

## FOR IMMEDIATE RELEASE

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## **One thousand and three hundred booths of fashion products go on display today at Global Sources' *China Sourcing Fair***

**Fashion accessories, garments & textiles, underwear and swimwear are all under  
one roof at AsiaWorld-Expo**

**HONG KONG, Oct. 27, 2014** – The latest trends in fashion will be displayed at 1,300 booths by suppliers from Greater China and Asia as [Global Sources](#)' (NASDAQ: GSOL) *China Sourcing Fair* opens today at AsiaWorld-Expo near Hong Kong International Airport. Tens of thousands of international buyers are expected to attend the four-day event which runs through Oct. 30 where they can deal directly with private manufacturers, 90 percent of whom are exhibiting exclusively at *China Sourcing Fair*.

The co-located events, *China Sourcing Fairs: Fashion Accessories, Garments & Textiles* and *Underwear & Swimwear*, as well as *India Sourcing Fair: Garments & Accessories*, will cap a busy October trade-show schedule for Global Sources, which also hosted electronics, mobile electronics and gifts & home products events this month.

Tommy Wong, President of Global Sources Exhibitions, elaborated on the show's advantages. "Buyers love the ease of sourcing many product lines under one roof," he said. "We have Asia's largest selection of scarves, a new sportswear pavilion and fast growth in our finished-garment and fabric lines. Some

lines have double-digit growth since our show last October. This mirrors the robust state of the global apparel industry which is expected to be worth more than US\$1,560 billion by 2017.”

Wong notes that the show is offering more than just the latest merchandise: “We are once again staging fashion parades with professional models to spotlight products that truly capture the spirit of coming trends. Our complimentary conference program is always highly attended, and we are also presenting show-floor demonstrations on how to accessorize with scarves and how to recognize different scarf fabrics.”

Among the many high-profile buyers pre-registered to attend the show are Bestseller Fashion Group, Carrefour, Folli Follie, Giorgio Armani, Landmark Group, Le Chateau, Li & Fung, Nitori, Ralph Lauren, Samsonite, Sears, Triumph, Target Sourcing, Tesco, Wiley Accessories and Woolworths.

#### **Special show events and services:**

- **Complimentary conference program** – seminars on eCommerce advice, color and styles forecasts, and China sourcing strategies hosted by industry professionals.
- **Chic Secrets: How to Style a Scarf** – fashion experts hold accessorizing demonstrations and share tips for recognizing fabrics.
- **Trends Forum** – online forecaster Fashion Snoops identifies the “next big thing” in fashion with pre-selected products from actual exhibitors.
- **Color Trends Area** – color authority Pantone highlights hot hues with swatch cards, photos, videos and products from pre-selected exhibitors.
- **Fashion Parades** – professional models walk the runway to show off the hottest sportswear, fashion bags and jewelry from top exhibitors.
- **Private Sourcing Events** – qualified exhibitors can meet face-to-face with high-volume buyers during the show. Companies such as Ariela, Auchan, Carrefour, Kering Global Sourcing, Linmark, LPP, Philips, Shop Direct, and Speedo – representing combined annual sales of more than US\$327 billion – are planning to utilize this service.
- **Product Showcase** – hundreds of additional products from non-exhibiting suppliers are on display to multiply sourcing opportunities for buyers.

- **New Buyer Data Management System** – on-site buyer registration is faster than ever with this innovative new check-in system.
- **Lead Management System** – pioneering technology provides exhibitors with a unique tool to manage sales leads for post-show follow up.

*China Sourcing Fair* is fully supported by key China and regional trade organizations including the Zhongshan Bureau of Foreign Trade and Economic Cooperation, China Council for the Promotion of International Trade Shanghai Pudong Sub-council, China Council for the Promotion of International Trade Hangzhou Sub-Council, China Council for the Promotion of International Trade Suzhou branch, Garment Fashion Practitioners Association, the Malaysian Knitting Manufacturers Association and the Taiwan Hosiery Manufacturers' Association.

Opening times for the shows:

- Oct. 27-29 from 10:00 a.m. to 6:00 p.m.
- Oct. 30 from 10:00 a.m. to 5:00 p.m.

More information can be found on the *China Sourcing Fair* website: <http://www.chinasourcingfair.com>.

To learn more about Global Sources, please visit our corporate website (<http://www.corporate.globalsources.com>), Facebook or Twitter (*/globalsources*).

### **About Global Sources**

Global Sources is a leading business-to-business media company and a primary facilitator of trade with Greater China.

The core business facilitates trade between Asia and the world using English-language media such as online marketplaces ([GlobalSources.com](http://GlobalSources.com)), print and digital magazines, sourcing research reports, private sourcing events, and trade shows.

More than 1 million international buyers, including 95 of the world's top 100 retailers, use these services to obtain product and company information to help them source more profitably from overseas

supply markets. These services also provide suppliers with integrated marketing solutions to build corporate image, generate sales leads and win orders from buyers in more than 240 countries and territories.

Global Sources' other businesses provide Chinese-language media to companies selling to and within Greater China. These services include online web sites, print and digital magazines, seminars and trade shows. In mainland China, Global Sources has a network of more than 30 office locations and a community of more than 5 million registered online users and magazine readers of its Chinese-language media.

Now in its fifth decade, Global Sources has been publicly listed on the NASDAQ since 2000.