

**14 July, 2006**

## **APPAREL INDUSTRY LEADERS TO MEET AGAIN IN HONG KONG**

It was announced today that the 2007 Prime Source Forum will be held on 29 - 30 March at the Hong Kong Convention and Exhibition Centre. This second edition follows on from the successful launch in Hong Kong in the Spring of 2006 when some 200 senior executives of major brand owners & retailers, manufacturers, service providers and suppliers from 20 countries attended the two-day event (see [www.primesourceforum.com](http://www.primesourceforum.com)) .

Prime Source Forum brings together a unique mix of senior industry executives from the Apparel industry from all over the world who, for two days, participate in a learning and networking experience with their peers. The realities of the post-quota era, need for factory consolidation, the necessity of rationalising compliance rules and rapidly evolving market requirements were among the many subjects explored during the discussions at the 2006 Forum.

The event is again endorsed by the American Apparel and Footwear Association (AAFA), the Foreign Trade Association (FTA) from Europe and the United States Association of Importers of Textile & Apparel (USA ITA).

Commenting on the 2006 Forum, President & Chief Executive Officer of AAFA, Kevin M. Burke, said: "Prime Source is off to a great start and provided a wonderful opportunity to build business. We believe it will grow stronger as it expands and broadens its exhibitor base in the future. The very successful Forum, provided insight and knowledge, as well as an opportunity for connecting with both current and potential customers from many regions of the world. We look forward to continued support of this outstanding event."

His comments were endorsed by Laura Jones, Executive Director of USA ITA who added: "We have always referred to the apparel industry as being global but until I attended the Prime Source Forum this year I had not appreciated how correct was this statement"

One of the roundtable participants, Mr Jose Gomez of Mango identified Prime Source as "Not only a fantastic Forum to source the best suppliers in the industry, but also a great venue for networking with European and American retail brands' top executives."

Suppliers and others who support supply chain activities will be invited to promote their services to the attendees in an exhibit area adjacent to the meeting hall.

The organisers anticipate doubling the attendance at Prime Source Forum 2007.

Prime Source Forum will be co-located with FASHION ACCESS, the largest international trade fair in Asia for fashion accessories.

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