

# Sourcing at **SPRINGFAIR**



**2-6 FEBRUARY 2020**  
**NEC BIRMINGHAM**

# ITE Group plc

ITE Group plc was founded in 1991 and is now one of the world's leading organisers of international exhibitions and conferences. Our strategic vision is to create the world's leading portfolio of content-driven, must-attend events delivering an outstanding experience and ROI for our customers.

We believe that relationships are an essential element of business, and we're proud to be one of the world's leading organisers of international exhibitions, which enables them. We have more than 150 events taking place every year, all around the world, allowing people to meet face-to-face to discuss, develop, inspire and celebrate.

We do things the ITE Way.

**Market-leading:** We focus on market-leading events, so that we have the highest value proposition for exhibitors and visitors.

**Content Driven:** We supply thought-provoking content that attracts high-quality visitors and raises the profile of our events.

**Must-Attend:** We do things to the best of our ability, to ensure our events are the ones that our customers choose to put in their calendars.

**Outstanding Customer Experience:** We have a relentless focus on improving every part of the customer experience.

**Return on Investment:** Our customer success team makes sure exhibitors achieve their event goals.



Mark Shashoua  
Chief Executive

MODA



glee



pure  
LONDON

SPRINGFAIR  
AUTUMNFAIR





# The UK Retail Market

Retailing is a large and vital part of the UK economy, through its contribution to GDP and as the biggest private sector employer.

For the UK consumer, shopping has become a key leisure activity and an important part of people's lives. More than a third of all UK consumer spending goes through stores.

The UK retail market, which for so many years has been viewed as one of the most dynamic, sees a new retail trend that is emerging rapidly, with online retailers and established retailers shifting their channel mix bringing in exciting new technologies and a greater level of innovation and sophistication than ever seen before.

**£402 Billion**

Projected total value of UK retail sales in 2020

**1/3**

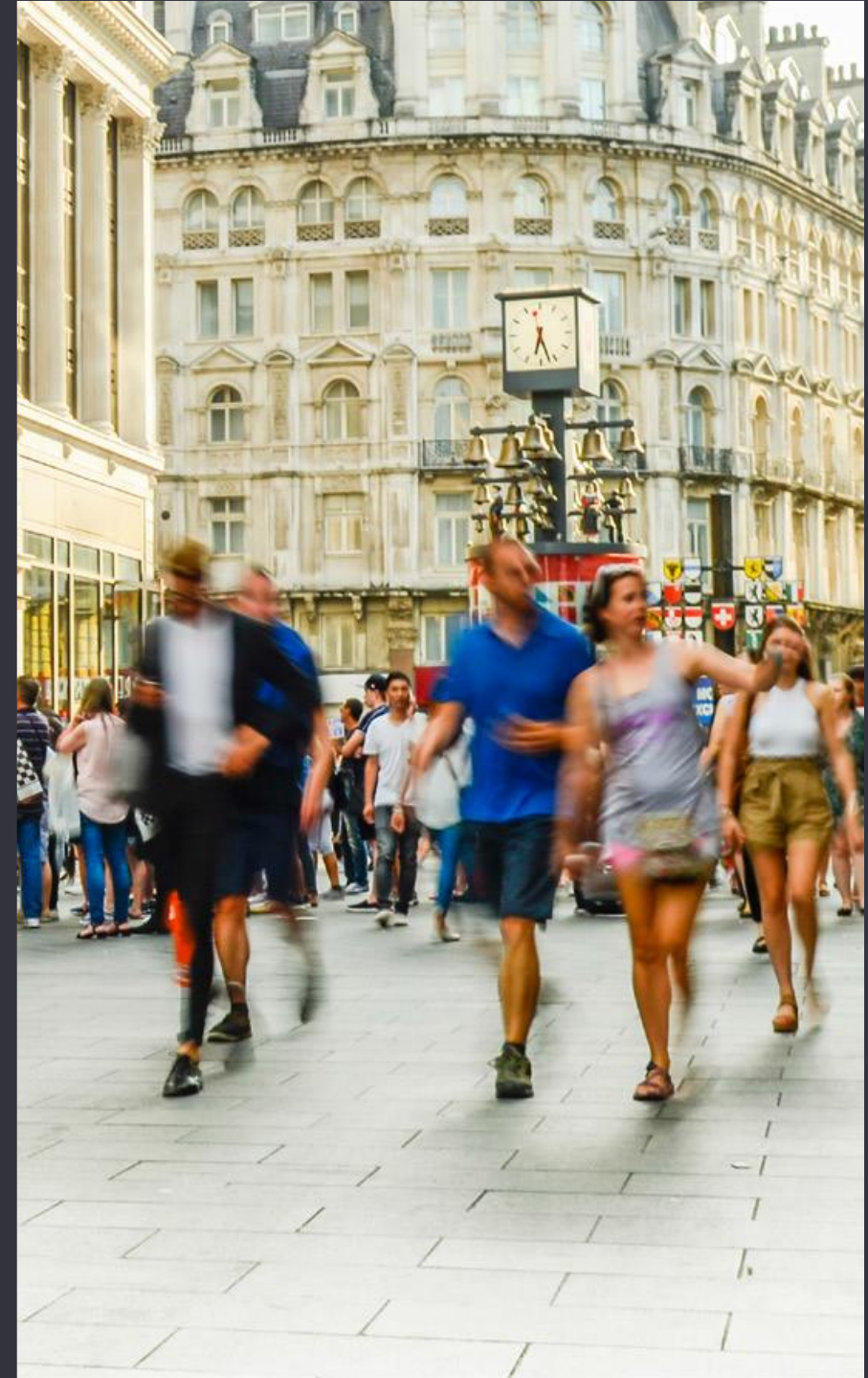
Proportion of consumer spending that goes through retail

