

'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



Indonesia

SAFSA a Hit in New York City



Global sourcing executives listening to SAFSA sourcing approach at the SAFSA seminar New York

Sixteen major U.S. brands/retailers, including seven SAFSA priority targets, sent senior sourcing executives or higher to attend the SAFSA New York Seminar, July 26. All delegates remained engaged throughout the four hours' worth of presentations, comments, and questions.

Five presenters gave compelling arguments as to why the SAFSA model could improve the sourcing capabilities and eventual bottom line of the participants companies. VALUE Project Director Mike Blakeley stressed that SAFSA "is the only game in town" as it relates to a formal organization that is focused strictly on advancing the competitiveness of Southeast Asia as a full package supplier. SAFSA Executive Committee member Jeff Streader emphasized that although many brands and retailers have operations in Southeast Asia, "it's impossible to know every factory and their capabilities. SAFSA provides a mechanism to work with pre-qualified factories."

The seminar also included a presentation from Charles Yeo of Nan Yang Fabric Co. in Thailand, a SAFSA member. Mr. Yeo's presentation captured the attention of the sourcing executives, especially when he spoke how as a fabric mill, Nan Yang has little opportunity for interface with the final client but through the VVF model they can actively participant in discussions with the garment factory and final client to influence the success of the product. SAFSA partner SGS not only helped to host the event but Ms. Katherine Stein provided details on the Social and Services audit required by VVF members.

Finally, Steve Lamar, Executive Vice President of the American Apparel and Footwear Association (AAFA), gave an overview of the trade policy issues between Southeast Asia and the U.S. market, highlighting potential of the Transpacific Partnership (TPP).



Laos



Malaysia



Philippines



Singapore



Thailand



Vietnam



Contact Us



ASEAN Federation of Textiles Industries (AFTEX)

The companies that attended the event were:

- Brooks Brothers
- Garan
- I.C. Isaacs & Co. (Marithe + Francois Girbaud)
- Jordache
- Kellwood
- Komar
- Macy's
- Men's Wearhouse
- Outerstuff
- Perry Ellis
- Ralph Lauren
- Saks Fifth Ave
- Sara Max
- Sun Capital
- Urban Outfitters
- Weatherproof

“Now the real work begins to get these companies to join SAFSA,” said Mr. Blakeley.

New SAFSA VVF in Thailand

Thunulux PCL and Erawan Textile, both of the Sahapat Group, have agreed to join SAFSA as a virtual vertical factory (VVF) member. Thanulux is a woven shirt factory while Erawan is a woven fabric mill. Both are Bangkok-based.

VALUE also introduced Thai VVF textile mill Jong Pattana Co., Ltd. to an Indonesian garment factory. Jong Pattana is seeking another VVF partner that can supply materials suitable for its range of dress shirts.

Similarly, SAFSA member Thai Textile Industry PCL is interested in forging additional VVF partnerships with garment factories throughout the region.

SAFSA Actively Recruiting in Indonesia

The VALUE team visited several current and prospective SAFSA suppliers in Indonesia in July, including SAFSA garment factories PT. Argo Manunggal and Gold Mark Development Limited and SAFSA textile mill C.V. Badjatex. Goldmark and Badjatex wish to expand their SAFSA involvement by forging even more virtual vertical factory (VVF) partnerships with supply chain partners. Argo Manunggal has repositioned itself as a work wear producer and is keen to meet SAFSA customers that seek such garments.

AFTEX Indonesia President and AFTEX Chairman Mr. Ade Sudrajat are pursuing the possibility that the Indonesian Government host the 2012 SAFSA Global Forum and has requested the assistance of the VALUE Project in preparing a formal proposal.

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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 to the site 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:

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.

For more information: [click](#)

September 5, Bangkok – A VVF preparation workshop will be held in Bangkok about a month ahead of the SAFSA Global Forum to help prepare VVF garment factories and textile mills for the business matching sessions with SAFSA customers at the Global Forum and make sure the meetings are as productive for both suppliers and customers as possible.

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.

For more information: [click](#)
