

February 12, 2014

ASIA APPAREL EXPO: International fashion sourcing show now established in Berlin

- **More than 250 exhibitors at Europe's largest trade fair for the Asian clothing industry**

- **Trade visitor registrations are twice last year's figure**

Together, Asia Apparel and the fashion mecca Berlin are a winning combination. Europe's largest international fashion show for the Asian clothing industry is currently due to take place in Berlin for the third time. From 18 to 20 February, at ASIA APPAREL EXPO, selected Asian companies will once again be exhibiting a wide-ranging of womenswear, menswear, childrenswear, decorative items and accessories.

The organisers are extremely satisfied with the preparations to date. "Compared to this time last year we have received twice as many registrations," said a delighted Ben Wong, marketing manager of Mega Expo (Berlin) Limited. A number of major companies have already registered their attendance in order to view the products of more than 250 exhibitors, who will be putting their fashion items on show in Halls 11.1 and 17 on the Berlin Exhibition Grounds. "It shows that the format of our event has been well received by the European clothing industry", said Wong.

ASIA APPAREL EXPO gathers exhibitors from the world's largest manufacturers of textile products – from Bangladesh, China, Hong Kong, India, Pakistan, Thailand and Vietnam. In particular, the show provides fashion companies, retailers and designers from eastern and western Europe with an ideal and economical platform in the heart of Europe which enables them to acquire fashion items from Asia.

"This fashion show has become an important meeting place for companies marketing Asian fashion and for potential customers from Europe", said Ben Wong. The organisers are confident that the show will remain in the capital.

ASIA APPAREL EXPO - BERLIN

Exhibition for trade visitors

Dates: 18 to 20 February 2014

Venue: Messe Berlin, Halls 11.1 and 17, entrance at Kleiner Stern, Masurenallee, 14055 Berlin

Opening times: Tuesday and Wednesday, 9.30 a.m. to 4.30 p.m., Thursday, 9.30 a.m. to 4 p.m.

Additional details can be found online at: www.asiaapparelexpo.com