

BRAZIL INTERNATIONAL APPAREL SOURCING SHOW

2015

An International Apparel Sourcing Show for South America Showcasing Worldwide Apparel Manufacturers

Date: 27th ~ 29th May 2015

Concurrent Exhibitions



BIAS 2015 POST SHOW REPORT



CEMS-Global USA - Conference & Exhibition Management Services Ltd., in association 'CEMS Brazil', were pleased to present for the first time in Brazil; 3 comprehensive International Exhibitions, namely : `Brazil International Apparel Sourcing Show– An International Apparel Sourcing Show for Brazil and South America Showcasing Worldwide Apparel Manufacturers; along with concurrent exhibitions `21st Dye+Chem Brazil 2015 Int'l Expo' – An Int'l Exhibition on Dyes and Fine & Specialty Chemicals and `Brazil Int'l Yarn & Fabric Show 2015' – An Int'l Exhibition on Yarn & Fabric, which was held from 27~29 May 2015 at Transamerica Expo Center, Sao Paulo, Brazil.



Interpreter Assistance

CEMS-Global USA provided 12 Portuguese to English Interpreters in the Show. There was a Special Interpreter Assistance Booth in the Show and Interpreters were placed on every aisle of the exhibition, free of charge, for assisting Exhibitors to interact with buyers.



The Event

Nearly 300 Exhibitors from over 8 countries had participated in the BIAS 2015 Exhibitions. It was a perfect B2B networking platform of International Apparel Manufacturers and South American buyers.

With the great success of the 1st edition of the 'Brazil International Apparel Sourcing Show 2015'; the expo has established itself as the leading Apparel sourcing B2B marketplace in the South American region. The exhibition which was held in a perfect hub of Sao Paulo - Brazil, showcased readymade Apparel / Garment collections from Brazilian and worldwide Apparel Manufacturers including Trims and Accessories. Buyers had attended the exhibition not only from Brazil but also from other Latin American nations.



CEMS-Global has tapped the potential market of Brazil and South America by organizing this important B2B Trade Show for Apparel Sourcing in Sao Paulo and it has been recognized as a one-stop Business 2 Business platform for the entire Latin America for Textile & Garment sourcing in a perfect business hub of Sao Paulo.

'BIAS 2015' has obtained a reputable image as one of the biggest networking hub for Apparel sourcing in South America, catering to the requirements of the ever-growing readymade Apparel / Garment of the region with visitors from all over the region & around the globe.

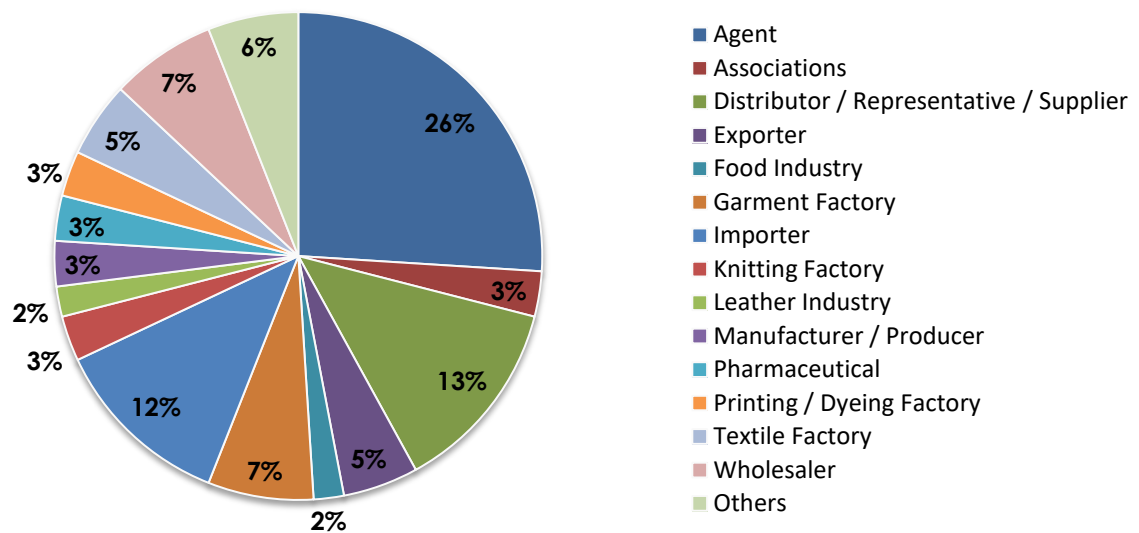
About the Organizer

Since its inception in 1992, CEMS-Global, in this span of over 2 decades, has made a commendable presence internationally as a Multinational Exhibition Organizer with its owned operations in 7 countries.

