

Press Release

For Immediate Release

20 March 2012

Putting its best foot forward!

The inclusion of the footwear sector at Prime Source Forum (PSF) 2012 marks a significant expansion of this event, already well established as the annual meeting place for the global apparel industry.

Regarded by many in the relevant industries as a “must attend meeting”, PSF runs for three days, the first of which is devoted to Operational Workshops. On the second and third days, the actual Forum is staged, dealing with political, strategic and other challenges/opportunities facing fashion industry practitioners. And, as usual, it encourages direct participation by delegates, making it the perfect opportunity for networking.

The unique feature of PSF is that it is conducted throughout in an interactive spirit. In other words, it is a true Forum rather than a conventional conference. The 400-plus delegates who attend PSF from all over the world represent a wide range of companies and, typically, would expect to meet fellow delegates only in a competitive situation. Instead, what PSF offers is discussions on issues common to all, among them the activities of governments, especially those involved in cross-border and international trade, with such issues frequently making mandatory the need for a united industry-wide response. After all, there is no point in repeating costly mistakes when others are on hand to draw attention to the dangers and it is counter-productive to fight battles alone when others might be ready to join in cooperative action.

It is this spirit of cooperation that makes PSF unique.

The Forum opens with a Keynote Address by Mr. Ronald A. FROMM, Chairman of the Board & CEO, Brown Shoe Co., Inc. He will share an overview of the global footwear market, with an emphasis on the footwear market in the US. His experience as former CEO and current Chairman of the Board of the Brown Shoe Company, a major American footwear retailer and wholesaler with a growing international presence, will lend a unique perspective to the market landscape.

A second distinguished Keynote speaker is Henry TAN, BBS JP, CEO and President of Luen Thai Holdings Ltd. and MD and President of Luen Thai Intl Group Ltd., who will be in conversation on stage with Leonie Barrie, Managing Editor of Just Style, to open the afternoon sessions.

The full three-day programme is detailed in Appendix A.

PSF2013 will again be held in the Hong Kong Convention & Exhibition Centre from 25 to 27 March 2013.

For more details, and to stay abreast of Prime Source Forum events, please visit www.primesourceforum.com.

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