

EXHIBITOR
PROSPECTUS

GLOBAL SOURCING EXPO SYDNEY

17 - 19 JUNE 2025

INTERNATIONAL CONVENTION CENTRE
SYDNEY AUSTRALIA

Australia's ultimate global sourcing destination

APPAREL | TEXTILES | HOMEWARES | FOOTWEAR

CO-LOCATED EVENT



CHINA
CLOTHING
TEXTILE
ACCESSORIES
EXPO

globalsourcingexpo.com.au



GLOBAL SOURCING EXPO

"The Global Sourcing Expo Sydney served as a very good platform for us to interact with numerous new and emerging brands. The well-structured event and a wide variety of exhibitors offered valuable insights into the global fashion landscape. We appreciated this opportunity and look forward to seeing an even broader spectrum of visitors in the future."

Global Sourcing Expo Australia celebrated its second biannual edition in 2024 with the Sydney edition experiencing remarkable growth. Visitor numbers surged by over 45%, highlighting the immense potential and appeal of Sydney, as well as Melbourne, for a dedicated global sourcing trade show.

Global Sourcing Sydney and Global Sourcing Melbourne provide a dedicated platform to connect global manufacturers, producers, service providers and fashion labels with trade buyers and industry professionals from Australia and New Zealand.

As the first truly global wholesale sourcing show of its type in Australia, and now with two editions of the expo each year, in both Sydney and Melbourne, there is more opportunity than ever before to connect with your target buyers in Australia and New Zealand.

The Sydney 2024 event attracted over 5,000 major decision makers, trade buyers and agents, leading manufacturers and brands as well as major retail groups and wholesalers from the fashion, textiles, apparel, accessories and footwear sectors.

Along with comprehensive advertising, strategic partnerships with industry, and direct mailers to target buyers, there will be a strong public relations and content-driven digital strategy incorporating social media and influencer marketing, advertising and pay-per-click to achieve maximum coverage and audience engagement.

When buyers knew we were joining the Sydney expo they connected with us before the show. We have a good profile in Melbourne from exhibiting...and now we want to explore the Sydney market.



CO-LOCATED EVENT



SHOW PARTNERS



GIFTGUIDE

KEY SHOW DETAILS

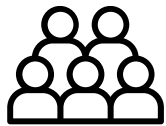
GLOBAL SOURCING EXPO SYDNEY

17 June 2025 | 10am - 5pm
 18 June 2025 | 10am - 5pm
 19 June 2025 | 10am - 4pm

International Convention Centre, Sydney

Total Gross SQM: 11,305

Co-located event



5,000+ EXPECTED VISITORS
400+ EXPECTED EXHIBITORS FROM 15+ COUNTRIES & REGIONS

- IMPORTER
- MANUFACTURER
- DISTRIBUTOR/ WHOLESALE
- DESIGNER
- ONLINE RETAIL
- INDEPENDENT RETAIL
- RETAIL CHAINS
- DEPARTMENT STORES
- STARTUP/NEW BUSINESS

PRODUCT CATEGORIES



SHOW PROGRAM



FUTURES provides insight into global trends, and includes both seminar content and curation.

A dynamic sponsored area on the show floor where exhibitors can launch new products, demonstrate artisanal skills, new manufacturing techniques or designs, or share information that will capture the imagination of attendees. With a limited number of spots available, the Showstopper hub provides an additional avenue to generate excitement and capture the interest of buyers and attending media. Further information available upon request. Fees apply.



Underpinning the success of each show is our highly anticipated Global Sourcing Seminars program that equips exhibitors and buyers with the latest global insights and knowledge across fashion and design trends, sustainability, sourcing, and supply chain – all delivered by experts in their field.



The Trends Hub highlights latest and emerging trends, giving attendees a glimpse into what's new and what's next. From fashion and home decor to textiles and sustainability, the Trends Hub showcases a wide range of products, techniques and ideas that will shape our future.

SHOWSTOPPER

VISITOR PROFILE



TOP 8 ATTENDEE POSITIONS

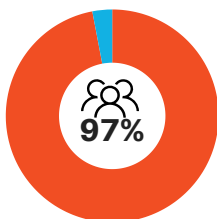
- Director
- Owner/Founder
- CEO
- Manager
- Buyer
- Designer
- Sales Manager
- Creative Director

VISITOR SNAPSHOT

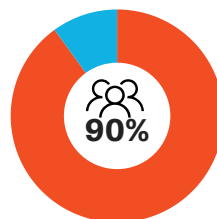


*Sample list of trade visitors to previous shows

KEY VISITOR STATISTICS



% OF VISITORS HAVE FINAL DECISION MAKING AUTHORITY OR ARE ABLE TO MAKE RECOMMENDATIONS



% OF VISITORS CONNECTED WITH NEW MANUFACTURERS OR SUPPLIERS AT THE EXPO

“Attending the Expo offers networking, exposure to international manufacturers, and the latest trends in the fashion industry, enhancing business opportunities and industry insights.”

