



ASIA APPAREL EXPO

**BERLIN**

**20 - 22 • 02 • 2019**

Messe Berlin Halls 1.1 & 2.1, Berlin, Germany

## 第八届亚洲服装及配饰博览会 展会总结

### 展会基本数据

展览日期： 2019年2月20-22日  
 展览场馆： 柏林展览馆-德国柏林 (1.1及2.1号展厅)  
 展会性质： 专业贸易展  
 主办单位： 康亚有限公司 (Comasia Limited)  
 展品范畴： 男装、女装、儿童服装、纺织物、面料及服装辅料、服饰配件



第八届「亚洲服装及配饰博览会」已于2019年2月20-22日假德国柏林展览馆顺利举行，并再次取得圆满成功，展会的概念是为亚洲厂商提供一个主动出击向欧洲买家展示其百分百亚洲制造的优质成衣、服装产品和服饰配件的展览平台，一方面让欧洲买家不用长途跋涉远赴远东地区，也可以采购到亚洲制的成衣产品，大大节省了他们的时间及花费；同时让参展其中的亚洲成衣及配饰供货商藉此展会进一步拓展欧洲市场。



这项自2012年推出的亚洲服装展会，多年下来历届均取得展商及买家热烈反应回响；今届展会再获得一众中国及其它亚洲各地国家的服装企业的支持和积极参展，参展商有**331**家，摊位数目**381**个；展场面积为**3,532**平方米；参与展出的企业分别来自中国大陆、香港、孟加拉、印度、巴基斯坦、尼泊尔、泰国，以及越南等，其中超过八成的参展商主要来自中国内地。

### 参展企业国家分布：

国家/地区	参展商数目	摊位数目	百分比
中国	274	320	82.8%
香港	17	19	5.1%
印度	13	15	3.9%
孟加拉	13	13	3.9%
巴基斯坦	9	9	2.7%
尼泊尔	3	3	0.9%
泰国	1	1	0.3%
越南	1	1	0.3%
<b>总数</b>	<b>331</b>	<b>381</b>	<b>100%</b>

今届展会其中一个亮点是在会场增设了一个「亚洲时尚设计」(Asian Apparel Designers Corner)展示专区，呈现一些搜罗来自亚洲区内的精彩产品和最新时装设计，这个专区吸引到场买家驻足观赏，从而引发创新设计意念和新商机。



2019 年展会续以「亚洲时装魅力」为号召，锐意吸纳德国当地以及周边欧洲各国的成衣和时装买家前来参观采购，三天的展期共吸引 **2,411** 名专业买家入场，总入场人数比上届增加了 **24.2%**，参观人士分别来自 **52** 个国家及地区，大部分来自欧洲地区，其中不少更是当地一些知名服装品牌公司及成衣和服饰配件采购商。

### 买家来源国家分布：

	国家/地区	买家数目	百分比
1	德国	1457	60.4%
2	英国	199	8.3%
3	波兰	142	5.9%
4	荷兰	88	3.6%
5	西班牙	86	3.6%
6	意大利	51	2.1%
7	法国	45	1.9%
8	俄罗斯	40	1.7%
9	瑞典	29	1.2%
10	保加利亚	26	1.1%
11	匈牙利	25	1.0%
12	丹麦	24	1.0%
13	挪威	11	0.5%
	其他39个国家及地区	188	7.8%
	<b>总计</b>	<b>2,411</b>	<b>100.0%</b>

### 买家评语

It is great to see such a diverse array of Asian suppliers exhibiting so it is a very good platform for us to source new products and ideas, as well as create connections with new suppliers. The quality of the suppliers is impressive, making the expo an important marketplace in Europe for sourcing fashion accessories and apparel from Asia.

**Mr. Alex Barber, Street Art Fashions, UK (英国)**

ASIA APPAREL EXPO is expanding year on year and getting better and better! We highly rate the professionalism of the show as it presents a well edited selection of garment brands and suppliers from Asia to European buyers.