**3.1 million**

People employed in UK retail in 2018

**15%**

Average annual growth of online retail sales in 2018





# UK Retail Market Overview

Retailing is a large and vital part of the UK economy, and for the UK consumer, shopping has become a key leisure activity and an important part of people's lives. More than a third of all UK consumer spending goes through shops.

UK retailing is one of the most exciting markets in the world for the way that new ideas are emerging and with it some world-class retailers that are becoming true omni-channel businesses.

1	Total value of UK retail sales in 2018	£378 Billion
2	People employed in UK retail in 2018	3.1 million
3	Proportion of consumer spending that goes through retail	1/3
4	Proportion of retail sales made online in 2018	15%
5	Growth in UK retail sales in 2017	4.3%
6	Total number of VAT-registered retailers in the UK	196,800
7	Total number of retail outlets in the UK	294,280
8	Amount retail generates of total GDP (GVA)	5%
9	Average annual growth of online retail sales in 2017	16%

# Why the UK market?

1

## The economy

UK remains resilient despite uncertainty

2

## Strong growth

One of the fastest growing European economies  
**+2.8%, 2017-2018**

3

## Easy to operate

The UK welcomes business with low business taxes

4

## The UK consumer

Continues to love shopping - harder to please but happy to buy new and interesting products

5

## Open-minded

UK retailers know that they will only attract customers through constant newness. They are prepared to search the world for those new products and new suppliers to keep customers coming back

6

## Booming e-commerce

UK leading the world in e-commerce sales as % of total retail sales. This is boosting demand for new product and opens up enormous market potential

7

## World-class retailing

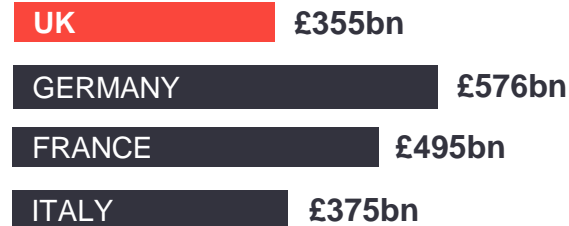
Having learnt how to operate in good and bad times, UK retail is transforming to be ready for the new retail landscape



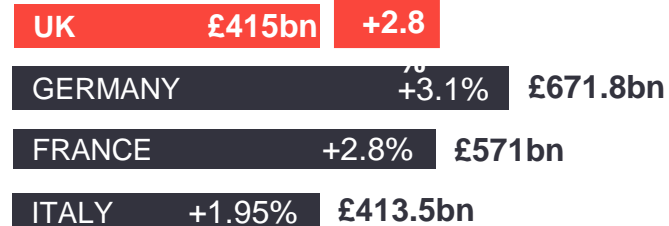
# Why the UK market?

## PROJECTED RETAIL SALES GROWTH 2017-2022

2017



2022



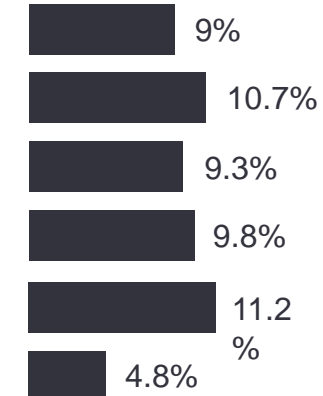
(Planet Retail/RNG). Growth rate in local currency

“Supplier countries, skills in design and production quality, delivered at low-cost, allows UK retailers to focus on the business they know the best: selling to the customer.”

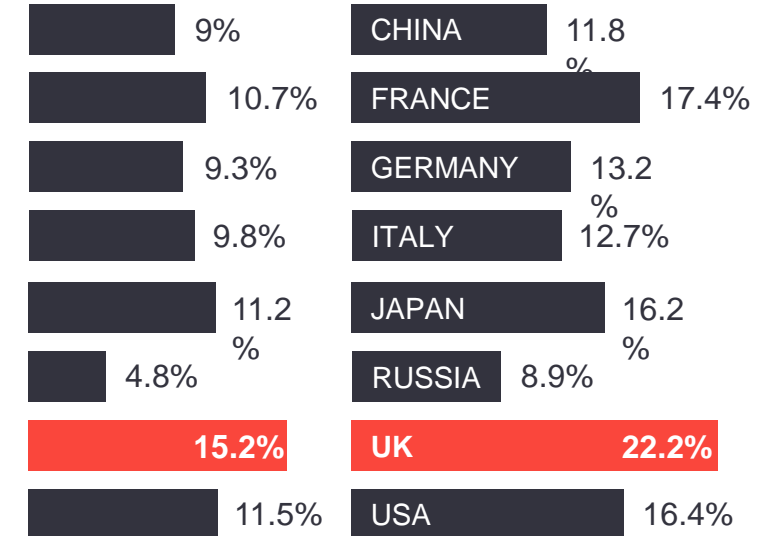
Ekrem Utku  
CEO, World Brands Consulting

