

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



BERLIN

**ASIA
APPAREL
EXPO**

18 - 20 FEBRUARY 2020

Messe Berlin, Hall 26, Berlin, Germany

NOW IN ITS
9TH
YEAR

www.asiaapparelexpo.com

**APPLY & BOOK YOUR STAND TO EXHIBIT IN
FEBRUARY 2020**

Berlin • Asia Apparel Expo

EXPAND YOUR CUSTOMER BASE AND PRODUCTION OPPORTUNITIES BY CONNECTING WITH NEW EUROPEAN APPAREL AND FASHION ACCESSORIES INDUSTRY CONTACTS IN BERLIN IN FEBRUARY 2020

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.

331 Asian companies from Bangladesh, China, Hong Kong, India, Pakistan, Nepal, Thailand and Vietnam exhibited at the eighth edition in February 2019 with over 2,400 European trade professionals attending from Germany, Poland, UK, Spain, Italy, France, The Netherlands, Russia, Sweden, Denmark, Finland, Norway and other European countries. The report on the expo is available online at www.asiaapparelexpo.com for your interest.

The past eight editions have given **ASIA APPAREL EXPO** a firm foothold in the European market and the expo organiser will further step up the promotion program for the 2020 event to the relevant buyers in Europe, particularly in Germany, Spain, France, Scandinavia, Eastern Europe and the UK.



1. MEET NEW CUSTOMERS in 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 European 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 Europe, UK, Eastern 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 . . .

This is a very good platform for us to source new products and ideas, as well as build connections with new suppliers. The quality of the suppliers is impressive, making the expo an important marketplace in Europe for sourcing apparel and fashion accessories from Asia.

Mr. Alex Barber, Street Art Fashions, UK

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

Ms. Martina Ehmann, Art of Life Berlin, Germany

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 fit 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 fashion and apparel suppliers from Asia under one roof. Very informative and well worth visiting! I am expecting new business to be generated from the show very soon.

Ms. Eli Teoharie, Pestos SRL, Romania

I am coming 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. It brings to us hundreds of 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

The Expo presents us a good opportunity not only to connect with Asian suppliers, but to preview upcoming fashion trends. I have had a great visit as I managed to find quite a number of good fashion accessories suppliers.

Ms. Peppiina Hamalainen, Stailina, Finland

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

Highlight in 2020

The Asian 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.

WHY EXHIBIT

- 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

BUYER PROMOTION AND MARKETING CAMPAIGNS

We operate all year round marketing activities and promotional campaigns to generate the widest publicity impact for 2020 ASIA APPAREL EXPO

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 in 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



PARTICIPATION COST
9 square metre booth
HKD31,500 / USD4,075

CONTACTS

HONG KONG EXHIBITORS

Eric Chan
eric.chan@comasia.com.hk

OVERSEAS EXHIBITORS

Anson Chan
anson.chan@comasia.com.hk

CHINA EXHIBITORS

Simon Tse
simon.tse@qq.com

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

