



Hong Kong Fashion Week for Spring/Summer

04-07 July 2011

Hong Kong Convention and Exhibition Centre



Dear Sir,

We are pleased to inform you about **HKTDC HONG KONG FASHION WEEK for SPRING/SUMMER, from 04-07 July 2011**; an International exhibition dedicated to highlight the latest trend in **APPAREL** industry.

Hong Kong is the Asia's fashion hub - it is a well established production & sourcing centre that is also home to a growing community of design talent. **HKTDC Hong Kong Fashion Week for Spring/Summer** plays a key role in the city's fashion industry, enabling suppliers from around the world to promote their products and image to a global audience, as well as seek new business relationships and garner valuable industry intelligence.

A 9 sqm Standard Shell Scheme booth will cost US\$3861.

In 2010 the fair hosted over 1,294 exhibitors from 21 countries & regions and drew more than 23,000 buyers from 89 countries & regions.





Buyers from across the world and important Buying Agencies located in Hong Kong visit the HK Fashion Week to source potential overseas suppliers. The presence of Worlds influential Buying Offices located in Hong Kong highlights the importance of this fair.

Major exhibit categories in this show are: • Ladies' wear • Men's wear • Babies and children's wear • Sportswear • Lingerie • Swimwear • Evening wear • Handbags • Shoes • Costume jewellery • Fabrics • Buttons • Labels • Inspection, testing, certification & verification services etc.

Hong Kong Fashion Week for Spring/Summer places exhibitors exactly where buyers seek them. Zones in 2011 include: World of Fashion Accessories, Brand Name Gallery, Bridal & Evening Wear, Fashion Gallery, Garment Mart, Infant & Children's Wear, International Fashion Designers' Showcase, Intimate Wear, and Trade Services.



HKTDC aimed to provide rewarding opportunities to the business and its platform has enormous potential for the industry. This fair is a big opportunity for Pakistani exporters to meet buyers from different markets of the world.

Hong Kong's status as a Sourcing powerhouse is a key factor in success of this fair. Hong Kong Fashion Week is the only International Textile B2B trade show in Asia on Apparel, owned & organized by the **Hong Kong Trade Development Council (HKTDC)**, the biggest event organizer in Asia.



We invite your company to participate in this event and introduce your products. Our office is representing the fair organizers in Pakistan and offering services of space booking in this event to Pakistani companies and is ready to assist and guide you in participation procedure. Should you have any questions or are interested to participate in this event, please feel free to contact us on 021-35310301-4 or 0321-2384014 or send email.

Looking forward to your reply.

Best Regards,

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