



For Immediate Release
Tuesday, February 9, 2010

Contact: Scott Elmore
(703) 797-9056 Office
selmore@apparelandfootwear.org

AAFA Announces Upcoming International Sourcing Conference

What a Difference a Year Makes

Arlington, VA – The American Apparel & Footwear Association (AAFA) today announced the location, dates, and preliminary agenda for its eighth annual International Sourcing, Customs, and Logistics Integration Conference. This year’s must-attend event will be held May 5 – 7, 2010 in Miami, Florida.

“For the last seven years, AAFA has used this International Sourcing Conference to help U.S. apparel and footwear companies navigate often complicated sourcing strategies,” said AAFA President and CEO Kevin M. Burke. “This past year was difficult for our industry. That is why we have built this year’s theme on refocusing our efforts and moving forward as quickly as we can. We are thrilled that this year’s program is shaping up to be our best yet.”

The 2010 AAFA International Sourcing, Customs, and Logistics Integration Conference will highlight key and emerging issues currently facing U.S. apparel and footwear brands and their suppliers. Industry experts will share the critical knowledge necessary to move the industry forward after a tough 2009. Key agenda items and themes include: trade and sourcing alternatives, sustainability, product safety, customs, social compliance, and global logistics. Along with in-depth discussions, attendees will also tour the new UPS \$30 million hub for Latin America at the Miami Airport and its supply chain distribution center.

The conference keynote address will be delivered by Rick Darling, President, The Li & Fung Group. During his remarks, Darling will highlight China’s economic growth and emergence as a global leader in international trade.

Special remarks will also be presented by Walker Morris on behalf of the Clinton Global Initiative/United Nations Office of Special Envoy. Morris will discuss many of the opportunities and challenges for economic development in Haiti.

“AAFA’s Annual International Sourcing, Customs, and Logistics Integration Conference is one of the industry’s best forums to problem-solve the mechanics behind the international movement of product,” said AAFA Board of Directors Member Rick Helfenbein, President of TellaS, Ltd., the USA division of Luen Thai. “The agenda always highlights an expert from every step of our industry’s expansive supply chain. 2010 is no exception.”

To date, apparel and footwear companies and suppliers represented by speakers or panelists include Anvil Knitwear, Bureau Veritas, Columbia Sportswear Company, Hanesbrands, Inc.,

Intertek, Luen Thai, Maersk Line, Phillips-Van Heusen Corporation, Port Import Export Reporting Service (PIERS), Sandler & Travis Trade Advisory, TradeCard, Inc., VF Corporation, Wings Logistics and Worldwide Responsible Accredited Production (WRAP).

Additional industry experts representing global brands will be announced in the coming weeks.

Sponsors of the 2010 AAFA International Sourcing, Customs, and Logistics Conference include Bureau Veritas, Intertek, Maersk Line, NYK Logistics, SAP and TradeCard, Inc.

While some speakers and sessions may opt to go “off the record,” the event is open to press. For complimentary media registration, please contact AAFA’s [Scott Elmore](#) at (703) 797-9056. To inquire about industry registration or for more information, please contact AAFA’s Vice President of Industry Relations [Mary Howell](#) at (703) 797-9045.

###

The American Apparel & Footwear Association (AAFA) is the national trade association representing apparel, footwear and other sewn products companies, and their suppliers, which compete in the global market. AAFA's mission is to promote and enhance its members' competitiveness, productivity and profitability in the global market by minimizing regulatory, commercial, political, and trade restraints.