



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



ASIA APPAREL EXPO
BERLIN

20 - 22 · 02 · 2019

Messe Berlin, Halls 1.1 & 2.1, Berlin, Germany



NOW IN
its 8TH YEAR



APPLY & BOOK YOUR STAND TO EXHIBIT IN
FEBRUARY 2019

Organizer :



Manager :



www.asiaapparelexpo.com



ASIA APPAREL EXPO BERLIN

EXPAND YOUR CUSTOMER BASE AND PRODUCTION OPPORTUNITIES BY CONNECTING WITH NEW EUROPEAN APPAREL AND FASHION ACCESSORIES INDUSTRY CONTACTS IN BERLIN IN FEBRUARY 2019

The expo has now established itself as the major garment sourcing event in Europe exclusively for **ASIAN** suppliers of finished apparel, contract manufacturing and private label development.

397 companies from Bangladesh, China, Hong Kong, India, Pakistan, Myanmar, Germany, UK and France exhibited at the seventh edition in February 2018 with over 1,940 European trade professionals attending from Germany, Poland, UK, Spain, Italy, France, Portugal, Ireland, The Netherlands, Russia, Greece, Norway and other European countries. The report on the expo is available online at www.asiaapparelexpo.com for your interest.

The past seven editions have given **ASIA APPAREL EXPO** a firm foothold in the European market and the expo organiser will further step up the show promotion to the relevant buyers in Europe, particularly in Germany, Spain, France, Scandinavia, Eastern Europe and the UK.

- 1. MEET NEW CUSTOMERS** If you want to expand your customer base into EUROPE and get immediate market reaction to your products, **ASIA APPAREL EXPO** is the ideal way to get market feedback on your quality products and your specialised skills from ready-to-buy fashion and clothing buyers from Germany, France, Italy, UK, Spain, Portugal, The Czech Republic, Poland, The Netherlands, Denmark, Belgium, Norway and Russia.
- 2. MEET FACE-TO-FACE** with senior sourcing buyers from West and East Europe and Russia, plus Scandinavia, who visit the expo to meet new suppliers and get the most up to date information about apparel and fabric production from Asia.
- 3. EUROPE IS WHERE FASHION DIRECTION AND DESIGN IDEAS ARE SET IN MOTION** and remains the leading apparel market in the world.



WHAT BUYERS SAY.....

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.

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.

CAPRI SRL, Italy

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

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.

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.

WHO SHOULD EXHIBIT

PRODUCT GROUPS covering mens, womens and childrenswear, fashion accessories, fabrics and textiles, as well as trimmings and garment accessories.

- MENSWEAR
- WOMENSWEAR
- BABIES & CHILDRENSWEAR
- CASUALWEAR
- SPORTS & ACTIVEWEAR
- DENIMWEAR
- DOWNWEAR
- WORK & INDUSTRIAL WEAR
- ALL KINDS OF FABRICS
- FASHION ACCESSORIES
- BUTTONS
- LACE & RIBBONS
- VELCRO
- ZIPPERS & BUCKLES
- LININGS
- LABELS & TAGS

**NEW IN
2019**

The **Asia Fashion Accessories** pavilion will further expand to showcase even more new offerings by textile-related fashion accessories companies all from Asia displaying 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.

- A proven and highly-effective platform for Asian apparel and fashion accessories suppliers to showcase their latest offers and sell direct to target buyers in Europe
- A show that converges Europe's leading fashion apparel retailers, clothing brands, garment importers and wholesalers who are keen to buy from Asia
- To meet your existing clients and touch base with new customers over the three show days
- It's where you will meet the many of your target buyers in Europe who seldom and may not travel to the Far East for sourcing these days

**WHY
EXHIBIT**

BUYER PROMOTION AND MARKETING CAMPAIGNS

We operate all year round marketing activities and promotional campaigns to generate the widest publicity impact for **2019 ASIA APPAREL EXPO**



PARTICIPATION COST

9 square metre booth is
HKD31,500/USD4,075

CONTACT

OVERSEAS EXHIBITORS

Anson Chan

anson.chan@comasia.com.hk

Elise Chung

elise.chung@comasia.com.hk

ORGANISER

COMASIA LIMITED

16/F., Skyline Tower, 39 Wang Kwong Road,
Kowloon Bay, Kowloon, Hong Kong

Tel (+852) 2700 6726

Fax (+852) 2700 6727

Email cs@asiaapparelexpo.com

- E-mailing, faxing and direct mailing of promotion leaflets and invitation letters to target buyers including Brand Manufacturers, Private-Labels, Trading Companies, Wholesalers, Retailers, Agents, Designers, Sourcing Agents and Buying Offices
- Advertising in clothing trade magazines, publications and newspapers and online banner advertising in major trade and trade association websites, particularly in UK, Germany, Spain, France, Italy, Poland, Russia, The Netherlands and Scandinavia
- The SHOW PREVIEW, the online pictorial show preview, emailed to all press contacts and potential buyers
- A professional call centre is employed to personally telephone international buyers on our buyer database, particularly the members of major European clothing trade associations
- Distribution of buyer admission cards and promotional materials at international and local garment trade fairs
- Listing the show details in international trade fair calendars (both print and online media)
- Liaison with press and media channels to generate special media coverage, feature articles, advertising and press releases on ASIA APPAREL EXPO
- Complimentary Buyer Admission Badges mailed to targeted European buyers
- Contact with influential trade associations and chambers of commerce in key countries to gain their support and collaboration in lining up their trade and buying communities to visit ASIA APPAREL EXPO
- 24/7 promotion at show website www.asiaapparelexpo.com