

**Pre-event Press Release  
For Immediate Release  
22 March 2013**

### **Tackling the Effects of the Economic Downturn in the Fashion Industry**

Prime Source Forum (PSF) returns on 25- 27 March 2013 for its eighth edition with new changes and new venues.

This time, it has been designed with four sessions focusing on sourcing and supply chain management issues facing the industry, along with a series of polling questions for delegates to participate. To facilitate more interaction in exchanging ideas among peers, PSF is moving to a new venue – Sheraton Hotel, Kowloon, Hong Kong, where delegate seating will be organised in round tables.

A well formulated agenda scheduled for senior executives over a three day period from 25 – 27 March will explore critical issues facing the apparel industry, from sustainability and compliance requirements, forecasting and adding value to the supply chain model, also the emergence of new fast developing countries and challenges facing the next generation of owners taking their family businesses forward.

To gather views on a global perspective on the addressed topics, distinguished speakers across the globe have been invited to form an international panel with speakers coming from China, Hong Kong, India, Mexico, Myanmar, the US and many more.

This year, a half day conference will be held at Clothing Industry Training Authority (CITA) on 25 March, one day prior to the 2-day forum, covering sustainability and compliance requirements. Two panel discussions will focus on 'Managing hazardous chemicals in the textile supply chain' and 'The road to green and sustainable global value chains – lessons learned!' Jason Kibbey, Executive Director and CEO of SAC will be the master of ceremonies. Other speakers from important organisations include BASF, Bureau Veritas, H&M, Migros, Textile Council of Hong Kong, VF Corp and many others.

"The revenue from this part of the conference will be shared with the Clothing Industry Training Authority for research purposes as a token of appreciation for the support and the advisory guidance from the authority, GAFTI and SAC." said Michael Duck, Executive Vice President of UBM Asia Ltd and Director of APLF Ltd, the organisers of PSF.

This year there are four Keynote Speeches. On the first day of the two-day forum, Ben Simpfendorfer, Managing Director of Silk Road Associates will present a keynote on 'Searching for the next China – China's rising prices and implications for supplier relations' to tackle rising costs in China facing the supply chain. Edwin Keh, CEO of The Hong Kong Research Institute of Textiles and Apparel (HKRITA) and Lecturer at The Wharton School of the University of Pennsylvania will focus on 'Reengineering the global supply chain of the 21<sup>st</sup> Century' on the second day, followed by Dr. Peter Lau, Chairman and Chief Executive, Giordano Intl Ltd., who will share his view on 'The power of information and the age of co-locational development'.

Another highlight of the Forum is about Myanmar. The Keynote Address 'Unveiling the mystery of Myanmar - opportunities and challenges on the apparel industry' will be presented by Dr. Aung WIN, Vice Chairman, Myanmar Garment Manufacturers Association; Managing Director of Maple Trading Co. Ltd. of Myanmar and Dennis Meseroll, Executive Director of Tractus Asia Ltd.

2013  
26 - 27 MARCH

PRIME SOURCE  
**FORUM**  
HONG KONG

THE ANNUAL FORUM FOR THE  
GLOBAL FASHION INDUSTRY

Over 25 well-known fashion industry executives will be sharing their views across four sessions; coming from companies and organisations including Alvanon, Apparel Export Promotion Council, Busana, Coats, ConnectedGroup, India, Foot Locker, Johnson Controls, KPMG, Lifestyles Logistics, Myanmar Garment Manufacturers Association, TAL Group, The American Chamber of Commerce in Hong Kong, The Source ASEAN Full Service Alliance (SAFSA), VF Asia. (See appendix for the full programme)

An international representation of delegates from more than 20 countries and regions across the globe, include Australia, Canada, China, Egypt, Finland, France, Germany, Hong Kong, India, Indonesia, Israel, Korea, Malaysia, Myanmar, Netherlands, Pakistan, Singapore, Switzerland, Taiwan, Thailand, the U.K and the U.S.

Also please note that the Prime Source Forum's Gold Sponsor, Oekotex, cordially invites delegates and the press to attend its cocktail reception on the evening of 26 March at the Sheraton Hong Kong Hotel. Those who wish to attend, please contact Ms. Tiffini Yao [here](#).

The Organisers of Prime Source Forum, APLF Ltd look forward to welcoming you all at this 8th edition of PSF, the annual global meeting of the fashion industry.



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## About the Organisers

[APLF Ltd](#) is a joint venture between SIC Group and UBM Asia. For over two decades, Hong Kong-based APLF Ltd has been providing the global leather and fashion industries with its most important meeting and trading place.

About UBM Asia ([www.ubmasia.com](http://www.ubmasia.com))

Owned by UBM plc listed on the London Stock Exchange, UBM Asia is Asia's leading exhibition organiser and the biggest commercial organiser in mainland China, India and Malaysia. Established with its headquarters in Hong Kong and subsidiary companies across Asia and in the US, UBM Asia has a strong global presence in 25 major cities with 29 offices and over 1,200 staff.

With a track record spanning over 30 years, UBM Asia operates in 19 market sectors with 160 dynamic face-to-face exhibitions, 75 high-level professional conferences, 28 targeted trade publications, 18 round-the-clock vertical portals and virtual event services for over 1,000,000 quality exhibitors, visitors, conference delegates, advertisers and subscribers from all over the world. We provide a one-stop diversified global service for high-value business matching, quality market news and online trading networks.

UBM Asia has extensive office networks in China, Southeast Asia and India, three of the world's fastest growing B2B events markets. UBM China has 11 offices in the major cities in mainland China, including Beijing, Shanghai, Guangzhou, Hangzhou, Chengdu and Shenzhen, where we organise more than 60 exhibitions and conferences. In ASEAN, UBM Asia operates from its offices in Malaysia, Thailand, Indonesia, Singapore, Vietnam and the Philippines with over 50 events in this region. UBM India teams in Mumbai, New Delhi, Bangalore, Chennai and Hyderabad organise 20 exhibitions and 60 conferences every year across the country.

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## Appendix

Click [here](#) for full programme.