

**GLOBAL
SOURCING
EXPO
AUSTRALIA**

**2024
EXHIBITOR
PROSPECTUS**

**12 - 14 JUNE 2024
INTERNATIONAL CONVENTION
CENTRE SYDNEY**

**19 - 21 NOVEMBER 2024
MELBOURNE CONVENTION & EXHIBITION CENTRE
CO-LOCATED
FOOTWEAR AND ACCESSORIES SHOW**

Organised by:

iec International Exhibition
& Conference Group

Co-located with:

 **CHINA
CLOTHING
TEXTILE
ACCESSORIES
EXPO**

SHOW OVERVIEW

Australia's dedicated global sourcing trade show is held twice a year with expos in both Sydney and Melbourne. Having the show in the two leading cities of Australia provides enhanced opportunities for companies and exporters in apparel, textiles, home, and gift to reach their targeted trade buying audience.

As the first truly global wholesale sourcing show of its type in Australia with origins dating back to 2010 the two editions of Global Sourcing Expos Australia enable companies to directly target more than 5000+ trade buyers and industry professionals in both Sydney and Melbourne.

Global Sourcing Expos Sydney and Melbourne provide a dedicated show platform to connect global manufacturers, producers, service providers and fashion labels with trade buyers and industry professionals from Australia, New Zealand and beyond.

While there is a common remit of product categories in both the Sydney and Melbourne shows, there are distinctive education, feature, and focus areas to differentiate the two events.

Global Sourcing Expo Australia offers the only truly international sourcing trade show in Australia. The events attract wholesalers, importers, retailers, retail chains, institutional and government procurement, specifiers, ecommerce resellers, boutiques, and designers.

Sydney & Melbourne
Co-located with:



Melbourne
Co-located with:



Show
Partner



“The expo has great representation across a broad range of manufacturers and suppliers. The seminars offered a variety of industry topics that are useful for businesses. I would highly recommend the Global Sourcing Expo to designers, buyers and wholesalers.”

“Great chance to meet manufacturer's, see and feel the quality of their textiles. Recommended to others new in production of items to sell in Australia.”

“Thank you so much for organising this wonderful event, it far exceeded our expectations. We were able to connect with so many suppliers and see their product first hand without wasting time and money sampling to try to find the right quality. I appreciated that there were suppliers representing various levels of quality and capability so it seemed there was something for everyone there no matter what you went in looking for.”

SYDNEY 2023 EVENT HIGHLIGHTS



KEY SHOW DETAILS

Global Sourcing Expo Sydney

Co-located with China Clothing Textile Accessories Expo

Dates:

12 - 14 June 2024

Venue:

International Convention Centre, Sydney

Total Gross SQM:

13,560

Global Sourcing Expo Melbourne

Co-located with **Footwear & Accessories Show** and China Clothing Textile Accessories Expo

Dates:

19 - 21 November 2024

Venue:

Melbourne Convention & Exhibition Centre

Total Gross SQM:

24,000

5,000+ EXPECTED UNIQUE VISITORS

500+ EXPECTED EXHIBITORS FROM 15+ COUNTRIES

VISITOR PROFILE

- Importers
- Wholesalers
- Speciality retailers
- Institutional buyers
- Sourcing agents
- Manufacturers
- Retail chains
- Department stores

EXTENSIVE MARKETING CAMPAIGN

Along with comprehensive advertising, strategic partnerships with industry associations, and direct mailers to targeted buyers, there will be a strong content-driven digital strategy incorporating social media, blog, advertising and pay per click to achieve maximum exposure.

PRODUCT CATEGORIES



SHOW PROGRAM

FUTURES

FUTURES provides insight into global trends, and includes both seminar content and curation.

GLOBAL SOURCING SEMINARS

Underpinning the success of each show is our highly anticipated Global Sourcing Seminars program that equips exhibitors and buyers with the latest global insights and knowledge across fashion and design trends, sustainability, sourcing, and supply chain – all delivered by experts in their field.

TRENDS HUB

The Trends Hub highlights the latest and top trends in the industry, giving attendees a glimpse into what's new and what's next. From fashion and home decor to textiles and sustainability, the Trends Hub showcases a wide range of products and ideas that are shaping the future of the industry.

DENIM EDIT

The Denim Edit will be featured in Global Sourcing Expo Melbourne, and is dedicated to showcasing the latest innovation in denim products. This zone features an array of denim items with a variety of washes, cuts, styles and applications, highlighting the versatility of denim.

