



eNews

April 2011

Volume 12

'eNews' at a Glance

- **SAFSA at BIFF**
- **SAFSA a Highlight at Prime Source Forum**
- **SAFSA Meets Prospective Buyers in US, Europe**
- **SAFSA Meets CCI Buyers**
- **SAFSA Approaches New Suppliers**
- **Tiger Trade, AFTEX Join Forces for SAFSA**
- **SGS is Official Partner**

Don't Forget ...

The **SAFSA Global Forum** will take place **September 29** in **Bangkok**. Be prepared!

About SAFSA



Good Turnout for SAFSA Seminar at BIFF & BIL

The Source ASEAN Full Service Alliance (SAFSA) hosted a seminar at the Bangkok International Fashion Fair (BIFF). Conducted by VALUE Project Director R. J. Gurley and SAFSA Specialist Nuntana Tangwinit, the 21 April event was well attended by industry executives and media.

Participants learned how they can benefit from the SAFSA program—how textile mills and garment factories can form virtual vertical factories (VVF) to present a compelling sourcing alternative to international apparel buyers.

Hosted by the Thai Department of Export Promotion (DEP), BIFF was once again themed around ASEAN integration in support of SAFSA. DEP generously sponsored participation at the fair for AFTEX Chief Delegates as well as the SAFSA seminar and a large SAFSA booth, which the VALUE Project shared with AFTEX partners SGS and Tiger Trade. The booth was well positioned and attracted a lot of visitors.

For more information on BIFF & BIL, visit www.thaitradefair.com/2011/BIFF.

SAFSA a Highlight at Prime Source Forum

The Prime Source Forum in Hong Kong proved an excellent venue for presenting ASEAN as an alternative source of textiles and apparel and for promoting the SAFSA Program. International apparel buyers—including Target, Dickies, Ann Taylor, and Kohls, among others—approached Mr. Gurley asking for more information on SAFSA, following the VALUE project director's presentation at the event.

Participants confirmed that international brands are looking aggressively for sourcing alternatives, as labor costs have increased in China over the past couple of years.

AFTEX members

Cambodia



Indonesia



Laos



Malaysia



Philippines



Singapore



Thailand



Vietnam

SAFSA Meets US Buyers

United States SAFSA Representative Mr. Joe McConnell participated in an American Apparel and Footwear Association (AAFA) Executive Summit in Washington, D.C.

The Summit provided an opportunity for Mr. McConnell to meet with senior executives of some of the U.S.'s largest fashion firms including Jones Apparel of New York and Kohl's.

For more information on AAFA visit www.apparelandfootwear.org.

SAFSA Meets European Buyers

European SAFSA Representative Mr. Moreno Petrulli met with Mr. Han Bekke, Secretary General, International Apparel Federation (IAF) and Director General, MODINT, and Mr. Antonio Barberi Ettaro, Senior Consultant International Trade, MODINT, in Amsterdam to introduce SAFSA to these important organizations.

IAF is a trade association whose membership includes fashion and apparel brand importers and retailers from 41 countries. MODINT is a trade association with over 800 clothing, fashion accessories and interior textiles companies as members.

Both Mr. Bekke and Mr. Ettaro are interested in SAFSA. Several of IAF and MODINT members are looking for innovative sourcing solutions that will allow them to switch part of their production from China. Mr. Bekke invited Mr. Petrulli to present SAFSA at the IAF annual meeting to take place in Frankfurt in May.

For more information: IAF www.iafnet.com; MODINT www.modint.nl.

SAFSA Meets CCI Buyers

The VALUE Project arranged and participated in a roundtable discussion between the leaders of the national textile and apparel associations of five ASEAN countries (Cambodia, Indonesia, Laos, Malaysia, and Thailand) and participants of the Cotton Council International (CCI) Buyers Tour.

The meeting was attended by 12 representatives of eight major brands and fashion groups including Benetton, Blue Fire, Brooks Brothers, Casual Male, Debenhams, etc.

AFTEX leaders each gave an update on the textile and apparel industry in their respective countries. VALUE's Mr. R. J. Gurley gave a presentation on SAFSA followed by an hour of lively discussions. Several buyers expressed an interest in learning more about SAFSA and in attending the SAFSA Global Forum in September.

For more information on CCI, visit www.cottonusa.org.



Contact Us



ASEAN Federation of Textiles Industries (AFTEX)

Mr. Andrew Hong
Permanent Secretary General

Address:

C-9-4 Megan Avenue 1
189, Jalan Tun Razak
50450 Kuala Lumpur

Tel: +60 3 2162 1587

Fax: + 60 3 2162 5148

Email: aftex@SourceASEAN.com



The VALUE Project

Address:

Queen Sirikit National Convention
Center, Room 201/14, Zone D,
Bangkok, Thailand

Phone: +66-2229-4045

Fax: +66-2229-4049

Email: safsa@SourceASEAN.com

SAFSA Approaches New Suppliers

Acting as SAFSA secretariat, the VALUE team hit the road throughout the month to enroll new VVF suppliers in an effort to reach a target of 25 VVFs in time for the next SAFSA Global Forum to take place in Bangkok in September.

The VALUE team met with 15 factories and mills in Thailand—eleven garment manufacturers covering an extensive range of men, women, and children products, two lingerie and intimate wear garment manufacturers, and one knitted and one woven textile mills. In Indonesia, the team met two knitted fabric producers and manufacturers of sleepwear, denim products, woven ladies' and children's wear, and casual clothing.

Many of these companies expressed a positive interest in adopting SAFSA as their strategy for long-term partnerships with buyers.

Tiger Trade and AFTEX Join Forces for SAFSA

Tiger Trade has reached an agreement with AFTEX to work together to promote SAFSA, Tiger Trade, and ASEAN's textile and apparel sector. The two parties signed an agreement during the Bangkok International Fashion Fair in April.

SGS is Official SAFSA Partner

SGS and AFTEX signed a five-year partnership agreement that gives SGS the exclusive rights to conduct the SAFSA Quality Services Audit and the SAFSA Code of Conduct (social compliance) audits for SAFSA applicants and suppliers. In turn, SGS will market the SAFSA Program to its clients worldwide. The agreement includes revenue share for any SAFSA audits conducted outside the ASEAN region, should the standards be adopted elsewhere.