

EXHIBITOR  
PROSPECTUS

# GLOBAL SOURCING EXPO MELBOURNE

18 – 20 NOVEMBER 2025

MELBOURNE CONVENTION & EXHIBITION CENTRE  
MELBOURNE AUSTRALIA

Australia's ultimate global sourcing destination

APPAREL

ACCESSORIES

TEXTILES

HOME FURNISHINGS

FOOTWEAR

CO-LOCATED EVENT



CHINA  
CLOTHING  
TEXTILE  
ACCESSORIES  
EXPO

[globalsourcingexpo.com.au](https://globalsourcingexpo.com.au)



# GLOBAL SOURCING EXPO

*“The event was exceptionally well-organized, and the support from the team was outstanding. From the smooth setup to the seamless logistics throughout, everything was handled professionally, allowing us to focus on showcasing our products. The venue was excellent, and the foot traffic was great, leading to valuable interactions and exposure.”*

*“The Expo has been a great opportunity for companies to showcase solutions to industry – it’s been great to talk to so many brands and retailers over the past few days and how we can work with them.”*

Global Sourcing Expo is Australia’s established dedicated global sourcing trade show that is held twice a year in both Sydney and Melbourne. Each edition of the event features global manufacturers and suppliers showcasing apparel and textiles to a highly targeted trade buying and professional industry audience. The expo is supported by a content-rich seminar program delivered by experts in their field and addressing contemporary topics related to global trade, sustainability, fashion and design trends, market opportunities and best practice.

With a global reputation for excellence the expo is the first truly global wholesale sourcing show of its type in Australia with origins dating back to 2010 (through the flagship Melbourne edition) and earlier with the co-located China Clothing Textiles Accessories Expo. The Sydney edition of the expo was introduced as a biannual event in 2023 and both Sydney and Melbourne editions are now held each year.

Global Sourcing Expo is the only event in Australia that provides you with direct access to manufacturers, importers, major retailers, wholesalers, retail chain stores, ecommerce retailers, institutional and government procurement, designers, fashion agents, and others, all under one roof, and this provides a compelling reason to exhibit, and make your mark in the Australian market.

While there is a common remit of product categories in the both the Sydney and Melbourne shows, there are differences between the two events including a differentiated buying audience across the two cities, due to geography and seasonality, and fresh seminar content and features across the two Shows.

Global Sourcing Melbourne is the larger of the two Shows and features a broad global participation including substantial pavilions from many major trading partners. Coupled with a strong and diverse participation of independent companies, many of whom exhibit regularly, the event is a fixture on the apparel and sourcing calendar, not only in Australia but throughout the region.

## 2024 SHOW HIGHLIGHTS



CO-LOCATED EVENT



SHOW PARTNERS



Enquiries: [sourcingsales@iecgroupp.com.au](mailto:sourcingsales@iecgroupp.com.au) • T:+61 (0) 3 9596 9205 • [globalsourcingexpo.com.au](http://globalsourcingexpo.com.au)

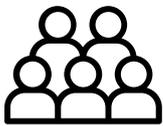
# KEY SHOW DETAILS

## GLOBAL SOURCING EXPO MELBOURNE

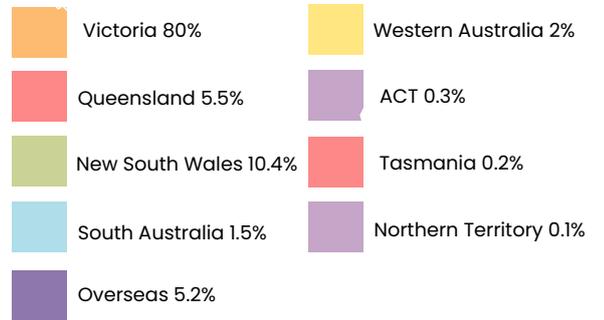
18 November 2025 | 10am - 5pm  
 19 November 2025 | 10am - 5pm  
 20 November 2025 | 10am - 4pm

**Melbourne Convention & Exhibition Centre**  
 Total Gross SQM: 16,500

Co-located event



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



# 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



Enquiries: [sourcingsales@iecgroupp.com.au](mailto:sourcingsales@iecgroupp.com.au) • T: +61 (0) 3 9596 9205 • [globalsourcingexpo.com.au](http://globalsourcingexpo.com.au)

# VISITOR PROFILE

GLOBAL SOURCING EXPO MELBOURNE



## TOP 8 ATTENDEE POSITIONS

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

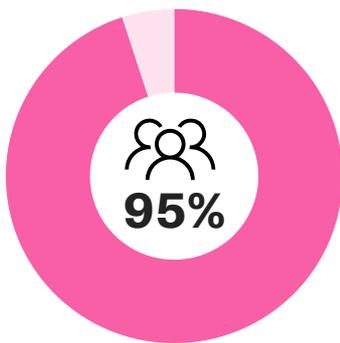
GLOBAL SOURCING EXPO SYDNEY

Following the success of the Global Sourcing Expo Sydney 2025, with total visits up by 26% and unique visits up by 22% compared to the previous year, momentum for this event is stronger than ever.

