



*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 3, 2022

**MAGIC**

**PROJECT**

**SOURCING**  
at MAGIC

## 2022 Special Events

### MAGIC

**Monday, February 14<sup>th</sup>, 6:00 PM – 7:00 PM**

**Event:** MAGIC Opening Night Party

**Location:** MAGIC, West Hall, Lobby

**Monday, February 14<sup>th</sup>, 11:30 AM – 12:30 PM**

**Seminar:** “Camera-ready: The future of live selling & digital marketing for independent retail”

**Location:** MAGIC, West Hall, Education Stage, Booth #53732

**Speaker:** Ashley Alderson, Founder + CEO, The Boutique Hub

**Monday, February 14<sup>th</sup>, 1:00 PM – 2:00 PM**

**Seminar:** “What Will it Take to Win at Retail in 2022?”

**Location:** MAGIC, West Hall, Education Stage, Booth #53737

**Speaker:** Dane Cohen, Business Development Manager, **Management One**

### SOURCING

**Sunday, February 13<sup>th</sup>, 3:30 PM – 6:00 PM**

**Event:** SOURCING at MAGIC SPECIAL OPENING NIGHT PARTY – The SOURCING Bowl

**Location:** SOURCING at MAGIC, Central Hall, Education Stage

**Monday, February 14<sup>th</sup>, 12:00 PM – 1:00 PM**

**Seminar:** “The Politics of Trade”

**Location:** SOURCING at MAGIC, Central Hall, The SOURCE Live Stage

**Speaker:** Rick Helfenbein, Former Chairman, American Apparel & Footwear Association

**Monday, February 14<sup>th</sup>, 2:00 PM – 3:00 PM**

**CFA Seminar:** “Creativity Is Not Enough”

**Location:** SOURCING at MAGIC Education Stage: Booth #61726

**Speakers:** (*Moderator: Ilse Metchek*)

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

**Monday, February 14<sup>th</sup>, 4:00 PM – 5:00 PM**

**CFA Seminar: “International Ecommerce & Alternative Sourcing Options”**

**Location:** SOURCING at MAGIC Education Stage: Booth #61726

**Speakers:** (*Moderator: Ilse Metchek*)

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

**Tuesday, February 15<sup>th</sup>, 1:00 PM – 3:00 PM**

**Seminar: “The Long-Awaited Nearshoring Return”**

**Location:** SOURCING at MAGIC, Central Hall, The SOURCE Live Stage

**Speakers:**

- Edward Hertzman, Sourcing Journal
- Mike Toderro, Managing Director, AAPN
- Sebastian Echavarria, Textiles and Apparel Sourcing, ProColombia

**Explore The Show**

For more information, please contact:

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