

# FAIR INFORMATION



**Event name :** Bangkok International Fashion Fair & Bangkok International Leather Fair 2010 and ASEAN INTEGRATION TEXTILES – APPAREL – LEATHER

**Duration :** 1 – 4 April 2010

**Trade:** 1 – 2 April 2010 (10.00 – 18.00 hrs)

**Public:** 3 – 4 April 2010 (10.00 – 21.00 hrs.)

**Venue :** Challenger Hall, IMPACT Muang Thong Thani, Nontaburi, Thailand

**Organizer :** Department of Export Promotion, Ministry of Commerce, Royal Thai Government

**Supporters :**

- Bangkok Fashion Society (BFS)
- Thailand Textile Institute (THTI)
- The Thai Garment Manufacturers Association (TGMA)
- The Thai Textile Manufacturing Association (TTMA)
- The Association of Thai Textile Bleaching, Dyeing, Printing and Finishing Industries (ATDF)
- The Thai Synthetic Fiber Manufacturer Association (TSMA)
- The Thai Weaving Industry Association (TWIA)
- The Thai Silk Association (TSA)
- The Textile Merchants Association (TMA)
- The Bobae Garment Association (BGA)
- Fashion Jewelry Trade Association (FJTA)
- Thai Tanning Industry Association
- Thai Leather Goods Association
- Thai Footwear Association

**Exhibit Profile :**

- **Fashion Designer :** Designers
- **Sourcing From First to Finish :** Fiber to Fabric, Textile & Clothing Accessories, Clothing Manufacturers from OEM to ODM
- **Brand Preference :** Clothing & Fashion Brand names as commercial
- **Pick & Pay :** Clothing, Textile & Fashion items ready stock for retailers
- **Exotic Asia :** Ethnic & Crafted Textile & Clothing in Asian Styles
- **ASEAN and Overseas :** Pavilions from ASEAN and other countries
- **Fashion Accessories :** Fashion & Costume Jewelry, Hair & Fashion Accessories
- **Bag & Totes :** All bags for fashion Dress-up, at Work, Party & Leisure including Traveling made of Leather & other materials
- **Foot Moves :** All kinds of shoes from sport, casual to formal occasions
- **Material & Tannery :** Leather Materials & Tannery for fashion & lifestyle products
- **Fashion Supporting :** Trend book & fashion Magazines & Medias, Institutes & Schools, Technology, Equipment & Machinery, Software & Services related to fashion industry.

**Number of Exhibitors :** 1,000 companies / 1,200 booths from both Selected domestic and overseas exhibitors

**Special Events :** ASEAN and Japan Pavilion, Fashion Show, Business Matching, Exhibition, Thailand Trade Mart (Fashion) Tour

Participation Fee :	US\$ per unit of 9 sq.m. (3 x 3 m.)	Participation Fee	Special Rate for Asian Exhibitors
	Raw space (at least 2 units)	US\$ 1,400	US\$ 1,200
	Space with standard booth package	US\$ 1,600	US\$ 1,400

**Visitor Profile : Trade days :** Buyers, importers, manufacturers, traders, distributors, wholesalers, retailers, boutiques, fashion showroom, department stores, buying agents, designers, press and others in fashion business

**Public days:** Trade visitors, local retailers & consumers and foreign tourists

Figure Data (BIFF & BIL)	2009	2010 (Expected, Including ASEAN Fashion Plus)
1. Number of exhibitors	716 companies / 1,132 booths	1,000 companies / 1,200 booths
2. Participating countries	Thailand, ASEAN, Hong Kong, Taiwan, China, India, Japan, Germany	Thailand, ASEAN, , Japan, Korea, Hong Kong, Taiwan
3. Exhibition area	35,500 sqms.	40,000 - 60,000 sqms.
4. Number of visitors Trade Days Public Days	4,963 35,100	~ 8,000 ~ 40,000
5. Major visiting countries	ASEAN, Asia, Middle East, U.S.A., EU, Australia	ASEAN, Asia, Middle East, U.S.A., EU, Australia