

SHANGHAI INTERNATIONAL TEXTILE EXPO

上海国际纺织品贸易博览会

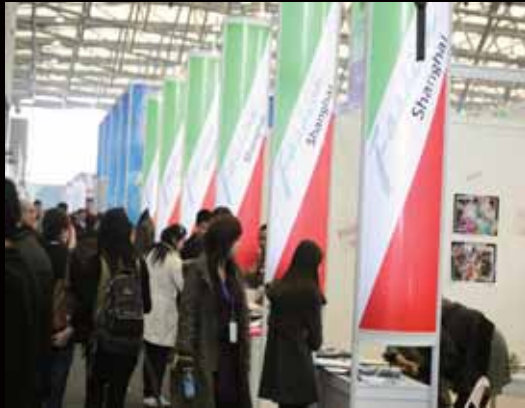
March 10-12, 2010

Shanghai New International Expo Center
Shanghai, China

Fashion Shanghai, **the largest and most comprehensive apparel & textile** **trade show in China!**

China, a Market full of opportunities

The Chinese economy continues its dynamic performance, averaging around 10% growth for the last 5 years. As barriers to entry are reduced, more and more businesses are considering their entry into China. This is in an effort to capture some percentage of the returns generated by China's 1.3 billion consumers.



Shanghai, China's Fashion Capital

As China is becoming an effective and important force in the world economy for its rapid development, Shanghai, the leading modern city in China, act as an international hub for trade, finance, transport and fashion.

US\$8,594 of GDP per capita in 2007, ranked no. 1 among all 659 Chinese cities
No. 1 consuming city, accounting for 36% of the total amount of consumption in China
Annual luxury goods consumption is estimated at US\$ 2billion, accounting for 30% of the total luxury goods consumption in China

Foreign brands accounted for 54.8% of best-selling brands in 2006, up 2.2% from 2005

Nearly all branch offices and buying offices including production bases of foreign brands in China are located in Shanghai

Fashion Shanghai; ***An ideal way to the market***

Fashion Shanghai is one of the major events of Shanghai International Fashion Cultural Festival, organized by the Shanghai Municipal City Government. Buyers come from all over China, from north to south, east to west, to do business at this show.

1,100 excellent exhibitors from 12 countries
Large trade volume and 45,000sqm area for exhibition

More than 25,000 professional visitors from 53 countries and regions

Over 120 professional medias (TV, Magazine, Newspaper, etc..)

An extensive and highly targeted marketing program

Textile Industry in China

The Chinese fashion Industry makes a major contribution to the Chinese economy. China fashion market is a US\$90 billion industry and the annual growth rate of textile industry was 12.5% in 2007.

- total output of clothing in 2007 was 60 bln pieces, an increase of 17.6% over the last year
- US\$1,881 million of total import value of China's clothing and accessories in 2007, an increase of 13.5% over last year





Show Details

Date

March 10 - 12, 2010

Venue

Shanghai New International Expo Centre, Pudong, Shanghai China

Visitor Profile

- Fashion Brands
- Clothing factory/ Manufacturere
- Buying-Purchasing offices
- Importers
- Distributors
- Wholesalers
- Large scales retailers, etc..

Cost of Participation

Standard booth US\$330/sqm (min. 9 sqm)

Price includes:

- Complete booth construction
- Wall-to wall carpet
- Fascia board with company name and booth number
- Lockable cupboard
- 1 table and 3 chairs
- 1 spotlight per 3 sqm
- 3 Clothes hangers or shelves
- 1 Waste basket
- Booth cleaning and security
- Listing in fair catalogue
- Visitor invitation cards

Raw space US\$300/sqm (min. 36 sqm)

Price includes:

- Floor Space
- Listing in fair catalogue
- Visitor invitation cards

Exhibit Profile

• Fabric / Yarn

Cotton, Wool, Silk, Linen, Rayon, Leather, Blends, Jacquards, Twill, Velvet, Suede, Knits, Lace, Functional, Organic, Natural Fiber, Prcious Fiber, Synthetics, Yarn, etc.

• Accessories

Beads/sequins, Buckles, Buttons/Snaps, Lace, Embroidery, Applique, Components, Heat transfer, Labels, Zippers, etc...

• Home Textile

Decoration Fabrics, Curtains, Furniture Fabric, Cushions, Rugs, Carpeting, Wallpaper, Bedding, Table Linen, Shower Curtains, Bath Mats, etc...

• Service

CAD/CAM, Color & trend services, Fashion Consulting, VMD, Recruitment, Media, etc.

