

EXHIBITOR PROSPECTUS

17 – 19 NOVEMBER 2026

MELBOURNE CONVENTION & EXHIBITION CENTRE
MELBOURNE, AUSTRALIA

APPAREL | ACCESSORIES | TEXTILES | HOME FURNISHINGS | FOOTWEAR

GLOBAL SOURCING EXPO MELBOURNE

AUSTRALIA'S ULTIMATE GLOBAL SOURCING
DESTINATION

CO-LOCATED EVENT



CHINA
CLOTHING
TEXTILE
ACCESSORIES
EXPO

globalsourcingexpo.com.au



GLOBAL SOURCING EXPO MELBOURNE



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 their products and capabilities 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 dynamic Australian market.

While there is a common remit of product categories in 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, as well as fresh seminar content and features across the two Shows, addressing relevant industry topics such as artificial intelligence, sustainability, innovation in sourcing, and the evolving global supply chain.

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



Julie Holt
Global Exhibition and Business Director
Email: julie@ie-group.com.au
Mobile/Whatsapp: +61 449 148 886

CO-LOCATED EVENT



EVENT PARTNER



INDUSTRY PARTNER



INDUSTRY PARTNER



STRATEGIC DIGITAL PARTNER



MEDIA PARTNERS



ONLINE MEDIA PARTNER



KEY TRADE ORGANISATIONS*



*Global Sourcing Expo Melbourne 2025 Participation

SHOW PROFILE

GLOBAL
SOURCING
EXPO
MELBOURNE

6,000+
EXPECTED
VISITORS

20+
COUNTRIES &
REGIONS

900+
EXPECTED
EXHIBITORS

17 November 2026 | 10am - 5pm

18 November 2026 | 10am - 5pm

19 November 2026 | 10am - 4pm

**Melbourne Convention & Exhibition Centre,
Melbourne Australia**

Total Gross SQM: 16,500



MELBOURNE 2025 VISITS



SHOW PROGRAM



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

As the dedicated networking hub of the Global Sourcing Expo, Global Connect offers exhibitors the opportunity to meet face-to-face with retailers, sourcing agents, designers, and distributors. This dynamic yet informal setting is the perfect space to forge new partnerships and explore fresh business opportunities with those driving sourcing decisions



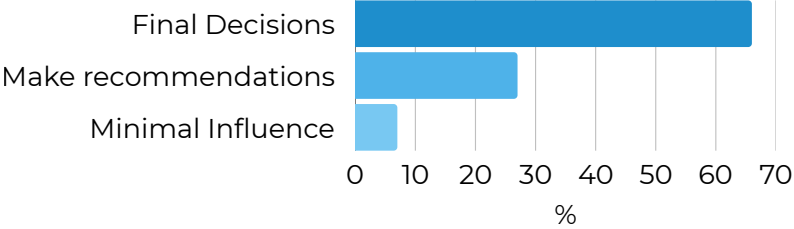
Underpinning the success of each show is our highly anticipated Global Sourcing Seminars program that equips exhibitors and buyers with the latest global insights and knowledge across fashion and design trends, sustainability, sourcing, and supply chain – all delivered by experts in their field.



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.

VISITOR PROFILE

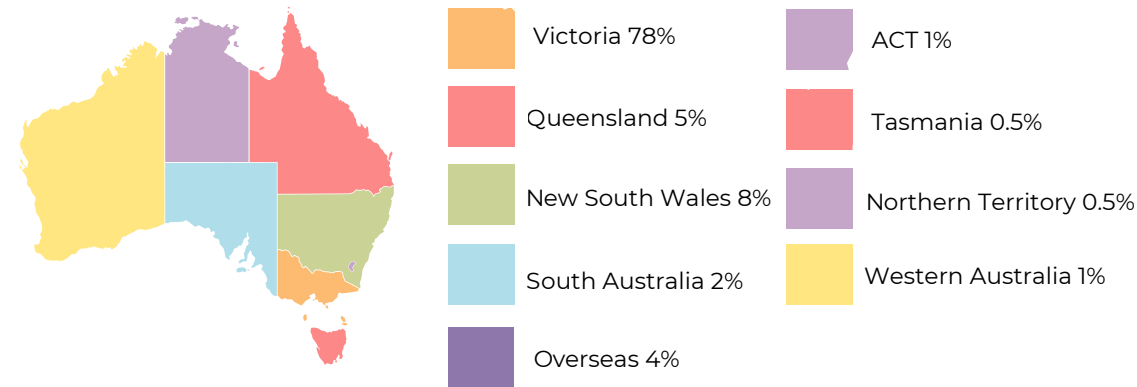
ATTENDEE DECISION MAKING AUTHORITY



84% of surveyed attendees are likely or very likely to recommend the Expo to industry colleagues

