

MEDIA RELEASE

10 October 2019

Largest ever Turkish participation at Australian apparel and footwear sourcing show

The largest ever participation by Turkey will be a welcome addition to International Sourcing Expo Australia and co-located Footwear and Leather Show this November in Melbourne.

Australia has been identified as a focus region for export by footwear and apparel exporters in Turkey who are looking to increase their market share in Australia.

“The Australian market provides huge potential for Turkey with its high purchasing power and living standards. Geographic isolation is no longer a barrier to international business trade, and International Sourcing Expo Australia presents Turkish traders with a unique opportunity to deepen relationships in the Australasian region, and showcase the European quality and standards of Turkish products available at reasonable price points,” Mr Tayfun Kilic, Commercial Attache, Consulate General of Republic of Turkey said.

Organisers from IEC Group Pty Ltd welcome the increased participation from Turkey and see it as a coup for the show.

“We are delighted to see more and more exhibitors from Turkey and feel confident that International Sourcing Expo Australia will benefit by offering more diversity to Australian fashion and footwear buyers,” Julie Holt, Global Exhibitions Director, IEC Group Pty Ltd said.

“Turkey’s stronghold in footwear will be a welcome addition given the industry’s impressive annual capacity of 400 million pairs of shoes. Its reputation as being in the top 10 footwear producers around the globe is well-recognised in Australia and visitors to International Sourcing Expo and Footwear and Leather Show Australia will undoubtedly be interested in forming connections with the suppliers from Turkey,” Ms Holt said.

Akinabella is one such company from Turkey. With a history in the leather sector dating back almost 200 years and establishing itself in the footwear sector since 1978, Akinabella has a daily production capacity of 60,000 pairs.

Producing thousands of slipper varieties for men, women and children, Akinabella places great importance on foot health and elegance. They export to some of the world’s largest and most prestigious markets including Germany, the Netherlands, France, Italy, Belgium, Bulgaria, Greece, Iraq, Romania, Kuwait, Saudi Arabia, Azerbaijan, UK, and Hungary. This will be Akinabella’s first time exhibiting at International Sourcing Expo to kickstart their entrance into the Australian market.

IEC Group Pty Ltd anticipates more than 4,000 trade visitors will visit International Sourcing Expo and co-located Footwear and Leather Show Australia. Along with China Clothing Accessories Textiles Expo which is held concurrently, more than 700 textile, apparel and footwear manufacturers and

agents from 20+ countries will exhibit at the Melbourne Convention & Exhibition Centre from November 12-14 2019.

The trade-only event will showcase exhibitors from China, India, Bangladesh, Pakistan, Hong Kong, Fiji, Indonesia, Vietnam, South Africa, United Arab Emirates, Peru, Taiwan, Turkey, Thailand, Vietnam, Australia, Malaysia, Singapore, and USA.

To register to attend International Sourcing Expo Australia and the co-located Footwear and Leather Show Australia, visit internationalsourcingexpo.com or <https://www.footwearleathershow.com.au>.

International Sourcing Expo Australia + Footwear & Leather Show Australia

When: 12-14 November 2019

Where: Melbourne Convention & Exhibition Centre

Info: www.internationalsourcingexpo.com

Facebook: <https://www.facebook.com/internationalsourcingexpo/>

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About the show

International Sourcing Expo Australia, co-located with Footwear and Leather Show Australia and China Clothing Accessories Textiles Expo, is Australia's premier international sourcing show for apparel, textiles, fashion accessories, footwear and leather products. Into its tenth year, the three-day trade only event opens at Melbourne Convention & Exhibition Centre on 12 November 2019 and is restricted to trade professionals. Visit www.internationalsourcingexpo.com to register.

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