

**ASIA
APPAREL
EXPO**

BERLIN

19-21 FEBRUARY 2024

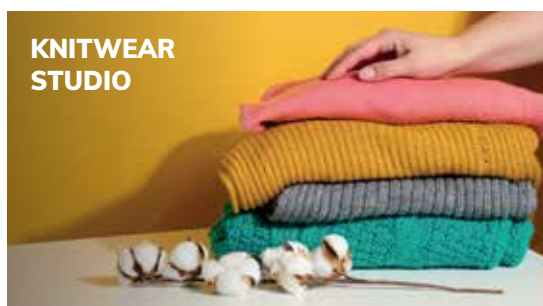
Messe Berlin , Berlin, Germany

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NOW IN ITS
10TH
YEAR

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THE ONLY TRADESHOW IN EUROPE FOR ASIAN APPAREL & FASHION ACCESSORIES SOURCING



DIRECT FROM ASIA TO BERLIN

19-21 FEBRUARY 2024

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 COMASIA LIMITED

Join us on :



TRADE PROFESSIONALS ONLY

Berlin. Asia Apparel Expo



ASIA APPAREL EXPO

will showcase a wide range of products including:

- men's and women's clothing
- sportswear, down jackets, denim clothing, casual wear
- baby and children's clothing, knitwear, knitwear accessories
- general clothing fabrics, special novelty fabrics, special functional fabrics, environmentally friendly recycled textiles and non-woven textiles
- clothing accessories such as buttons, lace, webbing, Velcro, zippers and hooks and loops.

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The 10TH ASIA APPAREL EXPO

will be held at the Berlin Exhibition Centre in Berlin, Germany from February 19-21, 2024.

It is a professional trade show organised by Comasia Limited.

The expo will provide a platform for Asian manufacturers to showcase their high-quality clothing products and fashion accessories to European buyers. It is anticipated that more than 400 fashion and clothing manufacturers and suppliers from Asia will participate in the exhibition.

ASIA APPAREL EXPO is expected to attract more than 7,500 professional buyers from Germany and other European countries and is an excellent opportunity for Asian manufacturers to showcase their products to European buyers and establish long-term business relationships with them.

ASIA APPAREL EXPO offers you direct access to these buyers, from large European retailers to smaller chains, clothing brands, importers and wholesalers.

YOUR COMPANY ——— SHOULD PARTICIPATE

ASIA APPAREL EXPO can increase the international visibility and competitiveness of the Asian clothing industry, showcase the quality, diversity and innovation of Asian clothing, attract more attention and trust from European buyers.

The expo can promote exchange and cooperation for the Asian clothing industry, enabling Asian clothing companies and European clothing buyers to establish closer and longer-lasting business relationships, expand market opportunities and increase cooperation.

The expo can stimulate innovation and development in the Asian clothing industry, enabling Asian clothing companies to understand the needs and trends of the European market, adjust and optimise their product design and production models, and improve their product quality and added value.

The expo can enhance the social responsibility and environmental awareness of the Asian clothing industry, enabling Asian clothing companies to understand European market regulations and standards, promote sustainable development and green production in the Asian clothing industry.

DESPITE THE RECENT WORLD CHANGES EUROPEAN BRANDS AND IMPORTERS ARE STILL INTERESTED IN ASIAN MANUFACTURING.

The economic situation in Europe was severely impacted by the epidemic in 2020, leading to a sharp decline in the European clothing retail market. The EU's imports of clothing from around the world also fell by 11.38%. However, this challenge for European brands may force them to look at more efficient, flexible and low-cost supply chain solutions leading to cooperation with Asian manufacturers, known for scale advantages, cost advantages and rapid response capabilities, to cope with market uncertainty and change.



European customer interest in Asian manufacturers is not constant and can be affected by other factors such as trade policies, exchange rate fluctuations, consumer preferences and social responsibility. For example, due to US tariffs on Chinese goods, some Chinese manufacturers have transferred orders to other Asian countries such as Vietnam, India and Bangladesh, which may affect interest and choice of manufacturers in these countries. In addition, as European consumers pay more attention to environmental protection and sustainable development, certain European brands may now attach more importance to the social responsibility and environmental standards of Asian manufacturers, or choose suppliers closer to the European market such as Turkey and Morocco.

Despite the current economic conditions, Asian manufacturers still have possible opportunities to cooperate with European brands, but may also need to improve their competitiveness and adaptability to meet the changing needs and expectations of European brands and markets.



ASIA APPAREL EXPO puts you in front of business decision makers and sourcing professionals in **EUROPE**.

The face-to-face opportunities at **ASIA APPAREL EXPO** bring you closer to making sales and exploring new market conditions by connecting you with prospective new customers in EUROPE.

THE ASIAN CLOTHING AND ACCESSORIES EXPO IS MORE ATTRACTIVE WITH ASIAN MANUFACTURERS AS ELEMENTS

PRODUCT QUALITY

Asian manufacturers have advanced production technology and equipment, strict quality control and testing systems, can ensure product quality and safety, and comply with European market regulations and standards. Asian manufacturers also continuously introduce and cultivate professional technical and management talents to improve their production capacity and level.



DESIGN INNOVATION

Asian manufacturers keep up with international fashion trends, develop creative and personalised product designs based on their own cultural characteristics and market characteristics, and meet the diverse and personalised needs of European consumers. Asian manufacturers also maintain close communication and cooperation with European brands and buyers, welcome their feedback and suggestions, and continuously improve and optimise their product design.



RAPID RESPONSE

Asian manufacturers have flexible and agile production models, can quickly adjust their product structure and quantity according to changes in the European market demand, shorten their production cycle and delivery time, provide timely and accurate services for European brands and buyers. Asian manufacturers also use information technology and logistics networks to strengthen their information communication with the European market and logistics distribution, improve their service quality and level.



COMPREHENSIVE PROMOTION

ASIA APPAREL EXPO will invest more resources in a series of comprehensive publicity and promotion campaigns to attract more powerful buyers from Europe for exhibitors, especially Germany, Spain, France, the United Kingdom, as well as the Nordic and Eastern European countries as the key target areas for promotion. The expo will invite well-known European industry buyers who have visited this exhibition in the past, including **ZALANDO, TAKKO FASHION, HUGO BOSS, GUCCI, NEW YORKER, S. OLIVER** in addition to the trade buyers who have previously attended and are new to the expo.

Press releases to major news media and promotion through special reports, exclusive interviews and promotional publications.

Local Clothing Industry Chambers of Commerce in Europe will be contacted to organise buyer groups to attend.