

Reminder to visit the China Premium Tex - ATF Trade Exhibition - 21-23 Nov, CTICC, Cape Town

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If you are in the **business of clothing, footwear, textiles and fashion accessories**, then come and network, explore and see what's available on the international market.



The **China Premium Tex - ATF Trade Exhibition** will offer buyers from chain stores, independent retailers, mini-chains, boutiques, importers, distributors, factory and trims managers and other key industry decision-makers the opportunity to meet with 140 international manufacturers and suppliers from China, South Africa, Indonesia, India, Hong Kong, Bangladesh, Belarus and Estonia.

This year, **China Premium Tex** will feature more than 100 manufacturers from China who will be displaying an extensive range of products exclusively to southern African buyers. The exhibits will include ladies, men's and children's fashion garments and footwear, sportswear and sports footwear, safety boots, denim, home textiles and made-ups, fashion fabrics, yarn, interlinings, trims and fasteners, fashion accessories such as bags, scarves and much more. The **China Premium Tex Opening Ceremony** will take place at **10am in Hall 4A on Tuesday, 21 November**, and everyone in the industry is welcome to attend.



To book your seat at any of the insightful business presentations and trend talk, email atfexpo@worldonline.co.za. There is no cost to attend, but space is limited and allocated on a first-come, first-served basis.

- **Tues, 21 Nov, 12:00pm - 12:45pm - Trend Talk by Nicola Cooper, Nicola Cooper & Associates** followed by a

finger buffet lunch.

Topic: Socio political, technological and environmental trends shaping the mindset of the current and future African consumer.

Senior Trend Analyst of Fashion, Lifestyle and Pop Culture, Nicola Cooper focuses on explaining trends from a global to local, local to local and local to global perspective with strong focus on the socio-political, technological and environmental trends shaping the mindset of the current and future African consumer. In this explorative, illuminating, and insightful Trend Talk, Nicola Cooper focuses on pioneering African trends; unpacking the various lifestyle elements associated and the effect that this will have on lifestyle, fashion, advertising, retail and emerging consumer markets for 2017/18.

- **Wed, 22 Nov, 09:30am - 10:15am - Presentation by Dave Nemeth, Owner, Trend Forward** followed by a finger buffet breakfast.

Topic: The Future of Business & Retail.

A leading international company recently identified Dave as one of the top creative influencers in the country. **Brief Overview:** The only certainty in business today is the death of business as we know it. This presentation, which is based on a year's research will look at the disruptions which businesses and specifically retail are currently facing. It will cover areas such as – macro trends affecting business and retail, current consumer attitudes, technology and retail space, the future of retail, the changing face of corporate culture, the changing face of company structure.

- **Thurs, 23 Nov, 09:30am - 10:15am - Presentation by Brett Kaplan, Brett Kaplan, Independent Retail Consultant, Choppies Superstores** followed by a finger buffet breakfast.

Topic: The Changing Apparel Retail Landscape in SA.

Brett was the Managing Director Clothing and General Merchandise at Woolworths for 37 years. He was instrumental in building the clothing and general merchandise business into the success that it is today. **Brief Overview:** The globalisation of retail is a reality with both northern and southern hemisphere taking full advantage of the 'untapped African opportunity' with SA at the centre of this development. What many retailers learn about SA is that a 'cut and paste' approach does not always deliver results as SA consumers have a specific fashion appreciation which is unlike other regions including Australia albeit a southern hemisphere lifestyle. Brett unpacks some of the challenges and opportunities of apparel retail in SA.



Pre-register for **free entry** online today to **visit** the event and/or presentations and also receive a **complimentary copy of the 2018 African Clothing & Textile Trade Sourcing Directory** valued at R100 and a **show catalogue** on arrival at the show.

Don't miss this opportunity to snap up *new* lines, agencies, products and services!

For more information, visit the show website at www.atfexpo.co.za, Tel: +27 21 790 5849 or email: atfexpo@worldonline.co.za. NB: This is a business exhibition - persons under the age of 18 will not be admitted.

For more, visit: <https://www.bizcommunity.com>