



BGA/Trade Fair and Events/2024/ ২৭

06 February 2024

**TO ALL HONRABLE MEMBERS OF BGMEA**

**Subject: Participation in “Global Sources Fashion Show” from 27<sup>th</sup> - 30<sup>th</sup> April, 2024 in Hong Kong.**

Dear Sir,

We are delighted to extend a warm invitation to you to attend the upcoming Global Sources Fashion Show 2024, scheduled on April 27–30 in Hong Kong. This event is expected to be a major forum for industry participants, offering an opportunity to investigate the newest developments, innovations, and business possibilities in the apparel, textile, and fashion industries.

**Details of the Exhibition**

Event Name	<b>Global Sources Fashion Show</b>
Date	27 <sup>th</sup> – 30 <sup>th</sup> April, 2024
Venue	Asia World Expo , Hong Kong
Booth Size	9 SQM & 18 SQM
Booth Rate (USD)	\$3000 & \$6000
Product	Casual Wear & Knitwear, Sportswear, Fabrics, Lace & Trimmings, Clothing.
VIP Buyers	Puma, Fanc Darty , Fossil, Target, Li&Fung, Amazon, Walmart, Seller X, Thomson WH Smith Etc.
Buyers Regions	180 Countries including USA, Europe, Latin America , Australia , South Africa, Middle East, New Zealand & Japan.
Booth Includes	Carpet , Fascia Board with Company name, Shelf/Garments Rail/ Garment Hooks , Meeting Table with Lockable Cabinet (1),Leather Chairs (2 PCS).Spot Light (3 PCS), Power Socket (PC),Dustbin(1PC). Online Promotion for six months on Global Sources Online Marketplace.
Registration	<a href="https://www.globalsources.com/member/register?source=TopNav_BC">https://www.globalsources.com/member/register?source=TopNav_BC</a>

**Please note that, this is an information circular. If you feel interested in participating, you are requested to go through it properly and make decision for participating. BGMEA shall not liable for the refunding of stall fees and visa related issues.**

For any queries please contact:

- Md. Shahriar Rahman , Deputy Secretary ,BGMEA, Mobile: +8801671-429218
- Sizan Mahmud Plabee , Executive , BGMEA , Mobile : +880727-656997

Attachment:

1. Event Flyer

Thank you,

  
Md. Faizur Rahman  
Secretary General

**BANGLADESH GARMENT MANUFACTURERS & EXPORTERS ASSOCIATION**

বাংলাদেশ পোশাক প্রস্তুতকারক ও রপ্তানীকারক সমিতি

• বাংলাদেশ তৈরি •

global sources  
**Fashion**

apparel • accessories • textiles



April 27-30, 2024 • Hong Kong • AsiaWorld-Expo

## One-stop sourcing services for customized, design-led, and eco-friendly fashion products, only in the Global Sources Fashion Show

Global Sources Fashion show focuses on customized, design-led, and eco-friendly apparel and accessories from all around the world. With the addition of international pavilions, the variety and technology of fashion products have been greatly expanded and upgraded, further creating a more diverse market and providing richer market choices. And by featuring virtual show, conferences, and new product launch, the show is designed to build a trade platform to connect suppliers with buyers around the world.

**Strong exhibitors from all around the world**

**INDIA VIETNAM PAKISTAN**  
**BANGLADESH TURKEY MALAYSIA**  
**THAILAND NEPAL CHINA**  
**HONG KONG SAR CHINA TAIWAN**

# First-choice Sourcing Event for B2B fashion buyers

## ▶ Sports and outdoor leisure products emerge as trending sourcing options

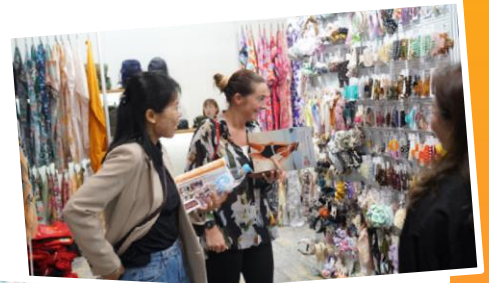
- **Sports and outdoor leisure products emerge as trending sourcing options:** Sports and fitness activities are trending across the globe, driving the growth of the sports apparel market. According to Research and Markets, the global sports and fitness apparel market size hit US\$182.8 billion in 2022 and is expected to reach US\$222.4 billion by 2027. As outdoor activities such as camping, surfing, frisbee, wild fishing and cycling gain popularity, demand for multifunctional outdoor sportswear is rising rapidly.
- **Sports bags:** Increasing consumer interest in outdoor sports, travel and social occasions has boosted the sales of luggage, storage bags, mountaineering bags, and fitness bags. Sports bags have become a new trending must-have.
- **Sportswear accessories:** The popularity of outdoor sports continues to drive demand for high-quality, durable, water and wind-resistant sportswear accessories. Outdoor fashion has become a new trend of lifestyle. In addition to basic functions, comfort, safety, and eco-friendly design are the major elements buyers are expecting for sportswear accessories.

