

Briefing Session on Hong Kong Intimate Apparel Pavilion in Interfilere Shanghai 2015



With the support from the Government on Dedicated Fund on Branding, Upgrading and Domestic Sales (BUD Fund), Hong Kong Intimate Apparel Industries' Association (HKIAIA) will setup a "Hong Kong Intimate Apparel Pavilion" in Interfilere Shanghai 2015 (www.interfilere.com/shanghai) which will be held on 12-13 October to

demonstrate Hong Kong intimate apparel industries' strength in supply chain management to provide a one-stop solution to not only the Mainland's intimate apparel retailers/brands, but also foreign companies who are interested in the Chinese intimate apparel market.

The Hong Kong Pavilion comprises all sectors of the intimate apparel manufacturing, including manufacturers/trading of accessories, lace, fabrics and garment, etc. The pavilion will showcase their latest products as well as the design and manufacturing technology. Innovative design of intimate wear will also be demonstrated at the exhibition.

We cordially invite your company to display iconic products at the "Hong Kong Intimate Apparel Pavilion". At the same time, in order to strengthen the cohesiveness of Hong Kong intimate apparel industry, we recommend you participate in the exhibition by setting up individual booth near the Hong Kong Pavilion. For more details, please attend the following briefing session on Hong Kong Intimate Apparel Pavilion.

Briefing Session Information

Venue:	Hong Kong Productivity Council, 78 Tat Chee Avenue, Hong Kong
Date:	31 August 2015 (Monday)
Time:	4:00pm - 5:00pm
Language:	Cantonese & English (No instant interpretation will be provided)
Fee:	Free of Charge (seats are limited)

Contents

- ◆ **Background of the BUD project. Review of past events**
Mr. Kenneth Wong, Chairman of Hong Kong Intimate Apparel Industries' Association
- ◆ **Introduction of Interfilere Shanghai 2015**
Eurovet Asia Ltd.

Organiser:



由香港特別行政區政府
「發展品牌、升級轉型及拓展內銷市場的
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Hong Kong Intimate Apparel Industries' Association



Implementation agent:



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