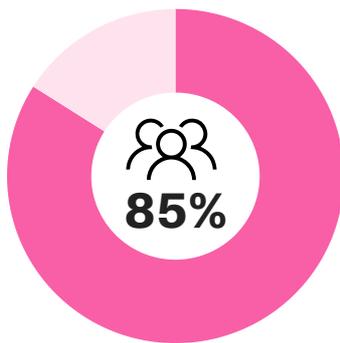
## KEY 2024 VISITOR STATISTICS

### TOP 8 ATTENDEE BUSINESS TYPES

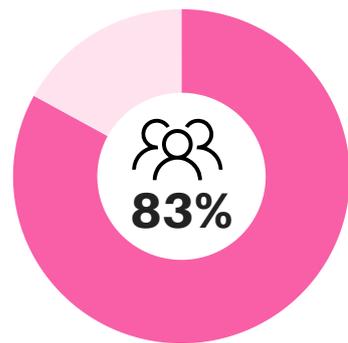
DISTRIBUTOR/WHOLESALER	IMPORTER
DESIGNER	RETAIL CHAIN/DEPARTMENT STORE
STARTUP/NEW BUSINESS	ONLINE RETAIL
MANUFACTURER	INDEPENDENT RETAIL



% of visitors have final decision making authority or are able to make recommendations



% of visitors connected with new manufacturers or suppliers at the Expo



% of visitors attended to discover new manufacturers, products or new sourcing regions

“ The best thing about the Expo was being able to meet suppliers in person and being able to chat to them directly, along with seeing samples and quality of their products.

“ The variety of stalls and the willingness of Exhibitors to engage with visitors helped me make invaluable connections at the Expo. There was also a good range of countries and exhibitors all under one roof.

GLOBAL SOURCING EXPO MELBOURNE

Enquiries: [sourcingsales@iecgroupp.com.au](mailto:sourcingsales@iecgroupp.com.au) • T:+61 (0) 3 9596 9205 • [globalsourcingexpo.com.au](http://globalsourcingexpo.com.au)

..... VISITOR SNAPSHOT .....

**2XU** *adairs* **Accent Group** Aje. **ALLFENIX** ally fashion

BabyBunting  **BARDOT**  blue illusion 

**BOB STEWART** **BY JOHNNY.** **canningvale** CHARLES PARSONS Interiors Est. 1915  
— LOVE YOUR HOME —

 **city chic** **coles** **COTTON:ON**

**COUNTRY ROAD GROUP** COUNTRY ROAD MIMCO POLITIX TRENER Y WITCHERY  **Australian Government**  
Department of Defence **ELK**  **EUROPEAN FOOTWEAR**  
IMPORTERS GROUP

**DAVID JONES** **DECJUBA** **ENA PELLY** **FOREVER NEW**

*gingerlilly* AUSTRALIA   *house of h* **HUXBABY**

**INDUSTRIE™** **JB HI-FI**   **KOOKABURRA**  **LOUIS VUITTON** *LOVISA*

**MYER**  **netball VICTORIA**  **NIKE** **NOBODY DENIM** **OROTON**

 **pacific apparel**  **PETER SHEPPARD**  
FINE FOOTWEAR SINCE 1973 *pilgrim*  **QANTAS** *R.M. Williams*

 **RIPCURL** **SASS** **SCANLAN THEODORE** **seed**  
HERITAGE

**SHEIN**  **SPOTLIGHT** **taking shape** SIZES 12 - 24  **THE NATURAL FLOORING COMPANY**

**THE SCARF COMPANY** **THE TIE** WORKS **THE JUST GROUP**

 *Thomas Lee* **Lee Wrangler** **RIDERS<sup>Lee</sup>** **Universal Store**

**VIKTORIA & WOODS**  **VILLAGE ROADSHOW**  
THEME PARKS  **WEATHERBEETA**  **Westpeak** **yarra trail**  
NEW ZEALAND make life one long weekend

## EXHIBITOR PROFILE



“ The event was exceptionally well-organized, and the support from the team was outstanding. From the smooth setup to the seamless logistics throughout, everything was handled professionally, allowing us to focus on showcasing our products. The venue was excellent, and the foot traffic was great, leading to valuable interactions and exposure. I’m looking forward to participating again in future events!”

## KEY TRADE ORGANISATIONS\*



## PARTICIPATING COUNTRIES & REGIONS\*

INDIA	AUSTRALIA	BANGLADESH	HONG KONG	PAKISTAN
INDONESIA	VIETNAM	TAIWAN	JAPAN	SINGAPORE
SOUTH KOREA	SOUTH AFRICA	THAILAND	NEPAL	FIJI
TÜRKIYE	SRI LANKA	UNITED KINGDOM	CHINA	UNITED STATES

\*Melbourne 2024 participation

Enquiries: [sourcingsales@iecgroupp.com.au](mailto:sourcingsales@iecgroupp.com.au) • T:+61 (0) 3 9596 9205 • [globalsourcingexpo.com.au](http://globalsourcingexpo.com.au)

**SPACE IS STRICTLY LIMITED  
APPLY NOW FOR YOUR EXHIBITION STAND**



# GLOBAL SOURCING EXPO MELBOURNE

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



## **EXHIBITION ENQUIRIES / STAND BOOKINGS**

Julie Holt, Global Business Exhibition Director

 +61 (0) 3 9596 9205

 +61 (0) 449 148 886

 [julie@iecgroupp.com.au](mailto:julie@iecgroupp.com.au)

 [sourcingsales@iecgroupp.com.au](mailto:sourcingsales@iecgroupp.com.au)

**ieg** | International  
Expo Group

International Expo Group Pty Ltd  
197 Bay Street Brighton VIC 3186  
Australia