

BIFF & BIL 2010, ASEAN INTEGRATION

TEXTILES – APPAREL – LEATHER

READY FOR GRAND OPENING ON 1ST APRIL



Discover the latest trends, unique fashions, and creative designs from 1-4 April at the Bangkok International Fashion Fair and Bangkok International Leather Fair 2010. This year's event is riding on the banner of "LOOK EAST" in response to the Asian fashion industry's remarkable growth in the past years, and the global demand for innovative production, quality materials, and stunning designs.

Bringing together over 1,000 exhibitors and displays from the textiles, apparel and leather industries, BIFF & BIL 2010 offers an exciting glimpse into the best of ASEAN and beyond, with everything from upstream materials to downstream finished products.

Best of all, BIFF & BIL 2010 has been strategically organized to be an effective international trading platform to both showcase products as well as provide resources for networking and sourcing. From business matching services tailored to the needs of trade professionals, to fabulous fashion pavilions displaying works from the best and brightest minds in the fashion industry, BIFF & BIL 2010 has it all.

We cordially invite you to experience all the sights and textures of ASEAN's most distinguished designers and exotic materials and make Bangkok your destination this April as we join the world community and Look East to a new horizon of fashion.

Grand Opening

The Ministry of Commerce will be hosting the Grand Opening Ceremony of BIFF & BIL 2010, ASEAN INTEGRATION Textiles – Apparel – Leather on **Thursday, April 1st** at 11.00 hrs at the Challenger Hall, IMPACT Muangthong Thani Convention Center.

The agenda is as follows:

10.00 Hrs.	Welcoming of Guests
11.30 Hrs.	Arrival of the Mrs. Pornniva Nakasai, Minister of Commerce
11.40 Hrs.	Grand Opening Ceremony
11.55 Hrs.	Fashion Show "Look East"
12.30 Hrs.	Visit BIFF & BIL 2010, ASEAN INTEGRATION Textiles – Apparel – Leather
18.30 Hrs.	BIFF&BIL Reception, Royal Jubilee Hall



Fashion Show schedule

Fashion Show 1-4 April 2010 totalling 48 shows on 2 stages

MAIN STAGE

24 SHOWS / 6 ROUNDS PER A DAY

Date	Time	Category
1-Apr-2010	10.00-12.30	Opening Ceremony-ASEAN+3 (Look East)
	13.30-13.30	Kai
	14.00-14.30	ASIA Fashion Federation
	15.00-15.30	Ethnic Thai - Workshop
	16.00-16.30	Indonesia
	17.00-17.30	Saha Group-Fashion

Date	Time	Category
2-Apr-2010	10.30-11.00	Workshop Fabric Hand Bag Leather
	11.30-12.00	US Network
	13.30-14.00	Trendy Theme-Workshop
	14.30-15.00	Designers' Room (Next)
	15.30-16.00	Saha Group-Uniform
	16.30-17.00	Royal Project-Cocktail

Date	Time	Category
3-Apr-2010	10.30-11.00	Myanmar
	11.30-12.00	Middle East Show
	13.30-14.00	Indonesia
	14.30-15.00	GMS Gens
	15.30-16.00	Philippines
	16.30-17.00	Street Fashion Runway

Date	Time	Category
4-Apr-2010	10.30-11.00	Vietnam
	11.30-12.00	Integration Fashion III Workshop
	13.30-14.00	ASEAN
	14.30-15.00	Leather Project
	15.30-16.00	Thai Designers
	16.30-17.00	ASIA

MINI STAGE

24 SHOWS / 6 ROUNDS PER A DAY

Date	Time	Category
1-Apr-2010	11.00-11.30	Cambodia
	13.30-14.00	Sport, Outdoor-Workshop
	14.30-15.00	Intergration Fashion I Workshop
	15.30-16.00	Saha Group-Lingerie
	16.30-17.00	Micheal Angelo
	17.30-18.00	Vietnam

Date	Time	Category
2-Apr-2010	11.00-11.30	Integration Fashion II Workshop
	13.30-14.00	Cambodia
	14.30-15.00	Street Fashion Runway Laos
	15.30-16.00	Malaysia
	16.30-17.00	Designers' Room (Now)
	17.30-18.00	

Date	Time	Category
3-Apr-2010	11.00-11.30	Chiangmai Lanna
	13.30-14.00	SC&F
	14.30-15.00	RMUTT
	15.30-16.00	Laos
	16.30-17.00	Rajabhat University
	17.30-18.00	Thai Designers

Date	Time	Category
4-Apr-2010	11.00-11.30	Integration Fashion IV Workshop (Fashion Accessory)
	13.30-14.00	BIFF&BIL Workshop (Cash and Carry)
	14.30-15.00	Thai Lingerie
	15.30-16.00	ASEAN
	16.30-17.00	ASIA
	17.30-18.00	Street Fashion Runway

Seminar Schedule

Fashion Seminars at BIFF & BIL 2010, ASEAN Integration Textiles – Apparel – Leather

Among highlight activities at BIFF & BIL 2010 are a series of seminars hosted by leading organizations and institutes of the fashion industry. Media members and interested parties are invited to join the seminars as per the following program. For more information and pre-registration please visit www.biffandbil.com

