

Press Release
For Immediate Release
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Government Official to Kick Off Prime Source Forum - Focus on ASEAN this Wednesday!

Prime Source Forum (PSF) - Focus on ASEAN will make its debut on 30 January 2013 this Wednesday in the Sultan Hotel Jakarta in Indonesia. Ir. Panggah SUSANTO, Director General of the Manufacturing-base Industry, Ministry of Industry from Indonesia will offer his Opening Speech to kick off the Forum.

The organisers of PSF, APLF Ltd appreciate the value and support of several significant endorsing associations of the ASEAN region, namely, the ASEAN Federation of Textile Industries (AFTEX), Indonesian Textile Association (API), Confederation of Garment Exporters of the Philippines (CONGEP), Department of International Trade Promotion from Thailand (DITP), Garment Manufacturers Association in Cambodia (GMAC), Source ASEAN Full Service Alliance (SAFSA) and Textile and Fashion Federation from Singapore (TaFf).

'The ASEAN region is getting more and more important as an alternative sourcing region to China and the Indian subcontinent for textiles and clothing. Therefore, it is very important that the producers get first-hand knowledge and insights of what the buying offices require from them to successfully start new businesses,' stated Dr. Jean-Pierre Haug, Secretary General of Oeko-Tex® Association.

Mr. Avedis H. Seferian, President & CEO of Worldwide Responsible Accredited Production (WRAP) echoed, 'With major buyers looking for different manufacturing options in an increasingly competitive market, there is an opportunity for the ASEAN region to step up and become a sourcing destination of choice.'

PSF is honoured by the presence from some of the most distinguished speakers of the industry from AFTEX, Ann Taylor, Busana, Oeko-Tex, Puma, Trisula, SAFSA, TaFf, USG Asia, VF Asia, and Worldwide Responsible Apparel Production (WRAP).

The debut of PSF Focus on ASEAN in Jakarta has attracted many leading companies from Australia, Cambodia, China, Hong Kong, Indonesia, Malaysia, Singapore, Switzerland, Thailand, the US and Vietnam to participate, including 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.

'Despite the recent weather condition in Indonesia, PSF Focus on ASEAN will be held as scheduled,' said Michael Duck, Director of the APLF Ltd and also Executive Vice President of UBM Asia Ltd.

'Flights at Jakarta's main international airport are operating normally, with no flood-related delays, according to a spokesman at the airport's operator PT Angkasa Pura II,' quoted by the Bloomberg Business News early this week. Mr. Ade Sudrajat, Chairman of the Indonesian Textile Association also added that the weather surrounding Jakarta area will become friendlier in the next few days.

PSF Focus on ASEAN will be held this week. For those who have not yet registered, please click [here](#) for immediate actions.

Apart from its satellite events, the master event, PSF, on its 8th edition, will take place 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 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 the links below for access of the documents: -

[Appendix A: Forum programme](#)

[Appendix B: Speakers List](#)

Forum photos will be available upon request.

For press enquiries, please contact:

Ms. Kennise Pang Email: kennise.pang@ubm.com

For delegate registration, please contact:

Ms. Tiffini Yao Email: tiffini.yao@ubm.com

For general enquiries, please contact:

Ms. Josephine Ching Email: josephine.ching@ubm.com