## UK LEADS THE WORLD IN e-COMMERCE

2017



2022



Online sales as % of retail. (Planet Retail/RNG)

# The UK & Birmingham

**Birmingham, the UK's "second city", is a major city and metropolitan borough in the West Midlands, England, United Kingdom. It's the second-most populous city in the United Kingdom after London, with an estimated 1.1m inhabitants and is considered the social, cultural, financial and commercial centre of the Midlands.**

Birmingham's economy is now dominated by the service sector. The city is a major international commercial centre, and an important transport, retail, events and conference hub.

Its metropolitan economy is the second largest in the United Kingdom with a Gross Value Added of £28.1bn in 2017 and its six universities make it the largest centre of higher education in the country outside London

## Transport Hub

Partly due to its central location, Birmingham is a major transport hub on the motorway, rail and canal networks.

> Birmingham Airport third busiest airport outside London (following Manchester and Edinburgh), serving 12.4m passengers.

> Birmingham New Street is the busiest railway station in the UK outside of London, both for passenger entries/exits and for passenger interchanges.

## Growing Retail Sector

The sector that saw the largest absolute growth in real terms between 2016 and 2017 was retail trade which saw its GVA increase by £230m, growing 18.5% year-on-year.



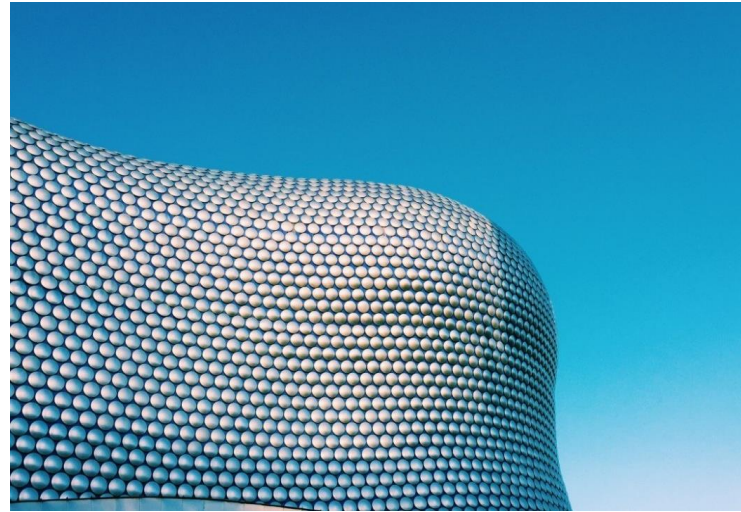


# Birmingham architecture

Library of Birmingham



The Iconic Bullring Shopping Centre



The Exchange

Architectural terracotta  
Grade I listed building



The Old Crown

Oldest extant secular  
building in Birmingham  
– 648 years.



# Birmingham attractions

Cadbury World



National Motorcycle Museum



Shakespeare's Birthplace



Premier League Football at Villa Park



Resorts World Arena



British Motor Museum





# NEC Birmingham





# NEC Birmingham

Since opening its doors in 1976, the NEC has grown significantly in size and reputation to become the UK's number one venue of choice for organisers, exhibitors and visitors. With 19 halls, 34 conference suites and lots of outdoor spaces, the NEC play host to over six million guests and 500 events every year.

Located centrally within the UK, the NEC is accessible by train, plane and car.

> Birmingham International Airport is located within the NEC complex and is a short walk to the NEC entrance, making it an attractive event destination to thousands of international visitors every year.

> Located in the middle of the UK's motorway network, arriving by car is the ideal way to get to the NEC. There's free parking during Spring Fair and Autumn Fair and free shuttle buses from the car park to the show entrance.

> Direct trains to Birmingham International run all day, while those travelling from further afield may need to catch a connecting train at Birmingham New Street, which is only less than a 15-minute journey away.

The NEC complex is a one-stop destination with so much to offer. From bars and restaurants to leisure and sports centres, visitors can also enjoy outlet shopping, a spa break and cinema, while staying in the general area with at least 8 hotels nearby to choose from.



