Press Release
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Prime Source Forum (PSF) goes further into Asia

Prime Source Forum (PSF) - Focus on ASEAN will make its debut in Jakarta, Indonesia on 30 January 2013, bringing the established PSF brand, which has seen 7 successful editions in Hong Kong and the first PSF satellite event in Delhi held last September.

PSF is the annual forum for the global fashion industry. Since 2006, it has been held annually in March in Hong Kong, bringing together more than 400 senior executives from all over the world to discuss the challenges and opportunities that manufacturers, suppliers and retailers face, particularly those pertaining to the supply chain.

Michael Duck, Executive Vice President of UBM Asia Ltd and Director of APLF Ltd said, "ASEAN is home to a burgeoning population of 600 million people, which is equivalent to 9% of the world's population. As a single economic bloc, it's combined nominal GDP of USD 2 trillion ranks 9th in the world. We should definitely not underestimate this fast growing region."

"There is no better platform than PSF - Focus on ASEAN to promote the region, its economies and the sourcing activities of its textile and apparel industries to the world," stated Ade Sudradjat, Chairman of the Indonesia Textile Association (API) and the ASEAN Federation of Textile Industries (AFTEX). Both associations have already confirmed their support of PSF - Focus on ASEAN.

The ASEAN textile and apparel industry is building on its already robust exports of apparel to major markets, proactively integrating upstream to downstream elements of the supply chain in order to create a more vertical sourcing platform. This is according to Michael J. Blakeley, Director of the VALUE Project which is funded by the U.S. government and supports integration of key ASEAN industries. "Global brands and retailers are certainly seeking more competitive arrangements with their vendors in ASEAN and the local industry is attempting to respond," Blakeley said.

"Existing trade arrangements with growing markets like China create additional competitive reasons to produce apparel in ASEAN. Trade preferences with the EU have allowed industries in Cambodia and

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Laos to grow and increase capabilities. Future trade preferences currently being discussed or negotiated could also lead to interesting opportunities for apparel produced in ASEAN," emphasised Blakeley.

He added, "Once the ASEAN Economic Community comes into effect in 2015 and ASEAN operates as a single production base, the region will surely be more efficient and cost effective with dramatic improvements in trade facilitation."

Michael Duck added, "Promoting the region's textile and apparel industries to international brands and retailers can definitely strengthen the importance of these manufacturing sectors to the development of the ASEAN economies. With our past experience in organising PSF in Hong Kong and the local support from our office in Jakarta, we are confident about bringing an outstanding event to the ASEAN textile and fashion industries and their key players, providing them with plenty of networking and business opportunities."

PSF - Focus on ASEAN will cover a few other topical issues, including development forecasts on the fashion industry, difficulties encountered by ASEAN manufacturers and the establishment of an effective supply chain alliance between countries in the region.

Apart from its satellite events, PSF, on its 8th edition, will take place as usual in Hong Kong from March 26 to 27, 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.

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PRIME SOURCE
FORUM
HONG KONG

THE ANNUAL FORUM FOR THE
GLOBAL FASHION INDUSTRY

Goes further into Asia

About the organiser:

Asia Pacific Leather Fair Ltd. (APLF 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 18 market sectors with headquarters in Hong Kong and subsidiary companies across Asia, including UBM China in Shanghai, Hangzhou, Guangzhou and Beijing. We have over 200 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 the two fastest growing markets in Asia: China and India, we stage the leading events of their kind across Asia. Our 150 events, 24 publications and 16 vertical portals serve a 1,000,000 plus 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 news on market and industry trends and round-the-clock online trading networks and sourcing platforms. We have 1,000 staff in 21 major cities across Asia, stretching from Japan to Turkey.

The SIC Group is part of the Conseil National du Cuir (the French Leather Council), or CNC, the representative of the leather profession in France, and is one of the leaders in the organisation of international events.

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