

'eNews' at a Glance

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Don't Forget ...

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

About SAFSA



AFTEX members

Cambodia



VALUE Welcomes New Director Mike Blakeley



Outgoing VALUE Project Director R.J. Gurley (right) welcomes his successor Mike Blakeley

New VALUE Project Director Mike Blakeley started work at the VALUE Project on May 23 to spend a week of orientation and transition with outgoing director R. J. Gurley. Mr. Blakeley has more than 17 years of experience in economic development activities in the private and public sectors. He is an expert in building the capacity of enterprises along value chains to pursue new export opportunities.

"In his first week Mr. Blakeley has hit the ground running," said VALUE Deputy Director Sarit Sanguanwongse. "He has gone over the latest SAFSA work plan and is working on an agreement to help SAFSA enroll new suppliers in Indonesia and Cambodia."

Mr. Gurley, who has ably and enthusiastically led the VALUE Project since June 2008, will start a new assignment with USAID in Southern Africa in June.

SAFSA Launches New Customer Recruitment Strategy

SAFSA has developed a new customer recruitment strategy that shifts the marketing focus from buyer targets located in the U.S. and Europe to their sourcing representatives in Hong Kong. Following the visit to the Prime Source apparel event in Hong Kong by outgoing VALUE Director RJ Gurley in April, it was confirmed that 17 or the 19 European customers targeted by SAFSA have offices in Hong Kong and many U.S. target buyers also have operations there. Accordingly, SAFSA will now be

Indonesia



Laos



Malaysia



Philippines



Singapore



Thailand



Vietnam



aggressively targeting those sourcing executives for membership in SAFSA and attending the upcoming Bangkok Global Forum in September.

New VALUE Project Director Mike Blakeley will be traveling to Hong Kong to meet buyer prospects in June and later in the month he will give a presentation to U.S. sourcing executives that are members of the American Chamber of Commerce's Apparel and Footwear Committee. Most significantly, the VALUE Project is cooperating with AFTEX and SAFSA partner SGS to organize a major SAFSA seminar in Hong Kong the 26th of August. The seminar will feature presentations on AFTEX members' industries and will promote the Global Forum.

SAFSA Welcomes New Customer

SAFSA has added to its growing list of global customers now that Unlimited Sports Group (USG), a leading fashion apparel company in the sport, lifestyle, and outdoor industry based in the Benelux (Belgium, the Netherlands, and Luxembourg), has officially become a SAFSA member. The group owns some of Europe's well established brands including Tenson, Valsport, INQ, SPEX, Wildebeast and Athlete. They own and manage the Dutch retail companies Aktie Sport, Perry Sport and Time Out Sport and the Belgium retailer Primo, representing a combined 272 retail stores at present. USG is already sourcing from some SAFSA suppliers and wishes to be more actively involved in promoting the SAFSA program. The SAFSA Advisory Council unanimously approved to accept USG as new SAFSA customer this month.

For more information on USG retail stores visit www.aktiesport.nl/, www.perrysport.nl/, www.timeoutsport.nl/ or www.primo.be/.

SAFSA Sparks Interest at INATEX Jakarta

Twenty-two representatives of Indonesian textile mills and garment factories learned about the Source ASEAN Full Service Alliance (SAFSA) program at a free seminar conducted by the VALUE Project in Jakarta, April 29. Many more people learned about the program when they visited the SAFSA booth at the 9th Indonesian International Textiles, Apparel, and Accessories Exhibition (INATEX 2011). Indonesia's primary textile industry association API (AFTEX Indonesia) sponsored the SAFSA booth, which was operated by the VALUE team led by SAFSA Specialist Nuntana Tangwinit. Ms. Nuntana also visited textile mills and garment factories in person to encourage management and owners to join the Alliance.

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SAFSA WRAPs up New Alliance

VALUE Project's SAFSA Specialist Nuntana Tangwinit delivered a presentation on how SAFSA can help suppliers to link directly with US and European buyers at a joint WRAP/MAGIC/SGS/SAFSA seminar at the Jasmine City Hotel in Bangkok. Thirteen WRAP-certified factories wishing to market their products to the US market sent representatives to the May 20 event.

Francis Yuk, Senior Vice President of WRAP (Worldwide Responsible Accredited Production) invited SAFSA to participate in the event when VALUE Project Director R. J. Gurley met him in Hong Kong earlier in the month to discuss potential collaboration. Mr. Yuk also agreed that WRAP will support and promote the SAFSA seminar being planned in Hong Kong in August.

Any SAFSA-affiliated garment factory or textile mill that is WRAP-certified is exempt from the SAFSA Code of Conduct (social compliance) audit. And SAFSA's partner SGS, which conducts the SAFSA audits, is also accredited to conduct WRAP audits. WRAP, SGS, and SAFSA have agreed to cooperate and promote each other.

Large Thai Conglomerate Companies to Join SAFSA

Three companies from one of Thailand's largest textile and apparel group are close to joining SAFSA after SAFSA Specialist Nuntana Tangwinit delivered a presentation to 18 executives. Among the three, a textile mill produces woven and specialized work wear fabrics, a textile servicing mill provides fabric dyeing and finishing services, while a garment factory produces men shirts and work wear. After listening to the SAFSA presentation, the executives expressed their keen interest to join SAFSA and will pursue membership in the program.
