

# Meet Top Buyers from HK, Europe, USA @ Hong Kong Fashion Week Expo

16-19  
January  
2012  
Hong Kong  
Convention  
and  
Exhibition  
Centre

## Organiser:



## Sponsors:

Hong Kong Apparel Society Limited  
Hong Kong Fashion Designers Assn  
Hong Kong Garment Manufacturers Assn Ltd  
Hong Kong Knitwear Exporters & Manufacturers Assn Ltd

Hong Kong Woolen & Synthetic Knitting Manufacturers' Assn Ltd  
Knitwear Innovation & Design Society  
Textile Council of Hong Kong Ltd  
The Federation of Hong Kong Garment Manufacturers  
The Woolmark Company, Greater China Region

**Ranking:** \* World's Second Largest Fashion Apparel Fair,  
\* Asia's **BIGGEST** Apparel Trade Fair!

**Last Show : 1,735 Exhibitors, 21,080 Buyers !**

**Exhibitors from 23 Countries incl ; India, China, Bangladesh, Vietnam, Indonesia, Thailand, etc.**

**BUYERS from 88 countries incl.: Asia, Europe, North & South America and Africa.**

**Unique Opportunity in Hong Kong for Pakistani Exporters !**

**HKTDC organized 109 Buying Missions bringing in over 4,500 select International Buyers !**

**Pakistani Suppliers of a wide range of Apparels, Fabrics, Materials & Accessories can take advantage of the fair, to present their products to a worldwide audience. All kinds of Garments in different fabrics, fibers and yarns including Denims, are Welcome.**

**See below for Show Details & STAND Bookings.**



Seminar

## Meet World's TOP BUYERS for Apparels, Textiles, Fabrics & Yarns @ Hong Kong ; The biggest Out Sourcing Hub in the World !

**HKTDC Hong Kong Fashion Week EXPO** is the ideal place for connecting with influential Buyers. This important sourcing platform attracts attention from around the world, not only for the products on display but also because of the opportunity it offers to make contacts with World buyers on trends and market developments.

Proof of the drawing power comes from the last events' figures, which had participation of **1,735 Exhibitors from 23 countries and regions.**

**Targeting Top Buyers:** Hong Kong's status as a Sourcing powerhouse is a key factor in success of this fair. **Hong Kong Fashion Week Expo** is Apparels only **International Textile B2B** trade show in Asia, owned & organized by the **Hong Kong Trade Development Council**, the biggest event organizer in Asia.

Buyers from across the World and important **Buying Agencies** located in Hong Kong visit the HK Fashion Week to source potential overseas suppliers. The presence of World's influential Buying Offices located in Hong Kong highlights the importance of this fair.

Fair organizer, the Hong Kong Trade Development Council, draws on the resources of its network of global offices to ensure that leading buyers with big spending power are invited to attend.

A total of **21,080 trade Buyers from 88 Countries and regions** attended the last show. Collectively they represent the full spectrum of the Apparel business, seeking to source everything from Mass-Market lines to High-Fashion Designer pieces, encompassing Men's, Women's, Teenagers', Children's and Infants' Wear.

Suppliers of a wide range of Apparels, Fabrics and Materials can take advantage of the fair to present their products to a Worldwide Audience. All kinds of GARMENTS in different fabrics, fibers and yarns are welcome, including Denims, 100% Cotton, Cotton Blends, Linen, Ramie, Silk, Wool, Knits, High-Performance Functional Fabrics, Lingerie fabrics, man-made fabrics and Embroidery. A new themed zone for Fabrics & Yarns has also been added to the show, last year.

**Specialist sections are:** \* Garment & Accessories Mart – big volume, mass market appeal  
\* Fashion Gallery – designer fashion  
\* Body & Intimate wear – home wear, swim wear, lingerie

### Last Fair Statistics :

Country / Region	No. of Exhibitors *
Hong Kong	614
Outside Hong Kong	1,121
Total	1,735

Region	No. of Visitors	%
Hong Kong	10,567	50.13%
Outside Hong Kong	10,513	49.87%
Total	21,080	100%

**Hong Kong Fashion Week Expo is Asia's largest fashion fair featuring 13 Fashion Shows, Six Fashion Parades and Five Seminars provided a full vision of the latest collections and trends of the upcoming seasons. Held concurrently with Asia's premier design and lifestyle event, World Boutique Hong Kong !**

**A Host of Buyers from across the Globe :** Last Hong Kong Fashion Week Expo drew in 21,080 trade buyers from 88 countries and regions around the world, of which 10,567 were from Hong Kong and 10,513 were from overseas. The number of overseas buyers saw an increase of 8%, with the Chinese mainland, Japan and the USA remained the top visiting countries. Other top visiting countries included Taiwan, India, Australia, Korea, Poland, the Philippines and Italy.

**HKTDC organized 109 buying missions**, bringing in over 4,500 select buyers from all over the world. These included buying representatives from Cotton On (Australia), Le Chateau (Canada), Le Printemps (France), Zapa (France), Otto International (Germany), Charle Co. (Japan), Yeshin PJ (Korea), LPP SA (Poland), Far Eastern Department Stores (Taiwan), Siam Paragon (Thailand), Forever 21 (USA) and Milano Fashion Co. (Vietnam).

### KNITS & WOVEN GARMENT EXPORTERS, Book your Stand, Now !

For more info about the fair, pls visit the web link <http://hkfashionweeks.hktdc.com/>  
For STAND BOOKINGS, pls contact us @ (GEM) Global Exhibitions & Marketing.

### Global Exhibitions & Marketing.

Ph # (+9221) 35310 301 - 304

Fax # (+9221) 35310 300

Cell # (+92) 300 8273900

Email : [danish@gemexpo.org](mailto:danish@gemexpo.org)

URL : [www.gemexpo.org](http://www.gemexpo.org)

1st Floor, Sunset Towers, # 1-D Sunset Boulevard, D.H.A. Karachi 75500, Pakistan.