SHANGHAI INTERNATIONAL CLOTHING & TEXTILE EXPO

March 10-12, 2010 * Shanghai New International Expo Center

Please complete and return by fax or email to overseas secretariat, Fashion World Wide
fax: +82 2 725 4020, phone: +82 2 725 4080, info@fashionshanghai.net

Your
Company
address

company

street/ p.o.box

postal code

city

country

homepage

phone

fax

Contact

title: Mr. Ms.

first name

last name

email

Classify
your company

Fabric/ Textile

Fiber/ Yarn

Home Textile

Accessories

Service

Stand type
& size

Raw Space: US\$300/m2 (minimum 36m2 should be ordered)

width X length = sqm

Package Stand: US\$330/m2 (minimum 9m2 should be ordered)

width X length = sqm

Payment conditions: 50% deposit required with application. Final/balance payment is due on February 09, 2010

Signature

Exhibition Company
Signature

Date

(Authorized by Exhibiting Company)

By signing this Application the Exhibiting Company agrees to the Fashion Shanghai show Terms&Conditions found on the reverse side of this application. Any change in the Exhibiting company's information must be requested by writing.

TERMS & CONDITIONS

1. ORGANIZERS - (I) The Exhibition is organized by the Organizers. In these conditions the term ' The Organizer' means Shanghai Textile Technology Service & Exhibition Center (II)'Exhibitor' means the signatory of this Application Form and includes all companies, employees or agents of such.

2. AGREEMENT - (I) This Agreement is hereby entered into between the Organizer and the Exhibitor. (II) This Agreement constitutes a license granted by the Organizer to the Exhibitor only and shall not be deemed to be a lease or an agreement for lease.

3. ALLOCATION OF STAND SPACE - The Exhibitor booth location will be allocated according to product criteria, or other criteria set by the organizer. No change of booth location is allowed once it has been assigned and the exhibitor informed.

4. STAND AND RENT TERMS OF PAYMENT - (I) Unless otherwise stipulated rent shall be paid by the Exhibitor in 2 installments in accordance with the following schedule: (a) 50% of the contract value due with application;(b)The Exhibitor must pay the total stand rent in full to the Organizers by February 09, 2010

5. WARRANTY - The Exhibitor represents, warrants and undertakes that it is entering into this agreement as principal and not as agent or nominee of any third party, and the exhibits do not infringe or are likely to infringe any patent, trademark, copyright and other intellectual property right of any party and it agrees that in the event of any breach of the representations, warranties and undertakings herein contained or any breach of the provisions of this Agreement, this Agreement and the license herein granted may be terminated by the Organizers(without the Organizers being liable for any damages or claims whatsoever and without prejudice to the Organizers' other rights and remedies) and the Exhibitors shall indemnify the Organizers against any and all costs, claims, demands, losses, liabilities, charges, actions and expenses.

6. EXHIBITS AND OTHER RELATED MATERIALS - (I) All exhibits, brochures, audio-visual presentations, display and all related materials and article is subject to the approval of the Organizer. (II) The Exhibitor is solely responsible for ensuring that all governmental and other regulatory approvals in the Exhibition have been obtained prior to the commencement of the Exhibition.

7. STANDFITTING SERVICES - For Exhibits under the shell scheme, standfitting works can only be carried out by the Official Contractor.

8. CANCELLATION - (I) The Organizers reserve the right at all times to, without the Exhibitor having the right to compensation, (aa) change the dates of the Exhibition; or (bb) cancel the Exhibition due to any cause whatsoever. (II) No application can be cancelled or altered unilaterally by the exhibitor. The Organizers may comply with a request to cancel the application subject to the condition that the Exhibitor pay a compensation will depend on the time of the total stand rental payable in accordance with the following schedule:

Time of receipt of notice of cancellation Compensation:

Percentage of the total stand rental.	
(a) 3 months before	50%
(b) Between 1 to 3 months before the commencement o construction of the Exhibition	80%
(c) Less than one months before the commencement o construction of the Exhibition	100%

9. INSURANCE POLICY - The Organizer shall not be responsible for any loss or damage to the Exhibitor's property caused during moving, transportation or shipment. In such cases, the Exhibitor is still liable to pay the full stand rental and any other amount payable to the Organizers.

10. LOSS OR DAMAGE - The Organizers shall not be responsible for any loss or damage to the Exhibitor's property caused during moving, transportation or shipment. In such cases, the Exhibitor is still liable to pay the full stand rental and any other amount payable to the Organizers.