**Mr. Oliver Duge, Heinrich Nickel GmbH & Co Kg, Germany (德国)**

On this trip I am mainly looking for menswear, womenswear, sweaters and pullovers, as well as cardigans. This show has a good mix of these items. I have met several new suppliers that could fulfil my requirements.

**Ruste Pierre-Jean, Dellalui Newman, France (法国)**

This is my first visit to ASIA APPAREL EXPO, and it's been very useful to get in touch with a number of quality suppliers and fashion designers from Asia under one roof. Very informative and well worth visiting! I expect new business to be generated from the show.

**Ms. Eli Teoharie, Pestos SRL, Romania (罗马尼亚)**

I am happy to see good quality of apparel on show at ASIA APPAREL EXPO and I have found some interesting suppliers who could suit our production needs. I would like to see more suppliers from Bangladesh and Myanmar next year.

**Aleksandra Wlodarczyk, Out Of The Box, Poland (波兰)**

ASIA APPAREL EXPO has been worth my time and energy being here! The mix of products at the show is terrific and rarely seen in Europe. It's definitely a "must attend" from now on to source both Asian apparel and fashion accessories.

**Ms. Martina Ehmann, Art of Life Berlin, Germany (德国)**

I am visiting the show to seek new suppliers from India and Mainland China and I am pleased to have spotted some good quality apparel, knitwear and fabrics here. It's a good show!

**Luis Rodriguez Davila, Rodatex & British Cotton, S.L., Spain (西班牙)**

It's wonderful to have an Asian fashion sourcing fair taking place in Europe that brings together over 300 quality apparel and fashion accessories factories and designer brands from Asia right here. It saves me a lot of traveling time!

**Mr. Carl Tobias Gustafsson, Hockeyboden AB, Sweden (瑞典)**

This Expo offers us an extremely convenient platform to meet with new suppliers from Asia here in Berlin. The impressive quality level of the ranges and production from the suppliers has made it a satisfying tradeshow visit!

**Jakob Brand, Brandinternational, Germany (德国)**

The show presents good opportunities for us not only to connect with Asian suppliers, but to preview upcoming fashion trends. I have had a valuable visit as I found quite a number of good suppliers of fashion accessories.

**Ms. Peppiina Hamalainen, Stailina, Finland (芬兰)**

## 展会总评

就大会现场接触和进行的问卷调查所得，大部分参展商对「亚洲服装及配饰博览会」的市场定位均予以肯定，认同是项展会绝对是一个能帮助他们有效开拓欧洲市场的展贸平台，并把亚洲他们优良产品带到欧洲买家眼前，让欧洲买家不用长途跋涉到亚洲远东地区也可实时即地采购到亚洲的时装产品和服饰配件。而受访买家大都表示是项展会主题鲜明，并十分切合他们的采购需要，今次展会中展出的产品多属质优价廉，款式和设计更愈见提升和接轨国际潮流，不少买家在展中找着他采购要求的产品和供货商。

这项今次进入第八个年头举行的「亚洲服装及配饰博览会」，再次成功促进了亚洲展商与欧洲买家的连系，不但带领参展商在欧洲土地上接触当地新买家，亦让欧洲买家尽享在其所在地作采购的效益，在展会中与亚洲展商直接面对面洽商和落单，省却不少中间环节，实实在在地为买家及展商缔造了双赢。

随着欧洲经济及市场渐见复苏，而欧洲一直是中国及亚洲区内纺织服装出口的重要市场，再加上现时在欧洲适合中国中小企业参展的专业服装展会不多，专为亚洲服装厂商而设的展会更是绝无仅有，这项在德国柏林举行的「亚洲服装及配饰博览会」正好填补这个市场空白点，普遍参展商表示在今次展会中取得成果，并吸纳了好些新的买家客户，不少展商更表示将会再度参与下届的展会。

# 展会现场实况剪影



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