



**CFA Seminars: SOURCING at MAGIC**

***Moving Forward in 2022***

*...what entrepreneurs need to know...*

**Metaverse Branding; the 'New' Influencer**

*Understanding the Implications and Potential*



**Sunday, August 7<sup>th</sup>. 2022 |**

**Time: 3:00 – 4:00 PST**

**Las Vegas Convention Center, Central Hall**

**SOURCING at MAGIC Education Stage**

**Topics:**

- Definitions and current usage of this 'new media'
- *Profitability ???*
- Legal Hurdles on the way.....

**Guest speaker:**

- Oliver Bajracharya, Partner, Lewis Roca

**Moderator:**

- Ilse Metchek, *President*, California Fashion Association

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**INTERNATIONAL OPPORTUNITIES**

***Apparel Production Sourcing  
Changes Ahead for 2023***

**Examining Future Production Solutions**

**Monday, August 8<sup>th</sup> 10:00 a.m. PST**

**Las Vegas Convention Center, Central Hall**

# SOURCING at MAGIC Education Stage

***Expert strategies addressing concerns and options for port congestion at both U.S. coasts, vessel backlogs, bottlenecks at warehouses ...and a reflection on new approaches to global sourcing!***

## Key Topics:

- Continued Supply Side Chaos – Planning for Solutions
- Beyond-China Alternatives

## Panel:

- |                                   |   |
|-----------------------------------|---|
| · Alba Wheels Up                  | Vincent Iacopella, <i>EVP Growth &amp; Strategy</i> |
| · Pro Colombia                    | Sebastian Echavarria, <i>West Coast Trade</i>       |
| · India Texport Industries (AEOC) | Narenda Goenka, <i>Chairman</i>                     |
| · Egypt Apparel Export Council    | Sherin Hosni, <i>Executive Director</i>             |

**Moderator:** Ilse Metchek, President, **California Fashion Association**

### California Fashion Association

578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292 | Tel: 213 688 6288  
email: [info@calfashion.org](mailto:info@calfashion.org) | Website: [www.californiafashionassociation.org](http://www.californiafashionassociation.org)



California Fashion Association | 578 Washington Blvd., Suite 827, Marina Del Rey, CA 90292

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