



The California Fashion Association (CFA) is focused on building a knowledge base to identify and meet the needs of the various constituents of the industry.

February 8, 2022

CFA Seminars: SOURCING at MAGIC 2022

Moving Forward in 2022

...what entrepreneurs need to know...

‘Creativity Is Not Enough’

Creating staying power for a new brand is vital!

February 14, 2022 | 2:00 PM PST

Las Vegas Convention Center, Central Hall

SOURCING at MAGIC Education Stage: Booth #61726

Key Topics:

- Defining your Cost-of-Sales: When Selling to Retailers (B2B) vs. On-Line
- Creating a Financial Business Plan
- ‘Staying Power’ of a New Brand...What are Retailers Looking For?
- You Need a Lawyer!

Panel:

- Michael Alic, *President, Management One*
- Matthew Moeck, *Director of Business Development, Hilldun Corporation*
- Scott Shaw, *Managing Partner, Merchant & Gould LLP*

Moderator: Ilse Metchek, President, CFA

 INTERNATIONAL OPPORTUNITIES

Moving Forward in 2022

Planning ‘Supply Side’ Inventory and Examining ‘New’ Global Sources

‘Global Trade - Ecommerce & Alternative Sourcing Options’

‘Supply Side’ inventory management is a permanent issue!

February 14, 2022 | 4:00 PM PST
Las Vegas Convention Center, Central Hall
SOURCING at MAGIC Education Stage: Booth #61726

Key Topics:

- Importing solutions for online merchandise
- Supply-side issues and import management
- Alternative international sourcing options

Panel:

- **Vincent Iacopella**, *EVP Growth & Strategy, Alba Wheels Up*
- **Sebastian Echavarria**, *West Coast Trade Representative, ProColombia*
- **Sherin Hosni**, *Executive Director, Apparel Export Council of Egypt*

Moderator: Ilse Metchek, President, CFA



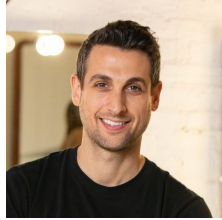
Refreshments sponsored by the **Port of Los Angeles**.

For more information, please contact CFA office:
Stacey Rogers | stacey@calfashion.org



Independent Retail Panel and live Q&A at MAGIC

*A panel discussion and presentation on the key challenges and opportunities
facing retailers in 2022.*



Featuring Dane Cohen, Business Development Mgr, *Management One*

Management One welcomes you for a complimentary cocktail party and panel discussion at MAGIC. Industry experts and independent retailers will share their social commerce experiences to drive their businesses forward.

Come network with retailers and members of the *Management One* team.

Monday, February 14th
5:00PM to 7:00PM
Room N253
Las Vegas Convention Center

Register Today

For more information, please contact:
Nico Cabral | nico@management-one.com
www.management-one.com

California Fashion Association

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