



CALIFORNIA FASHION ASSOCIATION

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FOR IMMEDIATE RELEASE

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Shanghai, China:

CALIFORNIA OFFICE OF TRADE HOSTS FIRST INDUSTRY CLUSTER CONFERENCE ILSE METCHEK, PRESIDENT OF THE CALIFORNIA FASHION ASSOCIATION PRESENTS CALIFORNIA FASHION ISSUES TO CHINESE SUPPLIERS

March 28, 2014.....**Ilse Metchek, President of the California Fashion Association**, was the keynote presenter at a conference hosted by Diane Long, Executive Director of the California-China Office of Trade & Investment in Shanghai. Ms. Metchek's visual presentation was entitled, "What is Happening in the California Apparel Fashion Industry". Significant Chinese apparel manufacturers with retail operations in China, owners of factories supplying U.S. brands, as well as a representative from the U.S. Department of Commerce were in attendance

For more information about the presentation, please contact the CFA office at info@calfashion.org or 213-688-6288



About the California Fashion Association

The California Fashion Association (CFA) is a non-profit business-to-business association designed to provide information for the growth and development of the California apparel and textile industry. The CFA promotes global recognition for the "Created in California" image. The Mission of the CFA is to define the industry's economic impact, to outline global sourcing and export opportunities, to interact with state and federal agencies, to provide assistance with compliance and labor issues, and inter-industry networking. **For more information on the California Fashion Association please call the CFA office at 213.688.6288 or visit www.californiafashionassociation.org.**

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