

Organizers:



Macao Trade and Investment Promotion Institute
Macao Productivity and Technology Transfer Center

Date : 2011 /10 /20-23

Location :The Venetian Macao-Resort-Hotel

The event will be held at the 16th Macao International Trade & Investment Fair

Advisory Units:

International Apparel Federation
Garment Article Industry

Asia Apparel Federation

China National Garment Association

Chian Fashion Association
Association

Supporting Organizations:

Guangdong Association of Garment And

Taiwan Textile Federation

Dalian Association of Clothing Industry

Hong kong Fashion Designers

Objective

1) Through the “16th Macao International Trade & Investment Fair (MIF)”, CPTTM wishes to promote the development of fashion design and garment industry of Macao. By participating in MIF, fashion design and garment industry practitioners can strengthen their liaison with industry people from other countries or areas, especially to learn and share experience with those from Asia. This is also an opportunity for locals to gain a better understanding on recent garment industry technologies and development directions as well as learn about the latest trends in fashion design. These exchanges help to enhance their professional knowledge and creativity. At the same time, attending a professionally organized trade fair helps to promote bilateral trade and investment as well as collaborative service projects between Macao garment industry and those from mainland or overseas. Being part of MIF can help to take Macao fashion designs to enter the Asian market and eventually the world.

2) Besides exhibiting products, MIF organizer also arranges business matching meetings for exhibitors who wish to do business with potential overseas customers. During these meetings, Macao garment industry people meet and discuss with overseas fashion labels or franchises, working together to create business opportunities for each other. MIF is an ideal venue to promote business collaboration between Macao and overseas garment industry people.

3) Through a series of activities, besides allowing Macao fashion designers to gain better understanding of garment industry trends and technologies, it also aims to entice young people to join Macao’s fashion design industry, helping to develop a new generation of talents for the creative cultural industry of Macao.

Events

□) Fashion Show

- Catwalk show of Macao designer labels, demonstrating the prowess and talent of Macao fashion designers
- Fashion shows of well known international and mainland designer labels, showcasing their latest collections
- CPTTM Diploma in Fashion Design and Manufacturing Program Graduation Show, exhibiting the brilliant designs of a new generation of graduates trained under the CPTTM fashion design program

□) Fashion Area

A number of trendy and stylish Fashion Areas is created to publicize the most recent works of Macao fashion design labels and the latest fashion trends
Showcase the outstanding designs of CPTTM Diploma in Fashion Design and Manufacturing Program graduates

□) Garment Industry Business Matching

Business matching meetings will be arranged for people who are interested in meeting new overseas business partners, helping to create more collaboration and business opportunities for people attending MIF.

Macao Fashion Festival 2011

Tentative Programme

Item

Programmes

20/10/2011(THU)

16:30-17:30

Opening Ceremony / Macao Designers' Fashion Parade

21/10/2011(FRI)

14:00-14:30

Gala Fashion

22/10/2011(SAT)

14:00-14:30

Junior Wear Fashion Show

16:30-17:30 Gala Chic

23/10/2011(SUN)

11:00-11:30 Macao Brand Show

14:30-15:30 CPTTM Diploma in Fashion Design & Manufacture Graduation Show 2011

20-23/10/2011(THU-SUN)

10:00-17:00 Garment Trade Business Matching (By Arrangement)

[more about Macao Fashion Festival 2010](#)