



Melbourne's International Sourcing Expo steps up quality from 700 fashion manufacturers

Four thousand Australian fashion and footwear buyers will tour the world's apparel suppliers this November, without leaving Melbourne.

Hosting 700 textile, apparel and footwear manufacturers and agents from 16 countries, International Sourcing Expo Australia runs from November 20 to 22 across 16,500 sqm of the Melbourne Convention & Exhibition Centre.

Organiser Marie Kinsella says this year's show will feature a wider range of clothing and footwear than previously seen in Melbourne.

"Alongside all the fashion staples like jeans, active wear and T-shirts, International Sourcing Expo exhibitors surprised Sydney with more upmarket fashion last year," she said.

The trade-only show offers fashion buyers and designers the full spectrum of product and service offerings from off-the-shelf clothing through to made-to-order pieces, fabric and functional textiles.

Ms Kinsella said the Expo attracts sourcing managers for Australia's large fashion retailers, niche fashion brands, online outlets and designers.

"If you're looking to improve or diversify your supply chain and product offer, compare production capability and costs, produce your own label or start a new sourcing business, this is the event for you," Ms Kinsella said.

International Sourcing Expo allows Australian fashion industry people to visit 700 suppliers and see and feel the quality of the product first hand. Exhibitors are drawn from India, China, Bangladesh, Pakistan, Hong Kong, Fiji, Indonesia, Vietnam, South Africa, Taiwan, Turkey, Australia, South Korea, Malaysia and Singapore.

"Personally meeting so many reputable partners just wouldn't be possible any other way, even if you were prepared to spend months overseas living out of a suitcase," Ms Kinsella said.

"It's reassuring for Expo visitors that most exhibitors participate under the auspices of governments or national trade associations, too.

"In fact, several trade commissions will be among the exhibitors and can offer visitors a rare insight into how best to do business with their countries.

“The Expo is recognised as a unique sourcing event for members of Australia’s fashion trade but it’s also a fantastic networking event that gives locals an opportunity to rub shoulders with global leaders in the industry.”

Expo Partners include Euromonitor International, the Australian Retailers Association, Federation of Indian Export Organisations, Australian Fashion Council and the Vietnam Textile & Apparel Association.

Experts from partner organisations will be among the presenters for the popular Global Sourcing Seminars slated for the Expo, offering valuable advice on how to get the most from relationships with international textile, footwear and fashion suppliers.

International Sourcing Expo Australia 9th edition is co-located with the Footwear & Leather Show Australia 3rd edition and the 18th China Clothing Textiles Accessories Expo.

The Expo will run from 20 to 22 November at the Melbourne Convention & Exhibition Centre. Visit www.internationalsourcingexpo.com to register.

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