With its Global HQ in USA, CEMS-Global carries out its activities from CEMS-Global USA based in New York, its offices – CEMS India, CEMS China, CEMS Bangladesh, CEMS Lanka, CEMS-Global Asia-Pacific Singapore, CEMS Indonesia, CEMS-Global USA Brazil Representative Office and over 10 Associate offices around the world.

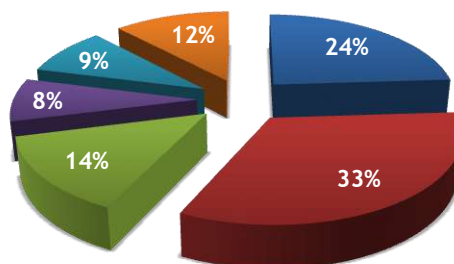
CEMS-Global organizes over 40 exhibitions per annum on all important sectors of the trade and economy in 3 continents of the world.

TYPE OF VISITORS AT BIAS 2015

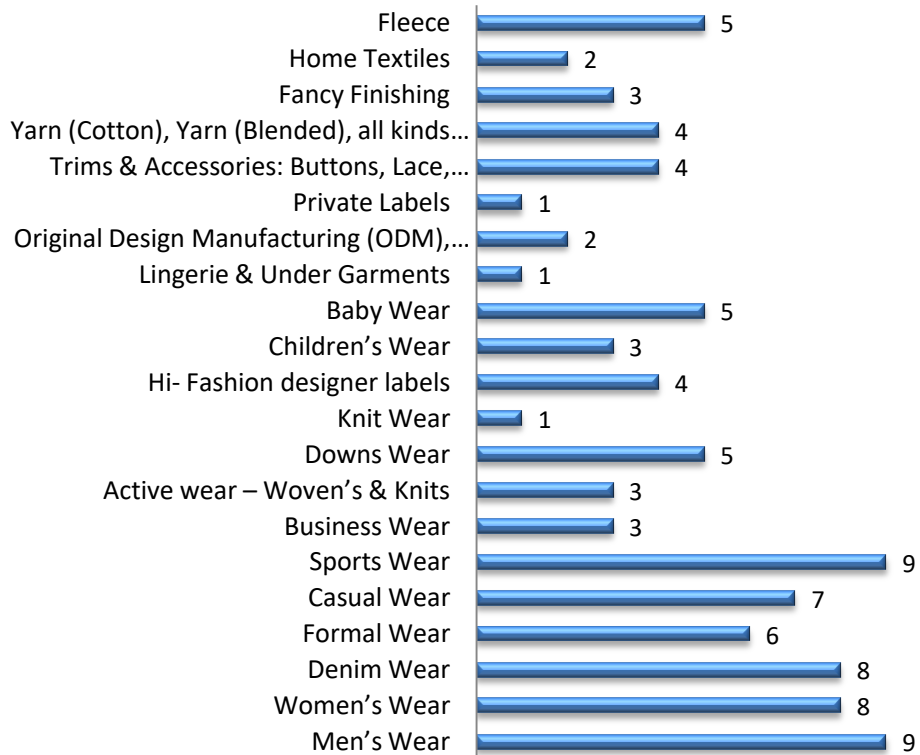


VISITORS OF BIAS 2015 VISITED THE EXHIBITION FOR :

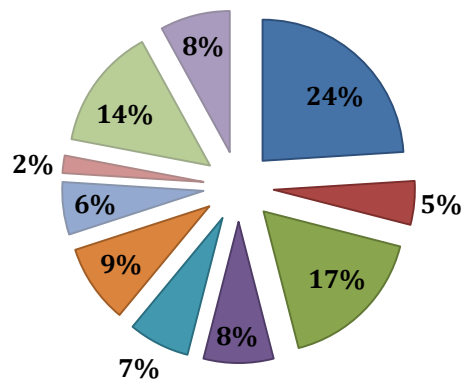
- Establish contacts / Visit suppliers
- Gather Information
- Seek Representation
- Place Orders
- Source Products
- Others



PRIMARY REASON FOR VISITING BIAS 2015:



MODE OF PROMOTION WHICH ATTRACTED BIAS 2015 VISITORS



- Invitation from the Organizer
- Invitation from the Exhibitor
- Newspaper
- Direct Mail
- Trade Publications
- Colleagues / Business Associates
- Internet
- Facebook
- Phone Call
- Others



SEE YOU NEXT EDITION!!

2ND BRAZIL INTERNATIONAL APPAREL SOURCING SHOW 2017

2nd
BRAZIL  **INTERNATIONAL**
APPAREL SOURCING SHOW
2017

Date: 12th ~ 14th SEPTEMBER 2017.

Venue: Expo Center Norte, São Paulo, Brazil.

www.cems-apparelsourcing.com

