



CALIFORNIA FASHION ASSOCIATION

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Email: info@calfashion.org Website: www.californiafashionassociation.org

International Programs

AUSTRALIA

- Series of Videoconferences with invited Australian Industry participants in Melbourne, Sidney, & Brisbane
 - Topic: "Understanding the U.S. Market for Apparel & Textiles"
 - Topic: "Bringing Global Fashion to the Los Angeles Market Week"
 - Queensland Fashion Export Video conference – "Exporting Fashion to the United States"

BRAZIL

- PowerPoint presentation and CFA panel of experts for Consulate General of Brazil – MAGIC / Las Vegas
 - Topic: "United States Market Entry"
- PowerPoint presentation and CFA panel of experts for Consulate General of Brazil – MAGIC / Las Vegas
 - Topic: "Fashion Retailing in the United States"
- PowerPoint presentation for Consulate General of Brazil - Los Angeles
 - Topic: "Understanding the U.S. Market for Fashion Merchandise"

CANADA

- PowerPoint presentation and CFA panel of experts for Consulate General of Canada
 - Topic: "Fashion Industry Today: A Global View", June 2018

CHINA

- PowerPoint presentation for California-China Office of Trade – Shanghai, China
- PowerPoint presentation and Keynote Speaker at Global Apparel & Textiles Conference, Guangdong
- PowerPoint presentation for Chinese Manufacturers – Los Angeles Chamber of Commerce
- PowerPoint presentation for Shanghai Delegation
 - Topic: "Understanding the U.S. Market for Apparel and Textiles"
- PowerPoint presentation for Chinese Chamber of Commerce, Hainan Province
 - Topic: "Understanding the U.S. Market for Apparel and Textiles"
- PowerPoint presentation for Jaingsu Procurement Mission - Los Angeles Chamber of Commerce
 - Topic: "Understanding the U.S. Market for Apparel and Textiles"
- CFA Speaker's Bureau - "The China Conference"
 - Topic: US Customs and Border Protection, Textile Law Enforcement Challenges.
- International Fashion Center Conference, Shanghai. Featured Judge at Shanghai Designers Showcase.

CHILE

- PowerPoint presentation for Trade Commission of Chile
 - Topic: "The Growing Global Apparel Market", Sep 2016
- PowerPoint presentation for Trade Commission of Chile
 - Topic: "Business Legal Issues Affecting U.S. Fashion Industries, Sep 2016"

COLOMBIA

- Member Event Bulletin: "COLOMBIAMODA July 2018 Event" on behalf of the Colombian Government Trade Office
- Promoted and consulted for COLOMBIAMODA on behalf of the Colombian Government Trade Office
- Promotion of Proexport Colombia's Apparel Business Matchmaking Forum and organization of CFA panels of experts. PowerPoint presentation Topics: "Fashion Retailing in the United States" and "California's Fashion Industry ...a Snapshot of 'Hot Button' Issues"

DUBAI, UNITED ARAB EMIRATES

- Promotion of U.S. Department of Commerce plan for a delegation to Dubai – 2016

EGYPT

- PowerPoint presentation for Consulate General of Egypt
 - Topic: "Delegation Meeting", 2017
- Promoted Consulate General of Egypt- Exhibitor at Sourcing at MAGIC - Las Vegas, 2018
- Member Service Bulletin: "Egypt's Duty-Free Apparel Production; A Sourcing Benefit", 2017

EURASIA

- PowerPoint presentation and CFA panel of experts for Eurasia Delegation
 - Topic: "A Global View", Aug. 2017

HONG KONG

- Promoted and consulted for Hong Kong Trade Development Council (HKTDC) "Centrestage" Event, Sep 2016
- PowerPoint presentation and seminar for the Hong Kong Trade Development Council - MAGIC/ Las Vegas
 - Topic: "Understanding the U.S. Market for Apparel and Textiles"
- Power Point presentation and seminar for the Hong Kong Trade Development Council
 - Topic: "Retailing Opportunities in the U.S."
- Speaker at the International Conference on Textiles & Apparel for the Hong Kong Textiles Exchange

INDIA

- "Creating Product for the U.S. Market" – March Newsletter by CFA for Reach Technologies of India.
- Power Point presentation for Los Angeles Economic Development Corporation (LAEDC) and the Alliance Group of India. Topic: "Understanding the U.S. Market"

