

**Post Event Press Release  
For Immediate Release  
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**Apparel Experts See New Economic Opportunities in the ASEAN Regions**

Apparel experts in manufacturing and retailing across the globe from Australia, Cambodia, China, Hong Kong, Malaysia, Singapore, Switzerland, Thailand, The United States, Vietnam and more gathered for Prime Source Forum – Focus on ASEAN on 30 January at the Sultan Hotel Jakarta, Indonesia.

Foreseeing the high economic growth rate of the ASEAN regions, Prime Source Forum, along with the support of Mr. Michael Blakeley of Nathan Associates, Mr. Ade Sudrajat, the Chairman of Indonesian Textile Association (API) and Mr. Andrew Hung of The ASEAN Federation of Textile Industries (AFTEX), the forum was honoured by the presence of some of the most significant key players of the apparel industry to discuss over economic opportunities and challenges of emerging countries.

Some of the most distinguished speakers of the industry came from AFTEX, Ann Taylor, Busana, Oeko-Tex, Puma, Trisula, SAFSA, TaFf, USG Asia, VF Asia, and Worldwide Responsible Accredited Production (WRAP) while the forum was well attended by decision makers from Ann Taylor, Busana, C&A, Debenhams, Ghim Li, Quiksilver, M&S, Puma, Oekotex, One Source, Sing Lun, Swarovski, Target, Testex, Trisula, VF Asia, Disney, WRAP and many regional companies.

“Congratulations to Prime Source Forum - Focus on ASEAN for correctly seeing the high interest in ASEAN and for organising an event with high caliber speakers and robust attendance.” Michael Blakeley, Managing Director in Enterprise and Industry Development of Nathan Associates Inc. later commented.

Mr. Christopher Eve, Senior Vice President of UBM Asia Ltd, on behalf of the organisers APLF Ltd opened the forum commenting “In recent years, new challenges have been emerging as the global economic crisis hits retailers and also manufacturers around the world, but it also brings many opportunities for vendors in the ASEAN region to serve their clients who are looking for good products fulfilling compliance, green and safety requirements at reasonable costs.”

A welcome address from Mr. Ade Sudrajat, the Chairman of Indonesian Textile Association followed, outlined the significance of ASEAN becoming a new emerging market in Asia besides China and India with statistics and figures to support. “PSF shall be an ideal media platform for all textile and garment stakeholders to meet together and strengthen their business relationships and share information, as well as to develop innovation and creativity.” He said.

PSF was honoured with the presence of Government Official, Ir. Panggah Susanto, Director General of the Manufacturing-base Industry, and Ministry of Industry from Indonesia who gave an opening speech to start off the forum.

Following was the first keynote address by Dr Renier Hengstmann, Global Director of the Safe Supply Chain of PUMA who covered the topic “Environmental Profit & Loss Account and going beyond to the Product Environmental Profit & Loss”.

Moderated by Mr. Joppe Van Eldik, General Manager of USG Asia Ltd., two interactive sessions of panel discussions with two groups of apparel experts took place, they shared insights as to the topics concerning “Current Trends and Developments on Apparel Sourcing and Effective Supply Chain Alliance in the ASEAN Regions” and “Challenges and Opportunities faced by the ASEAN Manufacturers”. Delegates took the opportunity to ask questions and share ideas and join controversial discussions with the panelists.

Lastly, Mr. Christopher Eve, Senior Vice President of UBM Asia Ltd offered a closing speech at the end. The event ended on a high note with many positive comments from delegates as well as speakers, while some were already enquiring about the next PSF – Focus on ASEAN, as well as the annual master event, Prime Source Forum to be held as usual in Hong Kong from 26 - 27 March 2013. Delegates from all over the world are expected to attend this two-day event for the global fashion industry. Visit [primesourceforum.com](http://primesourceforum.com) for more details.

### About the Organisers

[APLF Ltd.](#) (Asia Pacific Leather Fair Ltd.) is a joint-venture between UBM Asia Ltd and the SIC Group of France.

Owned by UBM plc listed on the London Stock Exchange, [UBM Asia](#) operates in 19 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 240 products including trade fairs, conferences, trade publications, B2B/B2C portals and virtual event services. As Asia's leading exhibition organiser and the biggest commercial organiser in China, India and Malaysia, we stage the leading events of their kind across the region. Our 200 events, 24 publications and 16 vertical portals serve over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world with high value face-to-face business-matching events, quality and instant market news and industry trends, and round-the-clock online trading networks and sourcing platforms. We have over 1,100 staff in 21 major cities across Asia, stretching from Japan to Turkey. SIC Group is part of the Conseil National du Cuir (The French Leather Council) (CNC) – the representative of the leather profession in France. The SIC Group is one of the leaders in the organisation of international events.

### Appendices

Click [here](#) for photos.

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