Seminar	Details	Venue/Time
"CoolMode": New option for global warming	Seminar by the Thailand Textile Institute Topic: In the era of global warming, many new initiatives are taking place to combat the effects of modernization on the environment. In this seminar given by the Thailand Textile Institute we discuss different ways fashion can be used to reduce our carbon footprint, specifically with the introduction of CoolMode products that effectively reduce the need for air-conditioning.	1 April 2010 13.00-17.00 hrs. Jupiter room 12-13, Challenger Hall
The WGSN Briefing: Global Trends Update AW10/11 & Beyond	Seminar by the WGSN Speaker: Ms Lisa Yam, Regional Business Director for South East Asia WGSN's Guide to the Season: Trend directions A/W 10/11 include key mood, key color, key details and key shapes. Trend Futures S/S 11: A view on the future from WGSN's creative direction team. Inspirational concepts to further your product development and design process. Retail Futures: WGSN's view on key directions in retail for the coming season	2 April 2010 10.00-11.30 hrs. Jupiter room 12-13, Challenger Hall
Lifestyle Forward Trend AW 2011/12: Powerful Evolution	Seminar by the Thailand Institute of Fashion Research Topic: Color trends, materials for textile products and seasonal fashion, Autumn/Winter 2011/12	2 April 2010 14.00-16.30 hrs. Jupiter room 12-13, Challenger Hall
How to do business in US	Speaker: Karalynn L. Sprouse, Vice President of Magic International. Offering insight in working the US, Karalynn shares her experiences as a leader of the MAGIC International sales & customer service team as Vice President of Sales & Client Services. In this position, Karalynn is responsible for increasing market share, building new revenue streams through strategic partnerships, and creating training programs that support a first-class sales and customer service organization.	2 April 2010 13.30-15.30 hrs. Jupiter room 5, Challenger Hall
Unique Business Opportunity-created by the use of innovative functional and eco-friendly textiles.	Speaker: Mr.Justin Huang, the Secretary General of Taiwan Textile Federation (TTF). Topic: Innovations and new technologies for functional fabric and fiber production.	2 April 2010 13.00-15.30 hrs. Jupiter room 14-15 Challenger Hall
New frontier of distribution system for fashion	Speaker: Mr. Benjamin Maholtra, Italian Fashion Market Specialist Topic: Emerging technologies and innovations in the field have provided many opportunities for advanced distribution systems in the world of fashion.	3 April 2010 10.00-12.00 hrs. Jupiter room 12-13, Challenger Hall

Fair Highlights:

- Exhibition and fashion show of special Thai hand-woven cotton collection called "Reflection of Asia" by The SUPPORT Arts & Crafts International Centre in Thailand (Public Hall 2. Design by the SACICT will be taking the stage on 2 April at 16.00 hrs. as part of the Royal Project exhibition in Challenger Hall 2. Organized by the Chanapatana International Design Institute, "Reflection of Asia" draws inspiration from the Japanese Kabuki theatre, featuring collections of casual wear, ready to wear fashion, and high fashion.
- Business matching services** to facilitate trade and communication for foreign exhibitors and buyers will be available throughout the exhibition. Dedicated meeting rooms with business facilities will be available, as well as assistance services for buyers to arrange for on-site visits to Thai factories. To pre-register, please download the application form from www.biffandbil.com.
- Organized by the Office of Product Value Creation, Department of Export Promotion, the **Asian Designer Congress** will present a series of seminars to share knowledge and encourage discussion for a wide range of topics including fashion media and marketing, as well as success stories from celebrated Asian designers.
- Thailand Designer Club 2010**
- ASEAN INTEGRATION Pavilion**
- Japan Pavilion : Textile and Apparel Development for Export to Japan under JTEPA Framework** exhibition to showcase Thai design works created in conjunction with specialists from the Japan Ministry of Economy of Trade and Industry (METI).

Exhibition Highlights:

Trend Forum T3 to develop and promote textile products is schedule to include the following companies:

- Jong Pattana Co.,Ltd
- Bangkok Weaving Mills Co.,Ltd
- Santawee Intergroup Co.,Ltd
- Sampran Synthetic Textile Co.,Ltd
- Futuretex Co.,Ltd
- United Textile Mills Co.,Ltd

Fashion Network: Focus USA 2010 developed to market Thai cloth the US market, includes the following companies:

- Heart and Mind Apparel Co.,Ltd
- Boutique Newcity Public Co.,Ltd
- Thongthai Textile Co.,Ltd
- Garment Tech International Co.,Ltd
- Theparerg Co.,Ltd
- Pioneer Apparel Co.,Ltd

Designer's Room 2010 developed to give Thai designers the opportunity to market their products internationally via training and support services, will showcase their designs in two groups (NEXT and NOW) with a total of 60 displays.

Search Smart with TTIS Online Directory

Thailand Trade & Information Services (TTIS) has developed the innovative TTIS Online Directory (www.ttisonlinedirectory.com) for buyers and exhibitors at BIFF & BIL 2010. The complete trade buyer's guide will offer valuable information for business professionals seeking ready to wear fashion, textiles and logistics, as well as being instrumental to Thai manufacturers seeking to expand their business internationally. Over 7,000 listings of Thai manufacturers, traders and buyers are conveniently indexed for easy searching. The TTIS Online Directory is available in three varieties: complimentary, standard, and premium editions. For more information, please contact K. Warinworadee and K. Piyada at tel. 0 2718 8950 ext. 107, 108, E-mail: warinworadee@ttis.co.th;

Don't miss your chance to be a part of this special event.