WHO EXHIBITS

**Sample list from previous Shows*



INDIA



AUSTRALIA



BANGLADESH



HONG KONG



USA



PAKISTAN



CHINA



INDONESIA



VIETNAM



TAIWAN



JAPAN



NEW ZEALAND



IRAN



TÜRKIYE



ITALY



UNITED KINGDOM



SINGAPORE



SOUTH KOREA



PHILIPPINES



UNITED ARAB EMIRATES



WHO EXHIBITS CONTINUED...

GLOBAL & INDUSTRY TRADE ORGANISATIONS & SUPPORTERS

- Federation of Indian Export Organisations
- Handloom Export Promotion Council India
- Apparel Export Promotion Council India
- Export Promotion Council for Handicrafts India
- National Jute Board India
- Carpet Export Promotion Council India
- Silk Export Promotion Council India
- Council for Leather Exports India
- Jute Product Development Export Promotion Council India
- Trade Development Authority of Pakistan
- VITAS
- Banglacraft
- South Africa Footwear and Leather Export Association
- Department of Trade and Industry South Africa
- Istanbul Textile and Raw Material Export Association
- Taiwan Textile Federation
- Provincial Government of Jakarta
- Textile Clothing Footwear Council of Fiji
- Export Promotion Bureau of Bangladesh
- MATRADE
- CCCT Home Textiles Branch China
- Korea International Trade Association

*The list includes a selection of organisations that have been involved in previous editions of the Global Sourcing Expo portfolio.

EXHIBITOR TYPES

- Manufacturers
- Exporters
- Export & Design Agents
- SMEs
- Industry Associations
- Trade Facilitation Bodies
- Suppliers



It was an excellent atmosphere at the Global Sourcing Expo, with a good amount of foot traffic."

Accessories India



Well organised by the Global Sourcing Expo team. They were always accessible and helpful. We had many great conversations with prospective clients."

Azolla Certified



The Global Sourcing Expo in Sydney has proven to be an excellent platform for our business. We are thrilled to share that our brand received significant appreciation and positive feedback during this exhibition."

BL International



The Global Sourcing Expo is an excellent matchmaking platform, where we can learn about new trends and meet new contacts in the industry."

Banglacraft



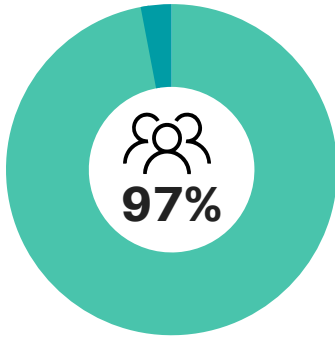
VISITOR PROFILE

The success of the Global Sourcing Melbourne expo in November 2022 & Sydney 2023 highlights a strong desire for connection and expansion of sourcing opportunities and huge interest in future events. Global Sourcing Expo 2024 will commute that interest into real commercial opportunity for participants.

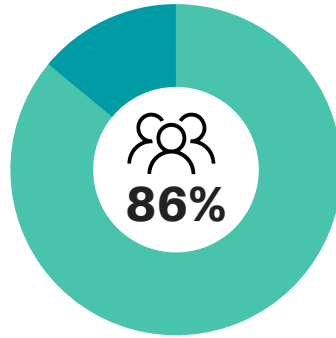
Global Sourcing Expo will attract importers, wholesalers, speciality retailers, fashion, design and retail brands, sourcing and fashion agents and trade buyers from Australia, New Zealand and beyond. Decision-making authority of visitors is expected to be high. Attendee role designation will include buyers, production planners, merchandisers, designers, logistics personnel, purchasing and sourcing professionals.

KEY VISITOR STATISTICS

*Survey results July 2023



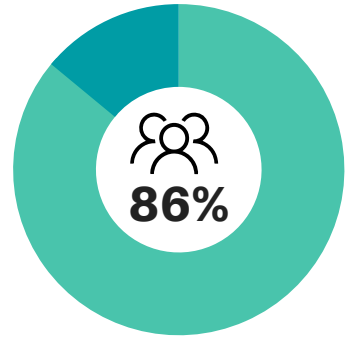
OF VISITORS HAVE AUTHORITY TO MAKE FINAL DECISIONS OR MAKE RECOMMENDATIONS



% OF VISITORS CONNECTED WITH NEW MANUFACTURERS OR SUPPLIERS AT THE EXPO



% OF VISITORS HAVE PLACED AN ORDER WITH EXHIBITORS, OR ARE PLANNING TO IN THE NEXT 12 MONTHS



% OF VISITORS CAME TO THE EXPO TO DISCOVER NEW MANUFACTURERS/SUPPLIERS

TOP 8 ATTENDEE BUSINESS TYPES

Designer	Retail Online
Distributor / Wholesaler	Importer
Independent Retail	Manufacturer
Agency	Retail Chain / Department Store

VISITOR SNAPSHOT*



*Sample list of trade visitors to previous Shows

EXHIBITOR STAND PACKAGES

Exhibitors can select from standard shell scheme booth packages of **3m x 3m** or **3m x 4m**, **3m x 6m** or multiples thereof. This includes standard furniture and a display accessory option of rails/shelves.