## Key

P1/P2 Piazza entrances  
A1/A2/A3 Atrium entrances

Visitor & Business Centre  
T: +44 (0)121 780 4141

Welcome desk

The NEC woodland

Car Parks

South: S1-S7

East: E1-E5

North: N1-N12

West: West car park

Only in use when directed by NEC Signs/traffic staff

A VIP parking

B Disabled parking

C NEC visitor parking/  
outdoor exhibition area

D West Midlands bus stop

E NEC Express 1

F NEC Express 3

G1 G2 G3 G4 G5 Gates

Taxi rank Private hire taxi pick up / drop off

Car park toilets  
(including accessible toilet)

Airport

Train

Box office & Arena entrance

Shuttle bus to halls

Arena bus stop  
(to East Car Parks)

Pedestrian routes

Pedestrian routes subway

A man and a woman are looking at a large, ornate clock in a modern interior. The man is on the left, wearing a dark checkered shirt and a watch, holding a water bottle. The woman is on the right, wearing a grey cardigan. The background features several large, gold-colored pendant lights and a wall with multiple clock faces. A red banner with the word "SPRINGFAIR" is overlaid on the right side of the image.

SPRINGFAIR



# Spring Fair's story

---

Serving the retail industry since 1950, Spring Fair is the UK's all-encompassing sourcing marketplace - facilitating connections between retailers, exhibitors and marketers.

A moment for the big occasion, The National Exhibition Centre (NEC) and Spring Fair have a long-standing partnership, ever since the venue and its first show were opened by HM Queen Elizabeth II in 1976.

---

Today, Spring Fair encompasses 17 carefully edited show sectors, including the co-located Jewellery & Watch, Spring Fair showcases the best products, launches and inspiration that 2,500 UK and international exhibitors have to offer.

We offer the certainty that scale can provide.





# Spring Fair today

Trading is what we do. But we go so much further than a trade show. Spring Fair is the centre of the UK retail market, facilitating connections between retailers, exhibitors and marketers.

With a new show layout and modernised product sectors to encourage even more opportunities, leads and connections, the UK's largest marketplace for product discovery is open.

TOTAL VISITOR AUDIENCE

50,000+

106

countries from 6 continents

90%

UK, 10% International

SPRING FAIR EXHIBITORS

2,500

36

countries represented

600+

new exhibitors in 2019



# Spring Fair at a glance

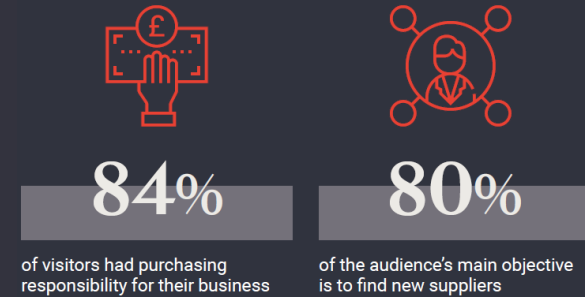
## TOTAL VISITOR AUDIENCE



## TOP 10 VISITOR COUNTRIES (EXCLUDING UK & IRELAND)



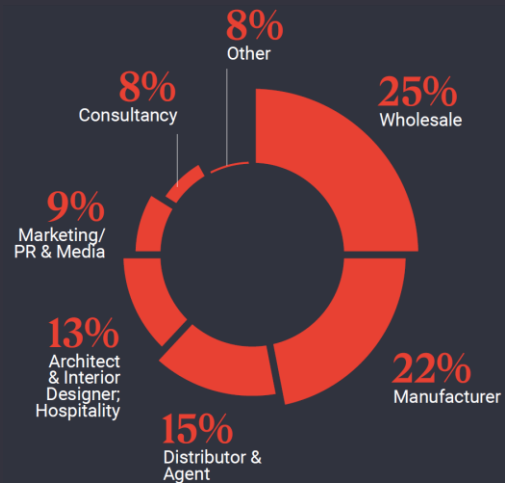
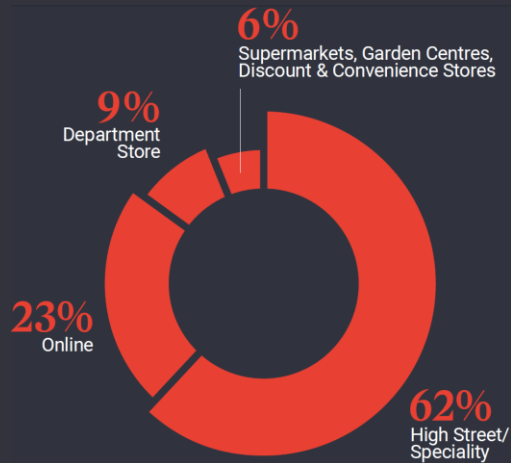
## POWERFUL BUYING AUDIENCE



