



ASIA APPAREL EXPO
BERLIN

20 - 22 • 02 • 2019

Messe Berlin Halls 1.1 & 2.1, Berlin, Germany

POST- SHOW REPORT

SHOW FACTS

Dates : 20 - 22 February, 2019
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 eighth edition of **ASIA APPAREL EXPO-BERLIN**, which took place at Messe Berlin from 20-22 February 2019, concluded with satisfactory results. Bringing Asian suppliers and production opportunities right to the doorstep of European buyers and allowing Asian apparel suppliers to reach new buyers and further expand into the European market, this important trade exhibition in Berlin once again showcased a wide range of Asian-made apparel and fashion accessories to clothing trade buyers from all over Europe.



ASIA APPAREL EXPO has established a solid reputation with apparel buyers since its debut in 2012. With the support of clothing enterprises from China and other Asian countries, the 2019 expo attracted **331 exhibitors** from Mainland China, Hong Kong, Bangladesh, India, Pakistan, Nepal, Thailand, and Vietnam in **381 stands** occupying a total floor area of **3,532sqm**. Over 80% of the exhibitors were from China.

Exhibitor Profile (Number Breakdown By Country)

Country/Region	No. of Exhibitors	No. of Booths	Percentage
Mainland China	274	320	82.8%
Hong Kong	17	19	5.1%
India	13	15	3.9%
Bangladesh	13	13	3.9%
Pakistan	9	9	2.7%
Nepal	3	3	0.9%
Thailand	1	1	0.3%
Vietnam	1	1	0.3%
TOTAL	331	381	100%

New to the 2019 Show was the ASIAN APPAREL DESIGNERS CORNER which showcased a collection of the latest fashion designs, fabrics and accessories from Asia. The zone was well received by attending buyers who were seeking fresh inspiration and new business opportunities.



The eighth 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. A total of **2,411 visitors** from **52** countries and regions attended over the three show days, **an increase of 24.2%** compared to last year's figure. The majority of visitors came from Germany and nearby European countries, with most being fashion brands and apparel sourcing firms.

Buyer Profile (Number Breakdown By Country)

	Country / Region	No. of Visitors	Percentage
1	Germany	1457	60.4%
2	United Kingdom	199	8.3%
3	Poland	142	5.9%
4	Netherlands	88	3.6%
5	Spain	86	3.6%
6	Italy	51	2.1%
7	France	45	1.9%
8	Russia	40	1.7%
9	Sweden	29	1.2%
10	Bulgaria	26	1.1%
11	Hungary	25	1.0%
12	Denmark	24	1.0%
13	Norway	11	0.5%
	39 Other Countries & Regions	188	7.8%
	TOTAL	2,411	100.0%

BUYER COMMENTS

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

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

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

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

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

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

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

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

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

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

REVIEW & LOOKING FORWARD

According to the organiser's survey at the show, most exhibitors are highly appreciative of ASIA APPAREL EXPO's market positioning. The show once again proved a convenient platform for exhibitors to present new designs and production capabilities in Berlin, while European buyers are able to source from Asia in Europe without travelling to the Far East. Buyers were generally pleased to see the quality of the competitively-priced and fashionable designs of the products on show.

Many buyers commented on the effectiveness of the expo as a trade platform to source products and production solutions from Asian-based apparel suppliers.

The 8th ASIA APPAREL EXPO in 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 with Asian suppliers face-to-face and place orders directly.

Europe remains a vital export market for textiles and clothing from China and other Asian countries, however there are few professional clothing trade exhibitions tailored for Asian and Chinese apparel SMEs. ASIA APPAREL EXPO serves as the only business event in Europe exclusively for ASIAN clothing manufacturers and fabric suppliers to connect with European brands directly for this important market. Many exhibiting suppliers reported that they achieved good results and established new contacts during the show. Seeing the good results, a number of them have swiftly confirmed to renew their participation to exhibit again in the 2020 edition.

Expo Snapshots



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