“Excellent opportunity to meet with multiple companies and compare quality of products.”

“Just opened up doors that would take so much more time had these interactions with manufacturers happened online.”

EXHIBITOR PROFILE



- “The Global Sourcing Expo Sydney was a fantastic experience. The onboarding process was smooth and seamless. The show provided an opportunity to meet and interact with many different people. It was our first time exhibiting in Australia and it was a great experience. We look forward to participating in future events.”
- “I was so excited to attend the Global Sourcing Expo in 2024 in Sydney and ready to exhibit at Global Sourcing Expo 2024 in Melbourne. We met some good buyers in Sydney.”
- “Could not believe how many buyers dropped by our stand. Well done to the team. We are happy.”

KEY TRADE ORGANISATIONS



PARTICIPATING COUNTRIES & REGIONS



INDIA



AUSTRALIA



BANGLADESH



HONG KONG



PAKISTAN



INDONESIA



VIETNAM



TAIWAN



JAPAN



SINGAPORE



SOUTH KOREA



SOUTH AFRICA



THAILAND



IRAN

EXHIBITOR STAND PACKAGES

Exhibitors can select from standard shell scheme booth packages of 3m x 3m, 3m x 4m, 3m x 6m or multiples thereof. Standard shell scheme packages include standard furniture and display options of rails or shelves. The standard booth presentation for a 9 sqm stand is shown below. There are four shell scheme options. Exhibitors are able to order additional items from the stand contractor for an additional fee.

SOURCING Shell Scheme A (Shelves)



- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing

- Furniture**
- 1 x round table
 - 2 x chairs
 - 1 x lockable cupboard
 - 1 x waste bin
 - 4 metres of in-built shelves per 9 sqm

SOURCING Shell Scheme B (Rails)



- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing

- Furniture**
- 1 x round table
 - 2 x chairs
 - 1 x lockable cupboard
 - 1 x waste bin
 - 2 metres of in-built rails per 9 sqm

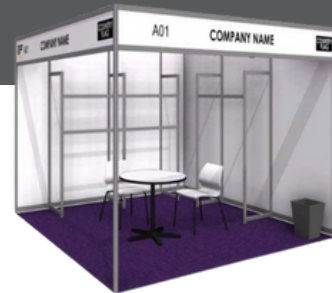
FOOTWEAR Shell Scheme A (Shelves)



- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing
- 9 metres of in-built shelves per 9 sqm

- Furniture**
- 1 x round table
 - 2 x chairs
 - 1 x waste bin

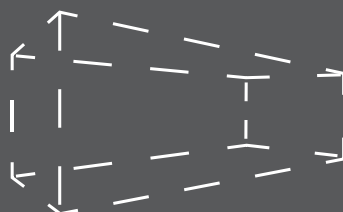
FOOTWEAR Shell Scheme B (Rails)



- Power
- Lighting: 2 lights per 9 sqm
- Directory Listing
- 4 metres of in-built rails per 9 sqm

- Furniture**
- 1 x round table
 - 2 x chairs
 - 1 x waste bin

FLOORSPACE ONLY
Minimum 9m²



SPACE IS LIMITED - BOOK NOW

GLOBAL SOURCING EXPO SYDNEY

**17 – 19 JUNE 2025
INTERNATIONAL
CONVENTION CENTRE
SYDNEY AUSTRALIA**

GLOBAL SOURCING EXPO MELBOURNE

**18 - 20 NOVEMBER 2025
MELBOURNE CONVENTION
& EXHIBITION CENTRE
AUSTRALIA**



EXHIBITION ENQUIRIES

Julie Holt
Exhibition Director
T: +61 (0) 3 9596 9205
Mobile/Whatsapp: +61 (0) 449 148 886
E: julie@iecgroup.com.au
E: sourcingsales@iecgroup.com.au

iec International Exhibition
& Conference Group
International Exhibition & Conference
Group on behalf of
International Expo Group Pty Ltd
197 Bay Street Brighton VIC 3186
Australia