



OUR EVENTS



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MEDIA RELEASE

IEC GROUP LAUNCHES GLOBAL SOURCING SHOWS AUSTRALIA

Created by one of Australia's most experienced international trade show organisers **International Exhibition and Conference Group Pty Ltd** (IEC Group), **Global Sourcing Shows Australia** has launched to bring together premier platforms for global sourcing in Australia – International Sourcing Expo Australia, Footwear and Leather Show Australia and Global Home + Lifestyle.

The three shows, which exclusively showcase international companies across home and lifestyle products as well as apparel, accessories and footwear, continue to be managed by IEC Group but are expected to have greater breadth and reach to international markets under the banner of Global Sourcing Shows Australia.

IEC Group **CEO Marie Kinsella** says there is a major opportunity for international manufacturers and suppliers to penetrate the Australasia region and expand their business footprint with Global Sourcing Expos Australia.

"Huge opportunities exist in Australia for organisations from overseas to do business here. As a wealthy nation and one that is known as a really good place to do business, Australia presents an attractive value proposition for manufacturers and suppliers. Starting with three established shows, Global Sourcing Shows Australia provides a trusted platform for international businesses when they are looking to grow their market in Australia and New Zealand," Ms Kinsella said.

Further opportunities exist to help global businesses connect with Australian and New Zealand markets according to Ms Kinsella, and Global Sourcing Shows Australia will consider other industry events to support this opportunity.

"Over time, we will explore opportunities in other sectors for new shows. There is enormous potential for Global Sourcing Expos to utilise our knowledge and experience in connecting suppliers with markets in Australasia across other sectors. In the short term, we are focussed on building success in our existing portfolio of long-established shows and launching Global Home + Lifestyle," Ms Kinsella said.

New home and lifestyle show, **Global Home + Lifestyle**, will launch in June 2020 under Global Sourcing Shows Australia and is set to become the premier platform in Australia for global sourcing in giftware, home décor and lifestyle products. It will be the only trade show in the country to exclusively show international suppliers of home and lifestyle products.

The show will bring more than 300 global exhibitors to the International Convention Centre Sydney and is expected to attract approximately 3000 national and regional trade buyers including importers, speciality retailers, wholesalers, sourcing agents, interior designers and decorators, amongst others.

The first event to run under the Global Sourcing Shows Australia banner is **International Sourcing Expo Australia** and co-located **Footwear & Leather Show**, already firmly entrenched

in the Australian market. The combined event at Melbourne Convention and Exhibition Centre in November is the most comprehensive global sourcing show in Australasia, unmatched with the scale and depth of regional participation.

IEC Group have a reputation for creating and producing successful global sourcing shows in Australia and the establishment of-Global Sourcing Shows Australia as a larger portfolio and future direction will create additional value and opportunity through new market opportunities and interactive show features such as Global Sourcing Seminars, Global Business Matching, VIP Buyer Program, Global Runway and International Insights.

For more information about **Global Sourcing Shows Australia**, please contact Julie Holt, Global Exhibitions Director, IEC Group at info@iecgroup.com.au.

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