## ▶ Sustainable elements still favored by consumers

- **Sustainable fashion:** As people pay more attention to environmental protection and sustainable development, the demand for eco-friendly fashion products keeps rising. Awareness of sustainable fashion makes consumers prefer environmentally friendly products and makes the price premium more acceptable.
- **Functional textiles:** The rise of environmental awareness is driving popularity of new composite fabrics among consumers. Fashion designs made with functional textiles enable consumers to realize their desires for a sustainable and healthy lifestyle.

## ▶ Casual fashion products remain the must-have basics

- **Casual fashion:** As consumers return to work and social occasions, there has been a resurgence in demand for jeans and T-shirts. Everyday casual basics, even underwear and pajamas, are selling at higher price points.



# Exhibition Highlights

Fashion



## Virtual Show

Livestreams from the show feature selected exhibitor booths, allowing overseas buyers who cannot visit the show in person to virtually tour the show floor, exchange business cards and communicate their sourcing needs in real time with onsite exhibitors.

## Conference

Industry experts share future trends and sourcing best practices, as well as the latest industry developments.



## New Product launch

Through supplier's personal narration and interpretation of their new products, it helps suppliers draw closer to professional buyers

### ► Previous VIP attendees of Global Sources Fashion

NDITEX ALO YOGA **PUMA NOVOPROM** SMF JEANS KAPPAHI  
 DOUBLE SMART SDN BHD **TRUE BOGOTA** THE COLOR WEAR **ASBIS**  
 KOOZIE GROUP LTD **MAIZY MANUFACTURING LIMITED** MIGROS  
**LINMARK** PARK INTERNATIONAL INC **MIRACLE SHOES** MERLION  
 REGENTEX INDUSTRIAL LTD **SMALL PEARL SDN. BHD** TCHIBO  
 ANDA PRESENT LTD ISLANDHAZE LLC **MACCABI ART LLC** **LIDI**  
 FNAC **DARTY FOSSIL TARGET LI&FUNG WALMART**  
 SELLERX **EASY HOME PMVHG VOXX ACCESSORIES** SIMBA TOYS  
 INNO PLUS **CARREFOUR ICP SEIKO** BUY IT DIRECT A.S.WATSON **HSBC**  
 KAPPAHI **AMAZON KONNEK METRO SOURCING WH SMITH THOMSON EUROGROUP**

Fashion

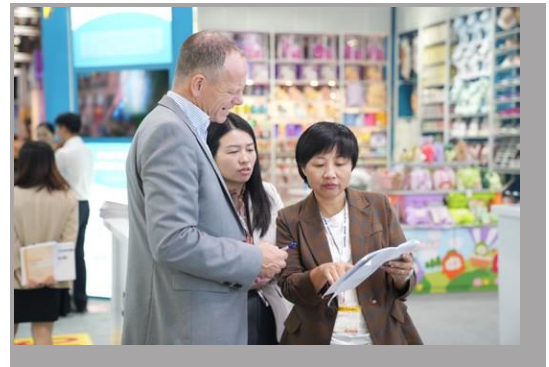
## Co- located with BCP/ Sport & Outdoor show



Aiming to cater to the sourcing requirements of global buyers seeking sports, fitness, camping, and outdoor products, the show is a platform for suppliers to connect with potential buyers from around the world.

