

# PRIME SOURCE FORUM HONG KONG

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For immediate release

## **Annual Prime Source Forum attracts movers and shakers of the fashion industry to Hong Kong**

Hong Kong is getting ready for the annual Prime Source Forum on March 13-14, 2017 at Hotel, The Langham Hong Kong. Senior executives from the global fashion supply chain from raw materials to e-retail are expected to attend the two-day forum.

Since its debut in 2006, Prime Source Forum (PSF) is perceived to be one of the most beneficial and effective promotional channels for the global fashion industry. Held annually in Hong Kong, PSF brings together some 350 senior executives from more than 20 countries to discuss the challenges and opportunities that manufacturers, suppliers and retailers are facing in the fashion supply chain. Perhaps, this is why it is called a forum and not a conference as delegates' involvement is an important element of its success. Prime Source Forum is not limited to sourcing and supply chain alone it is also a valuable source of information for the fashion industry.

'Sourcing managers in my or senior levels no longer visit local and overseas trade fairs to look for new products nowadays. We consider new suppliers by existing connections, selected referrals or find them at high-end conferences. Ideally, new suppliers are coming to us and display their innovations so that we can make decisions here immediately,' explains by a sourcing manager of one of the top three apparel retailers in Europe. This is why PSF is still serving the industry even after so many years.



### **Global trade being the Forum's highlight**

Year 2017 is shaping up to be a pivotal year for fashion industry. Topical themes and how the industry should respond to it will be covered. The keynote address on the first day will be given by Colin Browne, President, Global Sourcing, Under Armour.

The first session 'Global trade – what is the regulatory landscape going to look like' will offer suggestions to hedge against the geo-economic uncertainties in the new sourcing landscape and where we are heading with global trade will be discussed in this session. This will be followed by CEO Dialogues on how digitising quality control helped Quiksilver increase supply chain transparency, supplier collaboration and employee engagement, offering the industry best practices. Bart De Meirman, Managing Director, Quiksilver Asia Sourcing and Stephane Boivin, Co-founder, President & CEO, Pivot88 will be the main speakers. Session 2 will throw light on survival under global political frictions and economic uncertainty – How we can navigate an uncertain future. Debate on 'Sourcing 2020, what does the future fashion sourcing landscape hold?' would help in brainstorming strategies for future. Another CEO Dialogue will be on 'The future consumer; sourcing in future' presented by Anson BAILEY, Principal, Business Development, KPMG.

### **Next production hub and business changes driven by technology covered on the second day**

The second day will start with a keynote address by Dr. Arkebe Oqubay, Minister and Special Advisor to the Prime Minister, the Federal Democratic Republic of Ethiopia. The following session will offer insights on the challenges and opportunities of developing the fashion supply chain in Africa as well as CEO Dialogues on sourcing responsibly in Africa. It will be followed by World Fashion Design Award Ceremony. Apart from this, there will be a session on changes on fashion supply chain management in prevalence of e-tailing. The Forum will be concluded with the panel discussions on 'Business advancement – key to survive in the disruptive era,' and engaging CEO Dialogues on 'SAC's vision 2020 on transparency' by Jason Kibbey, CEO, Sustainable Apparel Coalition.

### **Industry leaders shaping the fashion industry with wisdoms and insights**

PSF offers ample opportunity for delegates to network with their peers, mingle with expert panelists and exchange ideas with their peers and competitors alike on issues of mutual interest. The participants are distinguished industry leaders moving and shaking the global fashion industry.



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The speaker line-up has names, from government officials like Dr. Arkebe Oqubay, Minister and Special Advisor to the Prime Minister, the Federal Democratic Republic of Ethiopia, Phan Chi Dung, Director General, Light Industry Department, Ministry of Industry and Trade, Vietnam, to Brice Berrard of the Eram Group, Anne-Laure Descours from Puma, Mark Green of PVH, Gareth Brooks of VF, Justin Kent of the Connor Group, Vincenzo Carrieri of Canali, Vance Shore from Levi Strauss, among many, many others.

### **Press invitation**

International and regional press members are welcome to take part in the two-day Forum, and to request for interviews with speakers and guests. Contact Stephanie Kong [here](#) for immediate registration and arrangement.

### **Media contact**

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### **About Prime Source Forum (PSF)**

Prime Source Forum (PSF) was initiated by APLF in 2006 to address the issue of quota elimination in the apparel industry. After its staging in the industry for eight years, starting from October 2013, PSF is now organised by YEH SHEN under license of APLF. APLF is a joint-venture between UBM Asia and the SIC Group of France. For over two decades, Hong Kong-based APLF has been providing the global leather and fashion industries with its most important meeting and trading places. Josephine Ching, the person in charge of PSF under the organisation of UBM Asia from 2007-13, is now the Event Director of YEH SHEN which has been incorporated in Hong Kong since 2006.

### **Snapshots of the signature event of the Global Fashion Industry**

- Initiated in 2006, located in Hong Kong, one of the most essential global fashion sourcing hubs
- Attended by decision makers from 1,000+ organisations over the past 11 years
- Catering to senior executives of the entire range of stakeholders along the fashion supply chain
- Attracting some 350 senior executives from 20+ countries to attend annually