



# eNews

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## *'eNews'* at a Glance

- **VVF celebrates first order**
- **SAFSA ups the ante with Code of Conduct**
- **New SAFSA Ex Officio Chairman**
- **SAFSA co-hosts seminar with USA-ITA in Los Angeles**
- **Garment industry set to lead ASEAN integration – Minister**
- **AFTEX incorporates**

## VVF celebrates first order of US\$1 million

After six months of partnership-building since the inaugural SAFSA Global Forum, four SAFSA VVFs have received firm orders from SAFSA customers. One VVF has recently celebrated a first order worth US\$1 million!

At the SAFSA Global Forum in June 2010, six customers signed 23 memoranda of understanding with 11 VVFs. Since then, the customers and VVFs have worked closely together to build rapport and trust and foster sustainable business partnerships: Customers have visited VVF factories.

VVFs have visited customers' offices. VVFs have sent samples. And both have undertaken price exercises.

Many more SAFSA partnerships are close to receiving their first orders.

## About SAFSA



## AFTEX members

Cambodia



Indonesia



Laos



Malaysia



## SAFSA ups the ante with Code of Conduct

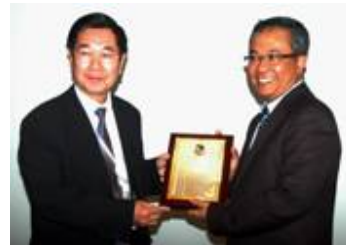
On New Year's Eve (December 31, 2010) the SAFSA Executive Committee gave final approval for the SAFSA Code of Conduct (the Code). Current SAFSA members are now required to sign a document verifying that they are compliant with the Code.

All new SAFSA candidates will be audited for compliance, unless they hold valid WRAP, SA 8000 or BSCI certification, which are internationally-recognized social and environmental certifications.

SAFSA VVFs must also ensure that the Code is observed by subcontractors involved in the production of goods and services for SAFSA customers.

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## SAFSA has new Ex Officio Chairman



Mr. Van Sou Ieng (left), Chairman of AFTEX Cambodia and AFTEX Chairman (2009- 2010) hands over AFTEX chairmanship to Mr. Ade Suradjat (right), Chairman of AFTEX Indonesia

Chairman of the Indonesia Textile Association Mr. Ade Sudradej is the new ASEAN Federation of Textile Industries (AFTEX) Chairman and SAFSA Chairman Ex Officio. Mr. Ade has been an active supporter to SAFSA and has served on the SAFSA Advisory Board since its inception.

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At the first SAFSA members meeting held in conjunction with the inaugural SAFSA Global

**Philippines**



**Singapore**



**Thailand**



**Vietnam**



Forum, the members decided that the AFTEX Chairman would automatically be the SAFSA Chairman Ex Officio.

At the AFTEX Council Meeting held in Bali on 14 January, Mr. Van Sou leng, Chairman of the Garment Manufacturers Association of Cambodia, handed the chair of AFTEX over to Mr. Ade. (The chairmanship rotates alphabetically among the member countries every two years.) Mr. Van will continue playing an active role as a member of the SAFSA Advisory Board.

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## SAFSA joins USA-ITA

SAFSA is now an associate member of the United States Association of Importers of Textile and Apparel (USA-ITA).

The US imports about 94% per cent of its textile and garment products, thus USA-ITA membership offers an excellent opportunity to introduce the SAFSA program to American importers and retailers.

The SAFSA Representative in the US, Mr. Joe McConnell met with USA-ITA President Julie Hughes who agreed to support the SAFSA program and host co-promotion activities for USA-ITA members.

The next USA-ITA conference will be held in Los Angeles in February.

For more information about USA-ITA please visit [www.usaita.com](http://www.usaita.com).

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## Contact Us



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## Garment industry set to lead ASEAN integration – Minister



H.E. Mohamad S. Hidayat (middle) opens AFTEX Council Meeting in Bali

The textile & apparel sector is best positioned to lead ASEAN's priority sectors towards regional integration according to Indonesia's Minister of Industry H.E. Mohamad S. Hidayat, who officially opened the AFTEX Council Meeting in Bali on January 14.

The Minister highlighted three regional integration strategies that contribute to the textile & apparel sector's position of leadership: the [Source ASEAN Full Service Alliance \(SAFSA\)](#), the [ASEAN Common Competency Program \(ACCP\)](#), and the new [SourceASEAN.com](#) industry information portal.

These initiatives were initiated and are being managed by USAID's VALUE Project in partnership with AFTEX.

AFTEX Chairman Mr. Ade Sudradjat said: "VALUE Project's assistance has been of very great significance to the real economic integration of ASEAN textiles & apparel."

## AFTEX incorporates

The ASEAN Federation of Textile Industries (AFTEX) is now formally incorporated in Singapore as a not-for-profit organization.

Since its founding in 1977, AFTEX has operated as an industry body representing the collective interests of Southeast Asia's textile & apparel manufacturers.

AFTEX members have met regularly to develop a common position on international trade policies, promote intra-ASEAN trade in textiles & apparel, and raise the profile of the region's garment industry.

Incorporation is an important new chapter in AFTEX's 34-year history, enabling it to open a bank account, generate revenues, sign contracts, and conduct official business as a legal entity

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