The standard booth presentation for a **9 sqm** stand is shown below. Stand package options apply.

See **Application for Stand Space** for more information.

GLOBAL SOURCING EXPO Shell Scheme A - (Shelves)



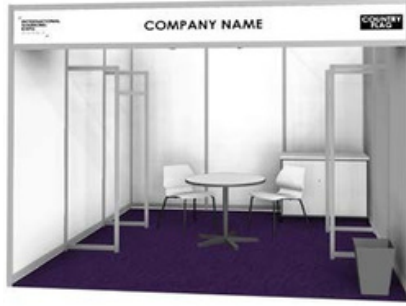
SIZE: 3x3m
COST: **AUD \$765.00** + GST per sqm

INCLUSIONS:

- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing Furniture
- - 1 x round table
 - 2 x chairs
 - 1 x lockable cupboard
 - 1 x waste bin
- 4 metres of in-built shelves per 9 sqm

*GST 10%

GLOBAL SOURCING EXPO Shell Scheme B - (Rails)



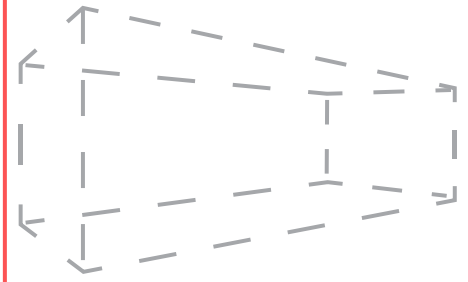
SIZE: 3x3m
COST: **AUD \$765.00** + GST per sqm

INCLUSIONS:

- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing Furniture
- - 1 x round table
 - 2 x chairs
 - 1 x lockable cupboard
 - 1 x waste bin
- 2 metres of in-built rails per 9 sqm

*GST 10%

GLOBAL SOURCING EXPO AND FOOTWEAR & ACCESSORIES SHOW Floorspace only - (Min 18m2)



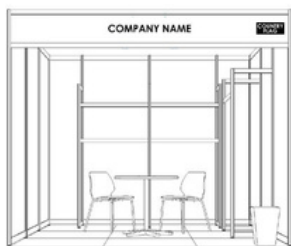
COST: **AUD \$665.00** + GST per sqm

Should you require more than 18 sqm for your exhibition stand or would like to create or customise an exhibition package please contact us to discuss your requirements.

For space only, a custom designed exhibition booth must be erected on the floor space. Designs for custom booths need to be submitted for approval by the organiser and the venue.

*GST 10%

FOOTWEAR & ACCESSORIES SHOW Shell Scheme A - (Shelves)



SIZE: 3m x 3m
COST: **AUD \$765.00** + GST per sqm *GST 10%

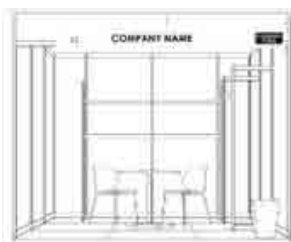
INCLUSIONS:

- Power
- 2 lights per 9m2
- Power
- Lighting: 2 lights per 9 sqm

Inclusions continued...

- Directory Listing
- Furniture
 - 1 x round table
 - 2 x chairs
 - 1 x waste bin
- 9 metres of in-built shelves per 9 sqm

FOOTWEAR & ACCESSORIES SHOW Shell Scheme B - (Rails)



SIZE: 3m x 3m
COST: **AUD \$765.00** + GST per sqm *GST 10%

INCLUSIONS:

- Power
- 2 lights per 9m2
- Power
- Lighting: 2 lights per 9 sqm

Inclusions continued...

- Directory Listing
- Furniture
 - 1 x round table
 - 2 x chairs
 - 1 x waste bin
- 4 metres of in-built rails per 9 sqm

GLOBAL SOURCING EXPO AUSTRALIA

SPACE IS LIMITED
BOOK YOUR SPACE NOW

12 - 14 June 2024

International Convention Centre, Sydney, Australia

19 - 21 November 2024

Melbourne Convention & Exhibition Centre, Melbourne, Australia

EXHIBITION ENQUIRIES

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Event Organiser

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