ISRAEL

- Member Event Bulletin: Israeli Fashion Tech & eCommerce Roadshow 2016 U.S. Tour

ITALY

- "Italy-American Roundtable" - Exploring Trade Opportunities
- Hosted Italian Fashion Industry Delegations- 2017

JAPAN

- "Designers & Agents Trade Mission to Tokyo"
 - JETRO conference / Japan-American breakfast

KOREA

- PowerPoint presentation to Korean Society of Clothing & Textiles
 - Topic: "How Different Cultures Affect World Wide Trends in Apparel & Textiles", April, 2017
- PowerPoint presentation to Korean American Apparel Manufacturers Association (KAMA) Sept. 2017
 - Topic: "Global Retailing Today"
- PowerPoint presentation for Korea Office of Trade Promotion (KOTRA) delegation at the LA TEXTILE SHOW
- PowerPoint presentation for Korea Office of Trade Promotion (KOTRA) and (KOFOTI)
- Korea Office of Trade Promotion (KOTRA) Speakers Panel
 - Topic: "New Horizons for Textiles & Apparel: U.S.-Korea FTA, *The Right Product at the Right Price*"
- PowerPoint presentation for Korea Office of Trade Promotion (KOTRA)
 - Topic: "The U.S. Market for Fashion Merchandise "
- Power Point presentations at Kyung Hee University, Seoul Korean Society of Clothing & Textiles
 - "How Different Cultures Effect World Wide Trends in Apparel & Textiles"
 - "Consumer Trends in a Multi-Cultural World Case Study: Los Angeles"

MEXICO

- Promoted and consulted for INTERMODA Fashion tradeshow in Guadalajara
- Promoted and consulted for Rancho Santiago CITD-INTERMODA 2013-Fashion Trade Exhibition in Mexico
- US-Mexico Chamber of Commerce Conference Guest Speaker
 - Topic: "Marketing U.S. Products in Mexico"

NAFTA

- Promotion and consultation for North American Free Trade Agreement (NAFTA) 2017



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PAKISTAN

- PowerPoint for SABIT Program Pakistan Delegation: “Fashion Industry Today: A Global View” & “Business Legal Issues Affecting U.S. Fashion Industries – Aug 2016
- PowerPoint for visiting apparel and textile industry companies from Pakistan - The Consulate General of Pakistan.
 - Topic: “Understanding the U.S. Market for Apparel and Textiles”
- Various essays and reports develop for the Consulate General of Pakistan

PERU

- Promotion and consultation for Trade and Investment Promotion Office of Peru
 - PERU MODA- International Trade Show for Fashion, April 2018
- Promotion and consultation for Trade Commission of Peru in Los Angeles
 - Kids Clothing Suppliers Mission, Oct 2017
- PowerPoint presentation and CFA panel of experts for Trade & Investment Promotion Office of Peru in L.A. & visiting delegation of Peruvian manufacturers. Topic: Discussing opportunities and issues of entry into the U.S. Market, Oct 2017
- Promotion and consultation for Trade and Investment Promotion Office of Peru
 - PERU MODA- 15th International Trade Show for Fashion
- PowerPoint presentation and CFA panel of experts for Trade & Investment Promotion Office of Peru in L.A.
 - Topic: “Today’s Issues for U.S. Fashion Retailing”

SAUDI ARABIA

- CFA Panel and PowerPoint presentation to Saudi Arabian visiting delegation to MAGIC “U.S. Investment Opportunities” / Las Vegas

SINGAPORE

- PowerPoint presentation to I.E. (International Enterprises) Singapore visiting delegation to L.A.
 - Topic: “Retailing Opportunities in the U.S.”
- Delegation at the Biltmore Hote to define business opportunities and strategic partnerships in Los Angeles. Follow-up meetings are in the planning stages.
 - Topic: “Brand Entry Mechanisms”

UNITED KINGDOM

East Midlands

- CFA Speakers Bureau presentation for East Midlands Development Agency Delegation to Los Angeles

London - Promotion of “European Fast Fashion Retailing” - Cal Poly University symposium, featuring Ken Watson of the London Industry Forum