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ASIA APPAREL EXPO - BERLIN: International fashion show set to expand

- **Once again Asia's clothing industry meets Germany's fashion capital Berlin**

- **Floor space and exhibitor growth at the second ASIA APPAREL EXPO in Europe**

Berlin, 5 February 2013 – Following its successful launch in 2012 the international fashion show ASIA APPAREL EXPO will again be taking place on the Berlin Exhibition Grounds, from 19 to 21 February 2013. Due to the positive feedback and high number of bookings floor space has now grown from 3,600 to more than 5,600 square metres and exhibitor numbers have increased.

From Tuesday, 19 to Thursday, 21 February more than 220 (2012: 160) carefully chosen companies from the Asian clothing industry will be represented in the display halls. Experienced manufacturers and suppliers from Bangladesh, China, Hong Kong, India, Pakistan, Sri Lanka, Vietnam and other countries will be exhibiting a wide range of products. They include womenswear, menswear, childrenswear, sportswear, linen, beachwear, jeans, workwear, textiles and haberdashery.

ASIA APPAREL EXPO – BERLIN offers fashion companies from eastern and western Europe a cost-efficient and ideal platform to present Asian fashion to the local market. The aim of the show is also to further cooperation between Asia's clothing industry and that of other countries and regions. "We are determined to continue to build this trade fair as the most important meeting place for Asian suppliers to meet with their potential customers in Europe", said Ben Wong, marketing manager of Mega Expo (Berlin) Limited, the organisers of the show.

Berlin's geographical location and its proximity to its neighbours makes it an ideal marketplace for buyers from other European countries. "Berlin as the fashion capital of Germany is an obvious choice", says Wong. An international event that combines Berlin, Germany's fashion capital, with products from Asian manufacturers, who in terms of production investment levels and workforce experience are the clothing industry's world leaders, promises a positive outlook for the future.

ASIA APPAREL EXPO - BERLIN

Exhibition for trade visitors

Dates: 19 to 21 February 2013

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

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

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