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Don't Forget ...

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

About SAFSA



AFTEX members

Another Million-Dollar Deal for SAFSA Suppliers

SAFSA members signed another contract worth more than US\$ 1 million in June. This is the second million-dollar-plus deal that SAFSA is aware of that is a direct result of the partnership-building since the inaugural SAFSA Global Forum in Singapore last year.

Mike Blakeley, Director of USAID's VALUE Project, said: "This transaction is now the fifth order given to a VVF since our Global Forum last year. Considering the cycle of receiving an order, which can take 9 months or more, we consider these transactions, especially those valued at \$1 million, to be a strong endorsement that the SAFSA model works and will lead to business growth of our VVF members."

Many more lucrative partnerships are expected to be forged at the second SAFSA Global Forum, which will take place September 29, 2011 at the exclusive Plaza Athénée Bangkok, A Royal Meridien Hotel.

A business-to-business match-making event, the SAFSA Global Forum is an opportunity for ASEAN-based virtual vertical factories (VVF) to pitch their capabilities to international fashion brands and, vice versa, for the global fashion brands to find a viable long-term alternative to sourcing in China.



L-R: VALUE's Mike Blakeley; Hong Kong AmCham's Andre Leroy; and VALUE's Cary Babrowsky

Blakeley Pitches SAFSA to AmCham Hong Kong

Cambodia



Indonesia



Laos



Malaysia



Philippines



Singapore



Thailand



Vietnam



New VALUE Project Director Mike Blakeley (pictured left) spoke about ASEAN's strengths as a source market, the Source ASEAN Full Service Alliance (SAFSA), and the upcoming SAFSA Seminar Hong Kong at a morning function of the American Chamber of Commerce's (AmCham) Apparel and Footwear Committee, June 30.

Sourcing executives from some of the industry's leading companies, including Target, T.J.Maxx, and Li & Fung, were in the audience.

Mr. Blakeley is pictured here with Andre Leroy, Chairman of AmCham Hong Kong's Apparel & Footwear Committee (pictured middle), and newly appointed SAFSA team member Cary Babrowsky (pictured right, and see next story).

Babrowsky Joins Team SAFSA

Encouraged by news of SAFSA's founding VVFs signing million-dollar deals, the VALUE Project is actively encouraging more ASEAN-based factories to form alliances. To that end, VALUE has engaged Cary Babrowsky to reach out to prospective SAFSA members headquartered in Hong Kong and those based in Indonesia where he has established connections with some of the country's leading apparel exporters.

Based in Hong Kong, Mr. Babrowsky has 25 years of experience in delivering product development, sourcing, supply chain management, and quality control services in Asia to leading global brands. Over the past five years, Mr. Babrowsky has sourced quality apparel for the likes of Christopher & Banks, Chico's, and Calvin Klein.

Sporty Brand USG Seeks ASEAN-Based Partner

New SAFSA customer Unlimited Sports Group (USG), a sportswear, outdoor, and lifestyle company based in Amsterdam, the Netherlands, is actively seeking suppliers in Southeast Asia but would prefer to score a long-term partnership with a SAFSA VVF. USG executives are looking forward to the SAFSA Global Forum.

For more information on USG brands visit <http://www.unlimitedsportsgroup.com/brands.html#/brands>.

Lingerie Producer Seeks Partner for Long-Term Relationship

A large Hong Kong-based manufacturer of intimate wear with production facilities in the Philippines is seeking an ASEAN-based textile mill with which to forge a long-term VVF partnership.

To find out more about the partnership opportunity contact safsa@sourceasean.com.

Contact Us



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Indonesian Suppliers Targeted

The SAFSA team embarked on an intensive SAFSA supplier recruitment drive in Indonesia in June.

VALUE Director Mike Blakeley, SAFSA Specialist Nuntana Tangwinit, and newly engaged SAFSA Representative Cary Babrowski visited high potential six garment factories and three fabric mills in Jakarta and Bandung.

A large-scale sportswear and blouse manufacturer in Jakarta has applied to join SAFSA and anticipated partnering with an Indonesian knitted textile mill. Most of the factories and mills approached have expressed keen interest and are being pursued to confirm their commitment to join SAFSA.

SAFSA on the Web

Did you know that the VALUE Project scours the web almost daily for interesting textile and apparel related stories? We link to them from www.SourceASEAN.com/asean.

You can also subscribe by email or RSS to be informed whenever there is new content and links. Click on the "Subscribe" button at the top of the right-side column of SourceASEAN.com.

Upcoming SAFSA Events Not to Be Missed

Mark these dates on your calendar:

July 26, New York – U.S.-based apparel brands and retailers will learn about the SAFSA sourcing model at the SAFSA Seminar New York. Former GUESS? Senior Vice President of Global Sourcing, Jeff Streader, a SAFSA Executive Committee member, will deliver a keynote presentation on GUESS?'s positive experience as a SAFSA customer.

August 26, Hong Kong – Hong Kong-based sourcing executives of international brands and retailers will attend the SAFSA Seminar Hong Kong, which will be held concurrently with meetings of the AFTEX Council and the SAFSA VVF Selection Committee.

September 29-30, Bangkok – Use indelible ink in your diary for this one! SAFSA's flagship event the SAFSA Global Forum is where the seeds of lucrative long-term partnerships are planted. Millions of dollars worth of new business has been contracted between SAFSA VVFs and international fashion and apparel brands since the first SAFSA Global Forum in Singapore last year. You can't afford to miss this year's event, which will take place at the Plaza Athénée Bangkok, A Royal Meridien Hotel. The event will be hosted by the Thai Department of Export Promotion.