

designedge uncovers the opportunity

The inaugural Designedge trade exhibition held in Perth, Western Australia during September 2003 was a multifaceted event uncovering a mecca of textiles, clothing footwear and leather under one roof.

International buyers from places afar such as, Shanghai, Luxembourg, Indonesia, Singapore, Ireland, Holland and the United Kingdom as well as buyers from the east coast arrived at Designedge to take the opportunity to uncover the "fresh talent" that Western Australia has to offer.

Many business relationships have emerged from the presence of these buyers. Besides the many positive aspects, such as orders being placed, supply relationships between Australia, Europe and Asia have been dramatically increased.

Carol Hanlon, creator of the Designedge project said "Due to the inaugural Designedge project there has been a strong link now established for students and small businesses to travel to Shanghai for work experience and gain an insight into the massive global manufacturing world of China and form possible joint venture and design opportunities".

Dutch Investor, Ido Bakker who attended Designedge said, "I have met some rather interesting people and have identified some potential business opportunities during Designedge. I believe I have good reason to believe that an investment from my side is now imminent".

The successful three day event included over fourteen informative business seminars, glamorous fashion parades, a lunch with four of Western Australian's top designers presenting, a breakfast with guest speakers from the eastern states, Sharon Rae from Fashion Forecast Services and Lola Phillips from Longina Phillips Designs and a highly demanded, unique business matching service which will continue as an ongoing networking opportunity for TCFL business across Australia.

The exhibition had an excess of over one thousand, industry related delegates attending to view the ninety seven exhibitors that the event had to offer.

After the overwhelming support from exhibitors, delegates and international buyers it is believed Designedge will now become an annual event on the Australian Fashion Calendar. Designedge would not have been able to occur without the support of its valued sponsors, The TCF Resource Centre of WA, Belmont Business Enterprise Centre Inc. and the federal Department of Industry, Tourism and Resources under the TCF Market Development Program in association with Perth Fashion Festival and Gloss Media.

For more details on Designedge contact

TCF WA Media Contact: Carol Hanlon

Phone: 61 8 9479 3777

Mobile: 0417 963 231

Email: info@tcfwa.com