCPIT) Shanghai Pudong Sub-Council, China, China Council for the Promotional of International Trade (CCPIT) Jiangsu, China, China Council for the Promotional of International Trade (CCPIT) Zhejiang, China, Bureau of Commerce of Qingdao, China being the official supporting organisations.

Other supporting organisations include:

Huiyuan International Exhibition Co., Ltd.  
Guangdong Chaoyu Exhibition Co., Ltd.  
Guangzhou Grandhub Exhibition Co., Ltd.  
Shandong Hiexpo Int'l Exhibition Co., Ltd.  
Qingdao Overseas Investment Service Co.  
Ningbo Orient International Exhibition Co., Ltd.  
Yiwu Henfair Exhibition Service Co., Ltd.  
Zhejiang International Trade & Exhibition Co., Ltd.

Zhejiang Samexpo Exhibition & Convention Holdings Co., Ltd.  
Jiangsu CCPIT International Conference & Exhibition Co., Ltd.  
CCPIT Shanghai Pudong Sub-Council  
Bohe Exhibition (Shanghai) Co., Ltd.  
Shanghai Strategy Exhibition Service Co., Ltd.

### Exhibitor Profile (Number Breakdown By Country)

Country / Region	No. of Exhibitors	No. of Stands	Percentage
Mainland China	307	384	79.7%
Hong Kong	22	24	5.0%
India	29	32	6.6%
Bangladesh	29	29	6.0%
Pakistan	3	3	0.6%
Myanmar	1	1	0.2%
UK	4	7	1.5%
Germany	1	1	0.2%
France	1	1	0.2%
<b>Total</b>	<b>397</b>	<b>482</b>	<b>100%</b>

The seventh edition of ASIA APPAREL EXPO attracted a quality attendance of German and other European professional buyers looking to source Asian-made garments and fashion apparel production. 1,941 visitors from 45 countries and regions visited over the three show days, which means 104 more buyers visited this year's show over last year's figure. The majority of visitors come from European regions, with many being local renowned fashion brands and apparel sourcing firms.



### Buyer Profile (Number Breakdown By Country)

Country / Region	No. of Visitors	Percentage
Germany	934	48.1%
Poland	178	9.2%
UK	130	6.7%
Spain	69	3.6%
Netherlands	66	3.4%
Italy	42	2.2%
France	41	2.1%
Russia	36	1.9%
Portugal	32	1.6%
Ireland	31	1.6%
Switzerland	30	1.5%
Greece	27	1.4%
Norway	20	1.0%
Other 32 Countries/Regions	305	15.7%
<b>Total</b>	<b>1,941</b>	<b>100%</b>

## **BUYER COMMENTS**

### **KLEID, Poland**

We are an apparel sourcing company based in Warsaw. We visited the expo a few years ago but we are back again as we are now looking for some further China based suppliers.

### **FASHIONIgp, France**

We have several apparel businesses and for one of our divisions we are looking to now produce out of China. We have met with several interesting companies that could meet our requirements.

### **MICHAEL GUINEY LTD, Ireland**

We booked to attend the show for the last two days and we have found some interesting suppliers for our private label apparel business.

### **UNITED BRANDS FASHION LAB, Germany**

I visited a few years ago and our company is now working successfully with one of the suppliers we met at the expo. We are launching a new label so I am looking for new suppliers.

### **ROFA MODEN, Germany**

As a wholesaler supplying apparel to brands in Europe I visit Asian factories quite a lot. It is very convenient to meet with new factories here in Berlin.

### **M&CO, United Kingdom**

This is our first visit but we are already working with many factories in China, India and Bangladesh. It is important to keep an eye on the market and to meet with new factories for our lines and Berlin is such an accessible city from London to see over 300 companies in one trip.

### **CAPRI SRL, Italy**

We visited the show last year and in a word – the show quality has improved!

### **NINA VON C, Germany**

I would like to have seen more lingerie suppliers but those I have seen are definitely of interest for our business development.

### **FEMISTORIES, Poland**

It is such an easy place to visit from Warsaw, and I have met some possible new suppliers. I think the quality level of the companies showing is much better than those exhibiting at Apparel Sourcing in Paris.

### **CELOP JOVEN MODAS SL, Spain**

Both my colleague and myself are pleased that we made the trip to Berlin from Spain as we have made contact with some of the Bangladesh suppliers for future orders that I would not have had a chance to meet without the expo.

## **REVIEW & LOOKING FORWARD**

According to the organisers' on-site survey, most exhibitors are highly appreciative of ASIA APPAREL EXPO's theme and market positioning. The expo once again provided an exceptional platform for exhibitors to showcase their new designs and production capabilities in Berlin, and for European buyers to source from Asia in Europe without travelling afar to the Far East. Buyers were generally pleased to see increasingly more good quality, competitively-priced, highly-international and fashionable designs and products on show. Many attending buyers rated high on the effectiveness of the expo as a unique platform for them to source products and production solutions from Asian-based apparel suppliers and contented that the expo very much catered their sourcing needs.

The 7<sup>th</sup> ASIA APPAREL EXPO-BERLIN once again fulfilled its mission of facilitating business ties between Asian suppliers and European buyers, enabling Asian exhibitors to touch base with new buyers and benefiting European buyers by providing a platform for them to meet up with Asian suppliers face-to-face and place orders directly. Amid gradual rebound of the European economy, Europe remains a vital export market for textiles and clothing from China and other Asian countries. Yet, there are barely any professional clothing trade exhibitions tailored and well fit for the Asian and Chinese SMEs. ASIA APPAREL EXPO, being the only business event in Europe exclusively for ASIAN clothing manufacturers and fabric suppliers to connect with European brands, aptly caters to this important market. Many exhibiting suppliers revealed that they have achieved good results and established many new contacts during the show. Some of them have confirmed their participation in the 2019 edition.

# Expo Snapshots



# Expo Snapshots

