



FACT SHEET

CHIC-YOUNG BLOOD 2012

- Date:** Oct. 26.-28., 2012
- Cycle:** Annually, first edition 2011
- Venue:** 751 D • Park in Beijing at 798 Art Zone
- Organizers:** Beijing Fashion-Expo Co. LTd.
China World Trade Center Co., Ltd.
- Sponsors:** China National Garment Association
China World Trade Center Co., Ltd.
The Sub-Council of Textile Industry, CCPIT
- Address:** China World Trade Center Co., Ltd.
No.1 Jianguomenwai Avenue ,100004 Beijing, P.R. China
- Entrance fee:** Free entry for trade visitors who registered online prior to the fair at www.chiconline.com.cn
On-site registration 20 RMB (approx. 2,4€)
- Press registration:** Online check-in at www.chiconline.com.cn
- Exhibition Space:** 12,000 sq. m.
- Exhibitors' profile:** Estimated 80 -100 brands, the target group are Chinese
- Chin. exhibitors:** Metersbonwe, Shanghai Mark Fairwhale Fashion,
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- Int. exhibitors:** e.g. Adidas –SLVR, Italy: Ducati, Spain: Desigual
- Visitors' profile:** 20.000 visitors, representatives of department stores and shopping malls, wholesalers and retailers, agents, distributors, investors, multi-brand boutiques, buyers, young fashion lovers, etc.
- Media at CHIC:** 300 journalists, national and international media representatives: print media and online media, Chinese radio and tv-stations

Structure of CHIC: different focuses:

Young Inspiration – Designers

Young Fashion – Urban Leisure

Street Young – Street Wear, Sportswear

Power Station – Creative designers/brands

Special Events: BMX cycling, Hip Hop events, sprayers contest, band performances,
etc

Service First: Match-making, press center, booklet guides, detailed catalogue,
restaurant services, transportation services, parking services, etc.

More: www.chicyoungblood.com, www.chiconline.com.cn