11. LIMITATION OF LIABILITY - (I) The liability of the Organizers (if any) shall under no circumstances (whether arising from breach of contract, tort or otherwise) exceed the amount of the total contract price paid by Exhibitor for the license herein granted.(II) The person or persons appointed by the Organizers to undertake any official tasks including the Official Contractor and Official Freight Forwarder are independent contractors and are not agents of the Organizers.

12. SUB-LICENSING AND NON-ASSIGNMENT-(I)This license to participate in the Exhibition is personal to the Exhibitor and is non-transferable. (II) No licensing or sub-licensing may without the consent or approval of the Exhibitor to any other party. The Exhibitor shall not assign or sublet the stand space or any part thereof.

13. TERMINATION-(I) If in the reasonable opinion of the Organizers, the Exhibition premises may become unfit for occupancy or If the holding of the Exhibition or the performance of the Organizers of any of the provisions of this Agreement are interfered with by virtue of any / cause, this Agreement (or any part thereof) may forthwith be terminated or cancelled by the Organizers with out the Organizers being liable in damages or otherwise to the Exhibitor.(II)This Agreement t may be terminated forthwith by the Organizers if, in the Organizers' opinion, when the Exhibitor does not or may be unable to perform or comply with any of Its obligations of this Agreement.

14. REVOCATION-Upon termination of this Agreement the license granted is revoked and thereupon the Exhibitor shall immediately leave the Exhibition premises and remove all Its exhibits.

15. SELF-HELP REMEDIES-The Organizers will have the right to take the following courses of action without any judicial intervention, if necessary at the Exhibitor's expense, against an Exhibitor who acts in contravention of any provision of this Agreement or who fails to comply with a direction given by or on behalf of the Organizers;
(a) refuse the Exhibitor and Its representatives admission to the Exhibition ;
(b) close end/or clear the Exhibitor's stand ; and
(c) take possession of the Exhibits displayed, any goods and anything built or fitted by the Exhibitor

16. INTELLECTUAL PROPERTY RIGHTS / COPYRIGHT- The exhibitor warrants that his exhibits and packages thereof and the related publicity materials do not in any way whatsoever violate or infringe any third party's rights including trade marks, copyrights, designs, names and patents whether registered or otherwise. The organizer has the right to refuse participation of any exhibitor found guilty of infringement of intellectual property rights at any future trade fairs.

17. LAWS AND REGULATIONS-All laws, rules and regulations (including without limitation, traffic, health, fire safety and environmental laws and regulations) imposed by the Organizers or local authorities and agencies or the lesser of the Exhibition premises must be strictly observed by the Exhibitor.

18. STAMP AND OTHER DUTIES-The Exhibitor shall pay all and any stamp and other taxes or duties(if any), including any interest and penalties, payable on or in connection with this Agreement..

19. COMPLIANCE CLAUSE-The Exhibition shall, upon the Organizers' written request, forthwith take all necessary action and/or refrain from any further action which is, in the Organizers' view, necessary to comply with any of its obligations and, forthwith provide any necessary information or document to evidence such compliance.

20. EXHIBITORS' MANUAL AND FLOOR PLAN-Further rules and regulations pertaining to the Exhibition can be found in Exhibitors' Manual and other documents issued by the Organizers from time to time.(

II)The Organizers reserve the right to make further rules and regulations(having immediate effect) from time to time in relation to any aspect of the Exhibition. (III)Such rules and regulations whether contained in the Exhibitors' Manual or shall be binding on the Exhibitor.

21. PARTIAL INVALIDITY-The invalidity or unenforceability or any provision of this Agreement shall not affect the validity or enforceability of any other provision..

22. REMEDIES AND IMPLIED WAIVERS-No failure or delay on the part of the Organizers to exercise, any right or remedy under this Agreement will operate as a waiver thereof, nor will any single or partial exercise of any right or remedy preclude any other or further exercise thereof or the exercise of any other right or remedy. The rights and remedies provided by law...

23. GOVERNING LAW AND JURISDICTION-(I)This Agreement shall be governed by, and construed in accordance with the laws of P.R. China.

www.fashionshanghai.net

Sponsor

Shanghai International Fashion Culture Festival Committee

Organizers

Shanghai Textile Technology Service & Exhibition Center
Shanghai International Exhibition Co., Ltd.
Shanghai Industry and Commerce Exhibition Co., Ltd.
Shanghai Garment Trade Association

Overseas Secretariat

Fashion World Wide
SBA Korea

Supporters

Shanghai Municipal Foreign Economic Relations & Trade Commission
Shanghai Municipal Economic Commission
Council for the Promotion of International Trade Shanghai
Chamber of International Commerce Shanghai
Shanghai Textile Holding (Group) Corporation

For more information, please contact overseas secretariat



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