

AUSTRALIAN INTERNATIONAL **SOURCING** **FAIR** FASHION / HOME / ACCESSORIES

MEDIA RELEASE

AUSTRALIAN INTERNATIONAL SOURCING FAIR

On target to deliver a global sourcing experience to Sydney

In 2011, the Australian International Sourcing Fair will be held for the first time in Sydney.

Based on the success of the inaugural event in Melbourne in 2010, early interest from international exhibitors promises to deliver a truly international sourcing experience to Sydney, later this year. With a focus on fashion, footwear, accessories, textiles and home-wares, this year's event will be held over three days from 22 – 24 November at Sydney Convention and Exhibition Centre.

Countries from across the region will again be participating in the event and in many cases will be substantially increasing the size of their pavilions. In 2011 visitors can expect to source from international exhibitors in more than eleven countries. Many of the exhibitors from the 2010 event have already rebooked and look forward to capitalizing on new opportunities.

A selection of products on display will include functional and intelligent fabrics from Taiwan, handicrafts from India, clothing and apparel from Fiji, knitwear from Bangladesh, textiles from Pakistan, footwear and apparel from Thailand, and fashion and accessories from Indonesia.

The event provides visitors with the chance to learn more about the opportunities in international sourcing, and in particular, opportunities across featured countries through attendance at free seminars during the Fair.

Co-located with the China Chamber of Clothing and Textiles Expo, the event will provide visitors with the opportunity to engage with over 380 quality international suppliers.

According to Marie Kinsella, Australian Exhibitions & Conferences' (AEC) Managing Director "*Our ongoing work with international governments and associations is enabling us to effectively target the right type of products and exhibitors for the Australian market. I look forward to announcing specific details on some of the major international pavilions as we move closer to this year's show. It is also pleasing that we expect a number of new countries to join the event in 2011*".

The AISF focuses on manufacturing and wholesaling opportunities across fashion garments, apparel, textiles, accessories and premium home-wares and handicrafts.

AISF is also an opportunity for manufacturers and suppliers in Australasia to access finished goods and/or source contract manufacturing.

“Once again in 2011 we will be pleased to see international business partnerships flourish through participation at this event” said Ms Kinsella.

To register your participation at the Australian International Sourcing Fair, contact www.sourcingfair.com.au

For more information, visit www.sourcingfair.com.au