## GROWING AUDIENCES



# Audience Breakdown



## RETAILERS INCLUDE:





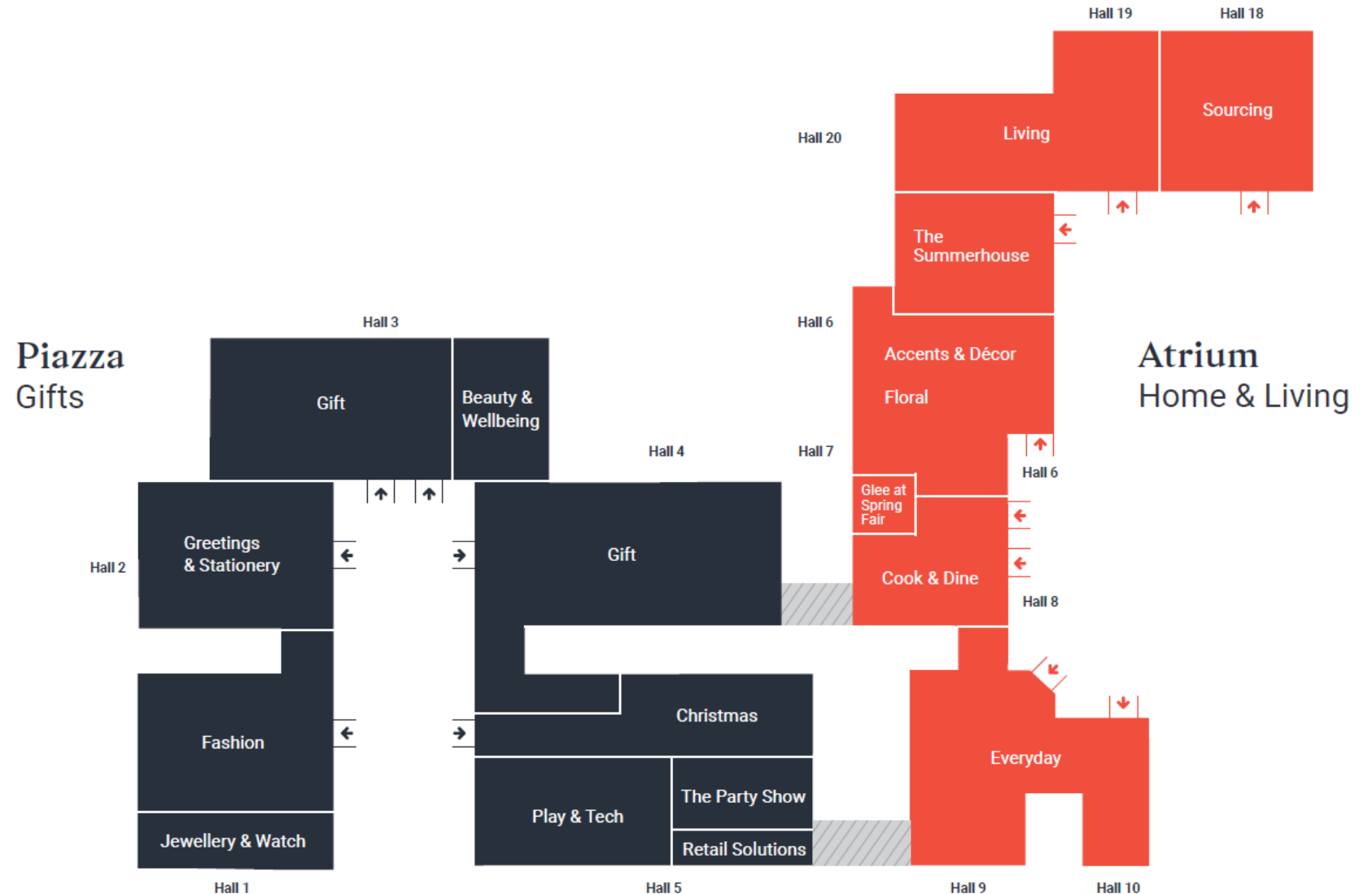
# Spring Fair's new layout

Refreshing the look-and-feel of the show and transforming the way we source, connect and celebrate home and giftware.

We've revamped the entire NEC into two sourcing destinations - Gifts and Home & Living.

Reshuffling all sectors to give them a new home and new look, making it easier for visitors to source complementary products and in turn, generate more new leads for exhibitors.

**Sourcing will have a dedicated entrance in Hall 18 right next to the popular Living halls.**



A row of five Village Candle jars sits on a white shelf. From left to right: a dark jar with a green bamboo-themed label, an orange jar with a label showing oranges and cinnamon sticks, a light yellow jar with a label showing a lit candle, a dark red jar with a label showing a house, and a pale yellow jar with a label showing a candle. Each jar has a silver-colored lid. A large, white, serif 'Gifts' text is centered over the middle jars, with a red rectangular bar behind the letters 'i', 'f', 't', and 's'.

# Gifts

# Gift

The Europe's largest source for gift inspiration.

We've combined all things gift, from contemporary to classic, to create a real hub of product inspiration.

From bestsellers, on-trend designs to personalised and licensed gifts, the art of gift-giving starts here.



