



中国国际服装服饰博览会
CHINA INT'L CLOTHING
& ACCESSORIES FAIR
chic

CHIC BEIJING 2013.3.26-29
THE 21ST CHINA INT'L CLOTHING
& ACCESSORIES FAIR

Asia's biggest fashion fair – the bridge to the Chinese consumer market

- the platform for brand marketing and image promotion
- the international fashion window with brands from all over the world
- clearly structured fair giving overviews on all fashion segments
- strategic plannings for match-making activities and qualitative visitors' management

Authentic European clothes are very popular amongst the Chinese, especially the high-end market. CHIC BEIJING ,the largest fashion fair in Asia, features mens/womens/kidswear, but also body/beachwear, accessories. The fairground with 8 halls covers 100.000 sq.m. and is always completely booked. It is common that at CHIC in March 2012, a waiting list of brands from all over the world could not be satisfied. An impressive overview on the enormous development of the Chinese fashion sector offered the Chinese brands with huge stands showing the corporate design of their labels at CHIC in March 2012. Two halls concentrated on international brands – this number is growing from year to year. Mr. Gerard Roudine, organizing the French Pavillion since many years, expressed his highest satisfaction with the latest edition of CHIC in March this year. He said: 'The French exhibitors were very pleased with their participation and they received more than EUR 800.000 orders on-site. These orders covered all kind of productions from menswear, womenswear, kidswear till fashion accessories and shoes/bags.' Mr. Roudine outlines that there are more and more buyers placing orders on-site. The Belgian designer Sarah Pacini who was supported by their Chinese agency Jam Fashion Group registered very good results and discussed during CHIC with many distributors and franchisees a potential cooperation for a market entry.



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International joint stands have been organized by France, Hong Kong, Italy, Japan, Korea, USA and Germany. The German Pavilion was an absolute eye catcher simply titled 'Made in Germany' and showed an imposing presence. 25 German brands showed up, among them well known womenswear brands like Marc Cain, Luisa Cerano, Oui, Sem Per Lei, Gerry Weber, Betty Barclay, menswear brands like Benvenuto, Digel, Stones but also lingerie labels like Naturana or the hosiery brand Kunert. The forthcoming event is included again in the official programme for fairs abroad of the Federal Republic of Germany. Further participations from European countries have been announced.



Prosperous Chinese Market

The consumption of textiles and ready-to-wear in China is continuously growing. According to the CTIA (Chinese textile industry association) the home market increased by 1.7 % with a proportion of 82.9 % of total sales. Due to an increasing income, a higher standard of living of consumers and the increase of the gross national product it is announced that its per capita expenditure for fashion will be still rising (in 2010 by 12,5 %).

The recent menswear shows in Milano proved that the most important group of buyers came from China. The exportation of menswear to China increased by more than 30 % compared to last year. According to Handelsblatt, the president of the textile association in Italy said: "Today we have 90 million rich consumers, in five years we shall have 190 million – thereof a third from China."



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Services rendered by CHIC for international participants

For CHIC 2013, the organizers are already working on new strategies. One important point will be a qualitative visitors' management. CHIC is offering services like match-making, is assisting in organizing fashion shows and is helpful in arranging media contacts.

Besides this, a wide range of seminars will be organized in order to give assistance to exhibitors to enter the Chinese market. A special catalogue presenting European brands will be created for Chinese department stores, distributors, agents in order to inform them on concrete profiles of German brands. This tool and more count to the service activities of CHIC BEIJING.

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The next event is expected to show even more international participations. CHIC has been established to the most influential fashion trade fair in Asia. From year to year, CHIC is providing the highest level, the most professional and humanized services – solving problems for all participants from the fashion sector.

The figures of 2012:

**110,000 visitors, thereof 2.1672 from 14,562 apparel agents, 14,456 from 3,423 department stores, 1,508 from professional markets, 1,000 brands, 845 from 2,872 foreign trade companies, 7,307 store representatives, 585 VIPs
21 countries and regions**

Official representative for Europe (except France and Italy)

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