- **Product categories includes:**

- Camping & Leisure
- Outdoor Sports
- Urban Sports
- Sports Fashion
- Functional Fabrics & New Technology



global sources



Baby & Children's Products

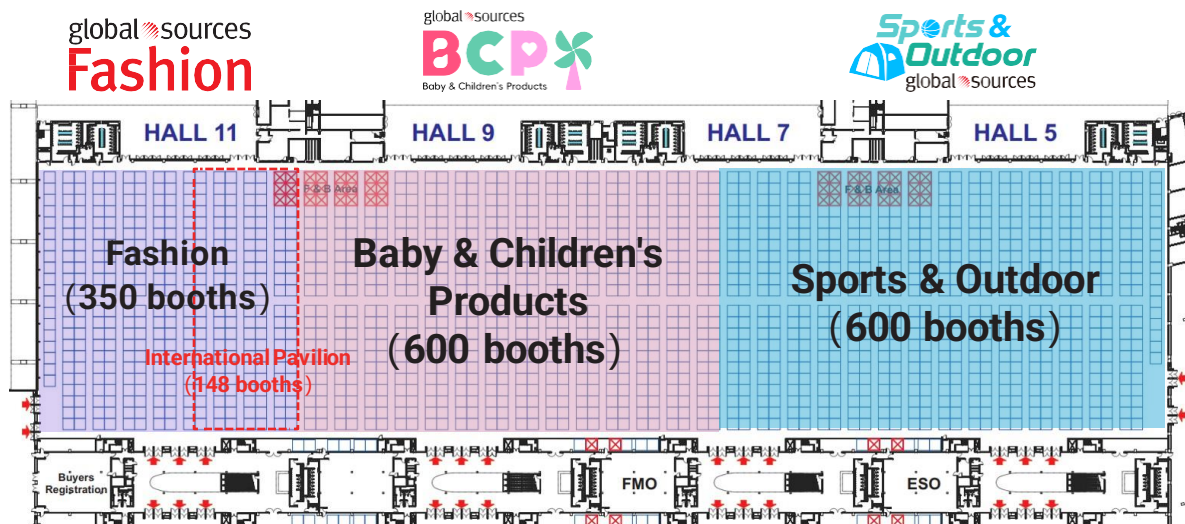
As Asia's leading sourcing platform for Baby & Children's products, by offering a comprehensive range of baby and children's products, this show becomes a key sourcing platform for supplier to connect with global buyers

- **Product categories includes:**

- Baby and children's supplies
- Toys
- Furniture
- Clothing
- Strollers



## 2024 April Global Sources Hong Kong Show Phase 3 floor plan



Booths in total: 1450 booths

# Multi-channel buyer marketing campaigns to boost your exhibition results

## ✓ Outdoor ads

Numerous outdoor advertisements in office building elevators and on buses to create offline exposure.



## ✓ Video marketing

Demonstrating show highlights to buyers on YouTube during the show.

## ✓ Email marketing

Weekly email promotion to attract millions of buyers' attention to the shows.

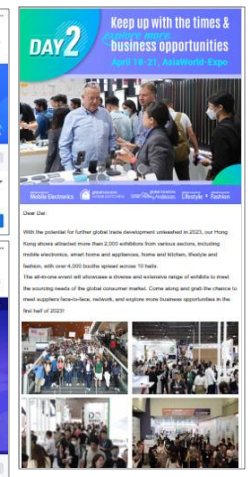
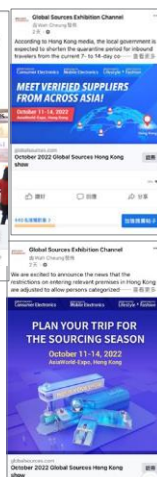
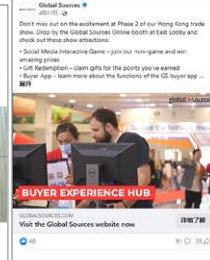
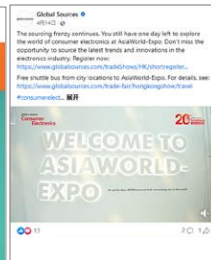
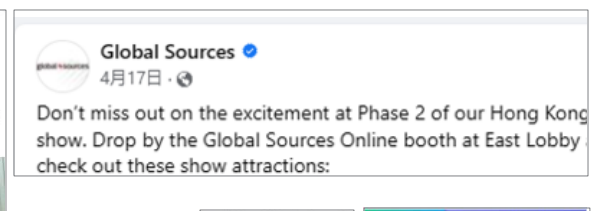


## ✓ SEM

Increasing the exposure of the shows via search engine marketing on different platforms.

## ✓ Social media promotion

Promoting the show via various social media platforms including Facebook, LinkedIn and Instagram.



Contact your salesperson today to learn more!