**SPRINGFAIR**



# Gift

## 26,300+

visitors registered with a primary interest in Gift products OR said they envisaged spending most of their time in this sector

### TOP VISITORS TO GIFT

asos  
discover fashion online

dobbies  
garden centres

Harrods

MERLIN  
ENTERTAINMENTS

JOHN  
LEWIS  
& PARTNERS

Joy

LIBERTY  
LONDON

NATURAL  
HISTORY  
MUSEUM

OLIVER BONAS

SELFRIDGES&CO

### EXHIBITORS ALREADY CONFIRMED:

Chickidee Homewares

Forever England

Lesser & Pavey

Sass & Belle

Enesco

Gift Republic

Lund London

Something Different

Fallen Fruits

Joe Davies

Richard Lang & Son

Sophie Allport



# Fashion

One stop shop for Fashion.

From clothing pieces that make a statement to accessories, bags and jewellery with head-turning appeal, this is the source for the latest fashion pieces across womenswear, menswear and childrenswear.



**SPRINGFAIR**



# Fashion

**8,600+**

visitors registered with a primary interest in fashion products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO FASHION

Boden



M&S

EST. 1884



MATALAN

next

RIVER ISLAND



## EXHIBITORS ALREADY CONFIRMED:

Ashwood Leather

D&X

Lichfield Leather

Tilley & Grace

Boardman Bros

Dansk Smykkunst

LV Clothing

Brakeburn

Jazzibags/Dils Supply

Powder Designs



# Beauty & Wellbeing

Lavish the senses and relax the mind with products that pamper, groom, spritz and energise. From beauty staples to hair care for her, and grooming and styling kits for him, this is where the most sought-after beauty and wellbeing products shine.



SPRINGFAIR



# Beauty & Wellbeing

**7,600+**

visitors registered with a primary interest in beauty & wellbeing products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO BEAUTY & WELLBEING

ASOS

BEALES  
DEPARTMENT STORES



DEBENHAMS

OLIVER BONAS

next

ocado  
The online supermarket

Sainsbury's

Superdrug

TJX  
EUROPE

## EXHIBITORS ALREADY CONFIRMED:

Baylis & Harding

Cotswold Lavender

Heyland & Whittle

W7 Cosmetics

Bomb Cosmetics

Danielle Exclusive

Julie Dodsworth

Captain Fawcett

Heathcote & Ivory

Scottish Fine Soaps



# Greetings & Stationery

A celebration of pen, paper and partyware.

Keep in touch with the latest paper products.

Make it an occasion to remember and take your pick from the most creative, clever and colourful greeting cards, notes, wrapping papers, stationery and paper decorations.



**SPRINGFAIR**



# Greetings & Stationery

**8,000+**

visitors registered with a  
primary interest in greetings  
& stationery products OR  
said they envisaged  
spending most of their time  
in this sector

## TOP VISITORS TO GREETINGS & STATIONERY



Card Factory

CARDS GALORE

Clintons

DEBENHAMS



Sainsbury's

scribbler



WHSmith

## EXHIBITORS ALREADY CONFIRMED:

Belly Button Designs

Carte Blanche

Eurowrap

Five Dollar Shake

Go Stationery

Ling Design

Rachel Ellen Designs

Simon Elvin Group

The Art File

Woodmansterne

Wrendale Design





# Christmas

Prepare for the season of giving

Seasonal decorations, must-have gifts and showstopping festive trees adorn the dazzling Christmas Gifts & Floral sector. From the smallest baubles to life-size Santa's, this is where to start planning for the most magical time of year.



**SPRINGFAIR**

# Christmas

**3,400+**

visitors registered with a primary interest in Christmas & seasonal products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO CHRISTMAS

ANTHROPOLOGIE

ASDA

BEALES  
DEPARTMENT STORES

Dunelm

Fenwick

Harrods

LAURA  
ASHLEY

Robert Dyas

THE WHITE COMPANY  
LONDON

Wyevale  
garden  
centres

## EXHIBITORS ALREADY CONFIRMED:

Premier Decorations

Festive Productions

Snow Time

Swift Imports

Lows of Dundee





# Play & Tech

Beautiful handcrafted toys, brain-teasing puzzles and must-have high-tech gadgets come together to celebrate the joys of play time. Tap into the hottest toy trends and those elusive Christmas hits.

Toy and children's gifts suppliers showcase their products to to the largest UK gathering of independent retailers, in addition to toy-specific retailers.



**SPRINGFAIR**

# Play & Tech

**4,400+**

visitors registered with a primary interest in children's toys/fashion products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO PLAY & TECH

BEALES  
DEPARTMENT STORES

shop  
Disney

Dunelm

Fenwick GAME

Hamleys

MERLIN  
ENTERTAINMENTS

morleys mothercare

The Works

## EXHIBITORS ALREADY CONFIRMED:

Bertoy-Vekemans BVBA

Bigjigs Toys

Doudou et Compagnie

Elf on the Shelf UK

Great Gizmos

Hornby Hobbies

Keel Toys

Keycraft

Little Bird Told Me

Pyramid International

Skip Hop

The Puppet Company





# The Party Show

The UK's biggest platform for costumes, Halloween items, Christmas favours, party tableware and decorations. Party is truly a sector that offers something for every occasion.



