




Asia Apparel Expo

No	Content	Description
01	Fair Name	Asia apparel expo
02	Location	Messe Berlin, Berlin, Germany
03	Overview	<p>Asia Apparel Expo is one of the most noted German trade show, dedicated exclusively to the dresses and apparel industry. The show draws in a large number of exhibiting participants from more than 9 Asian countries, and the range of items showcased here is comprehensive too. The show keeps into focus the ever-rising popularity of Asian apparels in the global market by virtue of their superior quality features and relatively affordable price tags. Visitors at the show are well targeted, and hail from England, Spain and France too, in addition to the German participants. High-quality dress items for ladies, gents and children are exhibited at the Asia Apparel Expo, together with lace and velcro items, zippers, sportswear and trendy denims. The show is held at its designated venue - the Messe Berlin Exhibition Grounds and is supported by extensive media coverage as well.</p>
04	Date	February 21-23, 2012
05	Frequency	
06	Main Product Of Relevant To Sri Lankan Exporter	<p>Apparel (Menswear , Sportswear , Women wear, Downs wear , Denim wear , Casual wear , Babies and Children's wear, Basic Fabrics, Novelty Fabrics, Functional Fabrics, Eco-Textiles, Nonwovens, Buttons ,Lace ,Ribbons ,Velcro , Zipper and Buckle ,Lining ,Labels and Tags)</p>
07	Dead Line Of Application	
08	Exhibitors And Visitors	<p>Exhibitor Profile</p> <p>Large number professional exhibitors, from over nine Asian countries, attend Asia Apparel Expo. Dress and apparels of different items are showcased here, which are easy on the eye, and on the pocket as well. Prime items of exhibit at the show are stylish and trendy dresses for men, women and kids, which includes denims and trendy sportswear as well. Fabrics of different varieties, and ribbons, buttons, labels and lace and velcro items are also showcased during the event. Exhibitors are from China, Hong Kong, India, Indonesia,</p>

		<p>Bangladesh and Macau.</p> <p>Visitor Profile</p> <p>Asia Apparel Expo boasts of a large number of trade visitors, attending the show at each of its editions. Visitors are well targeted and hail from different countries, like England, Italy, Spain and France, apart from the large contingent of domestic participants. The show is for trade visitors only and professionals from the fabrics and textile manufacturing industries are among the chief attendees at the show. Apparel knitters, weaving experts, dyers and traders are also present at the show. Visitors to the show may be potential buyers like Debenhams, PUMA AG, Etam SA, Vives Vidal and such other elite brands, which will even more add to the business opportunities for the exhibitors.</p>
09	Entrance Fee	
10	Stall Cost	
11	Why important to the Sri Lanka	<ol style="list-style-type: none"> 1. Concurrently held with the Berlin Garment Show. 2. Draws in professional exhibitors from a large number of Asian countries. 3. Visitors hail from multiple nations, including England, Italy, France and Spain. 4. The show is listed under the major global trade fair calendars.
12	Organization Person (Sponsor)	
13	Fair Organizer	 <p>Kenfair Exhibition (HK) Ltd & Kenfair International (Overseas) Ltd. 23/F, Exchange Tower, No. 33 Wang Chiu Road, Kowloon Bay Kowloon, Kowloon City, China (Hong Kong S.A.R.) Tel: +(852)-(3)-5889688/23118216 Fax: +(852)-(3)-5885448/23116629</p>
14	Contact Person in EDB	Ms Udeni Wijekoon, Assistant Director, Market Development Division, (TEL : 2300722)