85% of surveyed attendees connected with new manufacturers / suppliers at the Expo

ATTENDEE GEOGRAPHIC PROFILE



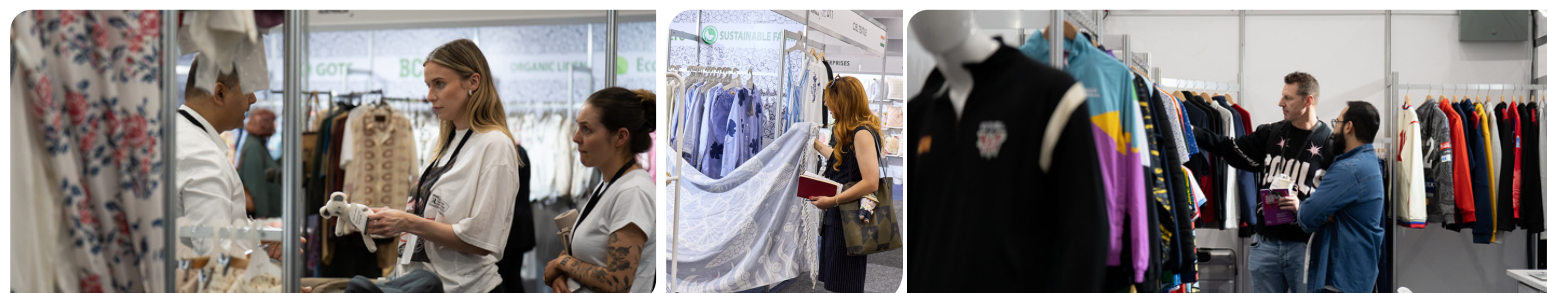
TOP 8 VISITOR POSITIONS*

DIRECTOR	OWNER/FOUNDER
CEO	MANAGER
MANAGING DIRECTOR	DESIGNER
BUYER	CREATIVE DIRECTOR

TOP 8 VISITOR JOB ROLES*

DESIGN & REBRANDING	PRODUCT DEVELOPMENT
SALES	SOLE TRADER
SUPPLY CHAIN / INVENTORY	FACTORY OPERATIONS
QUALITY ASSURANCE	MERCHANDISING

*2025 Melbourne Participation



VISITOR SNAPSHOT*

GLOBAL
SOURCING
EXPO
MELBOURNE



*Sample list of visitors from
Global Sourcing Expo Melbourne 2025

EXHIBITOR PROFILE

GLOBAL SOURCING
EXPO
MELBOURNE

2025 KEY TRADE ORGANISATIONS*

*Melbourne 2025 Participation



PARTICIPATING COUNTRIES & REGIONS*

*Melbourne 2025 Participation

INDIA	PAKISTAN	VIETNAM	AUSTRALIA
CHINA	INDONESIA	TAIWAN	TURKIYE
BANGLADESH	USA	HONG KONG	UNITED KINGDOM
SOUTH AFRICA	CAMBODIA	SOUTH KOREA	NEPAL

EXHIBIT CATEGORIES



"The Global Sourcing Expo Australia is the best in the world. I've been to Magic and major fashion fairs in London and Paris, but they're nothing like this. The organisers, led by Julie and her team, have done a fantastic job, and I will definitely come back next year."

— **Kenny, Hungfat Keme**

"As House of Artti, we had a truly wonderful experience participating as first-time exhibitors. The warmth and appreciation we received for our work, along with the opportunity to meet so many talented and established names—as well as inspiring startup founders—meant a great deal to us. The one-on-one interactions, exchange of ideas, and meaningful conversations were genuinely soul-satisfying. We were also delighted by the number of individuals who approached us with exciting collaboration proposals—possibilities that a platform like the Global Expo uniquely enables. I would especially like to acknowledge the organizer team, particularly Julie Holt and Rajesh Bahl, whose gracious engagement with each exhibitor did not go unnoticed. Their presence and personal involvement made a significant difference to our overall experience. We look forward to the next Expo in Sydney and Melbourne in 2026. Thank you, Global Expo, for providing such an exceptional and inspiring platform."

— **Artti Shitole, House of Artti**



Enquiries: sourcingsales@ie-group.com.au • T: +61 (0) 3 9596 9205 • globalsourcingexpo.com.au

SPACE IS LIMITED
APPLY NOW FOR YOUR EXHIBITION STAND

GLOBAL SOURCING EXPO MELBOURNE

17 - 19 NOVEMBER 2026
**MELBOURNE CONVENTION
& EXHIBITION CENTRE AUSTRALIA**

EXHIBITION ENQUIRIES



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

ieg | International
Expo Group

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