SPRINGFAIR

# The Party Show

**1,600+**

visitors registered with a primary interest in children's toys/fashion products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO PLAY & TECH



## EXHIBITORS ALREADY CONFIRMED:

Absolute Fireworks

Bristol Novelty

Manic Panic UK

Palmer Agencies

Pioneer Europe Limited

Premier Halloween





A modern living room interior with dark green walls. The room features a gold-framed sofa and two matching armchairs. A large white sheepskin rug is on the floor. A large gold-framed clock is on the wall. A gold-framed mirror is on the wall. A gold-framed lamp is on a side table. A gold-framed fan is on the left. A gold-framed rug is on the floor. A gold-framed rug is on the floor. A gold-framed rug is on the floor.

# Home & Living

# Living, Accents & Décor

The latest furniture pieces, on-trend home accessories, stylish textiles and decorative finishing touches come together.

From classic to contemporary, design-oriented to innovative, explore inspired room sets from bellweather UK and international homeware suppliers and see the season's most coveted products in a new light.



SPRINGFAIR



# Living, Accents & Décor

**17,600+**

visitors registered with a  
primary interest in Home  
OR said they envisaged  
spending most of their  
time in this sector

## TOP VISITORS TO ACCENTS & DÉCOR



FISHPOOLS

HAUS  
DIRECT

MEUBLES  
YOUR HOME OF INSPIRATION

morleys

next



## EXHIBITORS ALREADY CONFIRMED:

Art Marketing Ltd

Culinary Concepts

Ian Snow

Nkuku

Authentic Models

Hanlin

Light & Living

Pad Home

Coach House

Hill Interiors

Malini

Weaver Green



# The Summerhouse

A curated collection of design-led and unique giftware, interiors, lighting and lifestyle brands. This is where on-trend, new and exciting products come together from the most original UK and international suppliers to form one of the most sought-after and inspirational sectors.



SPRINGFAIR



# The Summerhouse

1,500

Architects/interior  
designers in attendance

+9%

Year-on-year increase in  
number of visitors from  
the hospitality industry

## TOP VISITORS TO THE SUMMERHOUSE

Arcadia

dfs

Dunelm

HOOPERS  
DEPARTMENT STORES

National  
Trust

Peter Heales

The  
WALT DISNEY  
Company

Wyevale  
garden  
centres

## EXHIBITORS ALREADY CONFIRMED:

Biggie Best

Fil Blanc

Hot Tomato

Pacific Lifestyle

Bronte by Moon

Gallery Direct

Jellycat

Stone the Crows!

Cozy Living

Gisela Graham

Makasi Imports

The Libra Company



Smallest

# Cook & Dine

Culinary ideas that brings everyone to the table.

Discover the latest innovations and original designs across cookware, bakeware, barware and more. Get creative as new cook and dine ideas are served in our most delectable show sector.



**SPRINGFAIR**



# Cook & Dine

**5,500+**

visitors registered with a primary interest in kitchen & dining products OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO COOK & DINE

**ABRAXAS**  
cookshop

**BOSWELL & CO**  
ESTABLISHED IN OXFORD 1738

**Dunelm** **Ferwick**

**JOHN LEWIS**  
A PARTNER

**LAKELAND** **LAURA ASHLEY** **Sainsbury's**

## EXHIBITORS ALREADY CONFIRMED:

Apollo Housewares Ltd

Denby

Kitchen Craft

Portmeirion Group UK

Creative Products Ltd

Grunwerg

Melamaster

The DRH Collection

David Mason (Design)

Horwood Homewares

My Gifts Trade

Tramontina



# Floral

Floral décor for every season. Pick from single-stemmed flowers to garlands, bouquets, artificial trees and palms, it's all in bloom.



SPRINGFAIR

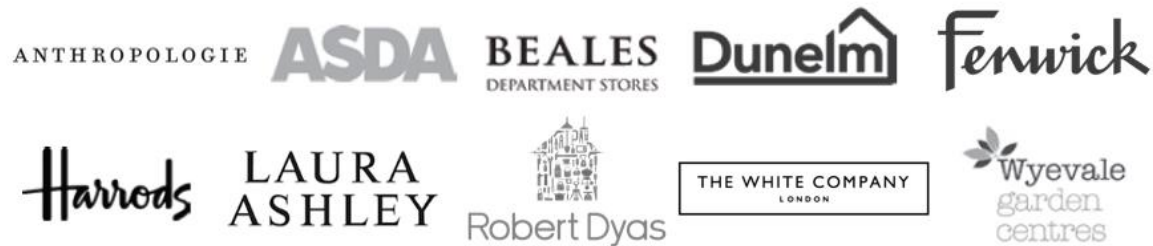


# Floral

**3,600+**

visitors registered with a primary interest in Christmas, seasonal/floral decorations OR said they envisaged spending most of their time in this sector

## TOP VISITORS TO FLORAL



## EXHIBITORS ALREADY CONFIRMED:

CB Imports	Dijk Natural Collections	Floralsilk
Florist Supplies UK	Florelle Import Co	Kaemingk
Lotus Imports Limited	Sincere UK	Tree-Locate



# Sourcing at SPRINGFAIR

**Trend-driven and technology-assisted  
networking destination, Sourcing at  
Spring Fair will be the bridge of  
choice between international  
manufacturing countries and  
European specifiers by 2022.**



# Sourcing



Sourcing at Spring Fair is the new, **trend-driven** destination to meet home décor, contract textile and gift manufactures from **international** fabricating countries.



Sourcing will **inspire** and spark creativity with 24 months trend forecasts by ColorHive. **Sourcing Immersive** in Hall 18 will bring to life colours and textures through thought-provoking installations and talks.



Sourcing makes it easy to specify **high volumes** productions from manufacturing countries within Europe, Asia, Africa and South America.



Sourcing is **co-located with Spring Fair**, the largest home & gift marketplace in the UK.



Over **50,000 retail professional** from the UK and from **100 countries worldwide** already choose Spring Fair to meet with **2,500+ home & gift retail suppliers** every February.

# How Spring Fair works for you

---

**Sourcing is an opportunity to grow your business. To showcase new products and manufacturing techniques to a new and relevant retail market.**

---

## **Access to Suppliers**

- > Be a part of a highly concentrated trade show environment providing access to the UK and European retail market.
- > Have access to over 2,500 Spring Fair suppliers representing the best of the UK and European gift and homeware markets.
- > Meet key selected buyers with procurement /supply chain responsibility.
- > Gain access to selected buyers from large multiples with at least £10m revenue turnover.
- > Key suppliers and buyers will be targeted with a dedicated marketing campaign to promote the value of Sourcing as a must-attend event.

## **Exclusive matchmaking and one-to-one meeting service**

- > Access to an exclusive one-to-one matchmaking service. Pre-selected appointments before the show, these chosen buyers will be relevant to your business.
- > Meet selected international buyers as part of a buyer programme. These buyers will receive tours around Sourcing tailored to their area of interest with multiple meetings in place to meet with relevant exhibitors and associations.
- > Access to Fair Match, Spring Fair's AI-powered matchmaking service available on both desktop and in a mobile app. Use the App to view the list of pre-registered visitors, connect with buyers before the show and schedule meetings for your time onsite.



# Exclusive Matchmaking

---

**Our dedicated buyer team is here for you.**

**Our exclusive one-to-one matchmaking service will pair relevant buyers with each Sourcing exhibitor. Buyers for Sourcing meet strict qualifying criteria, based on purchasing power and annual budget to ensure you are meeting top retailers with a strong interest in sourcing new products from your country.**

---

## **The perfect match for you**

- > Our buyer team hand-picks and reviews every buyer among a retail database of over 200k contacts to ensure that they have purchasing power and main responsibility for sourcing new products from your country.
- > We conduct extensive industry research to find additional qualified buyers.
- > And, if you have a “wish list” of buyers you would like to meet at Spring Fair, we will research it for you and invite them to meet you.

## **Guaranteed ROI**

- > Our buyer team will set up guaranteed appointments for you with qualified buyers.
- > We will host networking sessions that will allow you to meet and greet with 50+ buyers in an informal setting at the show.
- > There will be a dedicated Buyer's Lounge at Spring Fair, where the buyer team will ensure all appointments are running as scheduled.

## **Special concierge service**

- > Our team will help you complete your online profiles and facilitate your meetings using Fair Match, Spring Fair's exclusive AI-powered matchmaking tool.
- > We will follow up with any pending invites to confirm attendance on your behalf.
- > Once qualified buyers confirm their meetings, hosted buyers will have their flights and hotel booked to make sure you meet them at the show.

# Future Trends

Sourcing at Spring Fair will feature a large experiential trend feature that explores the latest developments in colour, fabric, surface design, and innovative applications.

This will be in partnership with our trend partner Colour Hive, who will provide intelligent and creative direction to ensure this design-lead feature is unique, interactive, tactile and inspires the design community.

## Sourcing Theatre

A dedicated seminar stage that addresses the professional educational needs of buyers that manage multiple stores and source internationally.

Hosting retail leaders, buyers, leading consultants, designers, futurists, and trend experts on topics such as product development, supply chain management, sustainability, partnership management, buying strategies sessions, country insight sessions and trends (in particular the transition from Spring Summer 2020 into Autumn/Winter 2021). This stage will update and inspire buyers on new ways of working and how to get the most from their sourcing relationships and processes.

## Immersive Trends Feature

In collaboration with Colour Hive, the official colour and trend partner to Spring and Autumn Fair, to create a highly visual and impactful trend feature and place of discovery for both buyers and visitors.

Giving a unique look at the future trends for AW2021 it will give buyers inspiration and credible insight into how consumer behaviour impacts trends and how colours, surfaces, patterns and textures translate into product development. Design-led and unique, it will be a must attend for everyone at Spring Fair.





# Sourcing Sectors

COOK & DINE



GIFT



LIVING, ACCENTS & DÉCOR



PLAY & TECH



# Sourcing at Spring Fair

## HALL 19

## HALL 20

## HALL 18

## SOURCING

# CONSUMER ELECTRONICS

