

Sourcing

@ Spring Fair

SPRINGFAIR

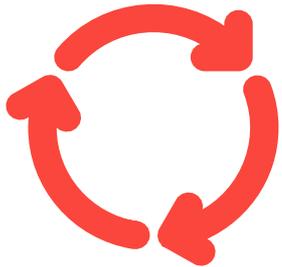
**2-6 FEBRUARY 2020
NEC BIRMINGHAM**

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We have seen a huge increase in Consumers who believe that brands should disclose their **manufacturers** and the **origin** of their raw **materials**

Orsola de Castro
Co-founder, The Fashion
Revolution

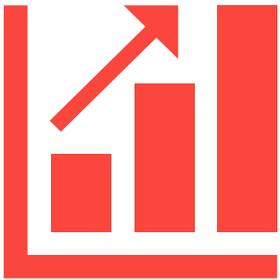




Sustainability is becoming part of a new reality for procurement organisations.

Brand and retailers are taking action on a business-wide basis, ranging from the most obvious (store-waste reduction) to aiming for **carbon-neutral supply chains** & net-zero emissions across the business.

This is **driving demand** for a show that brings together **all elements of the supply chain**.

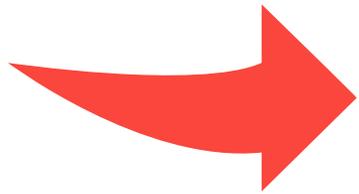


The global retail sourcing and procurement market to grow with a CAGR of 11.9% over the period of 2018 – 2024¹

“Large global retailers are diversifying their supplier sources and turning to emerging markets such as Bangladesh, Vietnam, Cambodia and Ethiopia”
Tim Chiu, CBX Software Senior Vice President, Client Services and leading authority for the Global Sourcing Society

Equally, a desire of keeping and tighter control on production and quality is sparking demand for geographically closer supply chain relationships

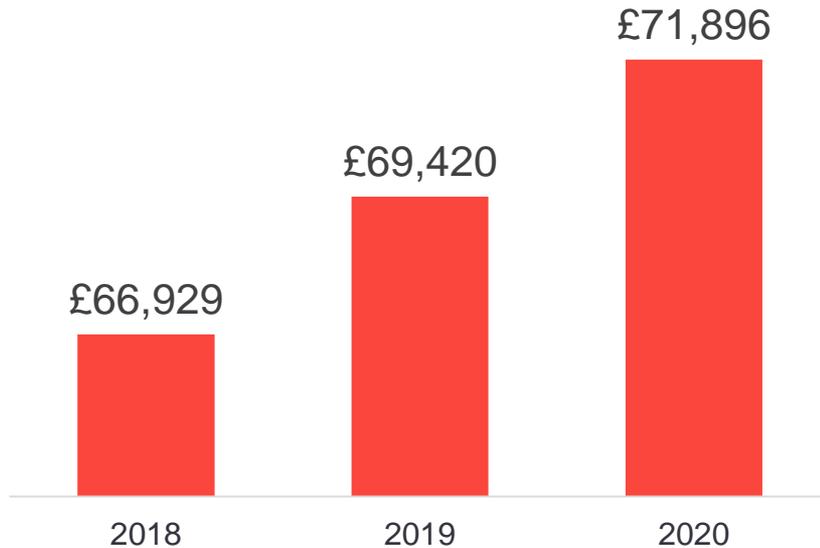
¹The Retail Sourcing and Procurement Market



63%
of EU companies
planning to move
some of their supply
chain out of the UK²

Manufactures and raw materials suppliers alike have a huge opportunity to break into the UK given the size of companies planning to review their supply chain.

UK DIY, FURNITURE & HOMEWARES SPEND (GBP MN)



Source: Planet Retail

294,280

TOTAL NUMBER OF RETAIL OUTLETS IN THE UK 2017

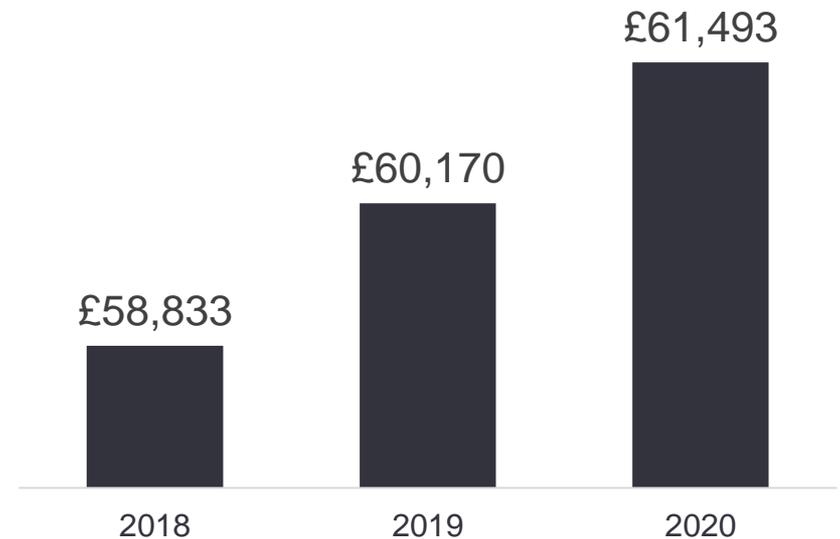
Source: ONS

£1BILLION

VALUE OF UK GIFT MARKET

Source: YouGov survey 2018

UK CLOTHING, FOOTWEAR & ACCESSORIES SPEND



Source: Planet Retail

Sourcing



Sourcing at Spring Fair is the new, **trend-driven** destination to meet home décor, contract textile and gif 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.

Exhibitor profile



Gift & Living **finished products** from low end right through to design-lead products



Artisan based manufacturing/finished products from Tunisia, Turkey, Portugal Ghana and India



Wall Decoration
Window & Interior Decoration



Decorative & Furniture Fabrics



Bedding



Textile Design



Textile Materials, Finishing



Digital Print Technology



Textile Processing



Visitor profile



Sustainability Manager
Technical Manager
Head of Production



Head of Procurement
Head of Sourcing
Sourcing Director



Supply Chain Manager
Head of Supply Chain



Head of Design



Head Buyer / Head Category Buyer



Contracting Market
(Interior designer, Architects, Specifiers, Hoteliers)

A snapshot of the audience

TOTAL AUDIENCE

56,000+

100

countries from 6 continents

91%

UK

TOP 10 VISITOR COUNTRIES (EXCLUDING UK)



RETAILER BREAKDOWN

Independent/Specialty



Online



Department Store



Supermarkets, Discount and Convenience Stores



PURCHASING RESPONSIBILITY

90%

of visitors have influence of purchasing decisions for their business

SOURCE NEW SUPPLIERS

89%

of attendees visit Spring Fair to find new suppliers

ORDER-WRITING

88%

are inspired to place orders as a result of visiting Spring Fair

CRUCIAL TO THEIR BUSINESS

75%

visitors say Spring Fair was crucial to their business

Spring Fair



Spring Fair is the UK's **all-encompassing sourcing marketplace** - facilitating connections between **retailers, exhibitors** and **marketers**.

Every February **50,000+ home & gif** professional **visit** Spring Fair at the **NEC Birmingham** over the course of 5 days.



Spring Fair offers certainty that only **scale** can provide. Encompassing **15** 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.

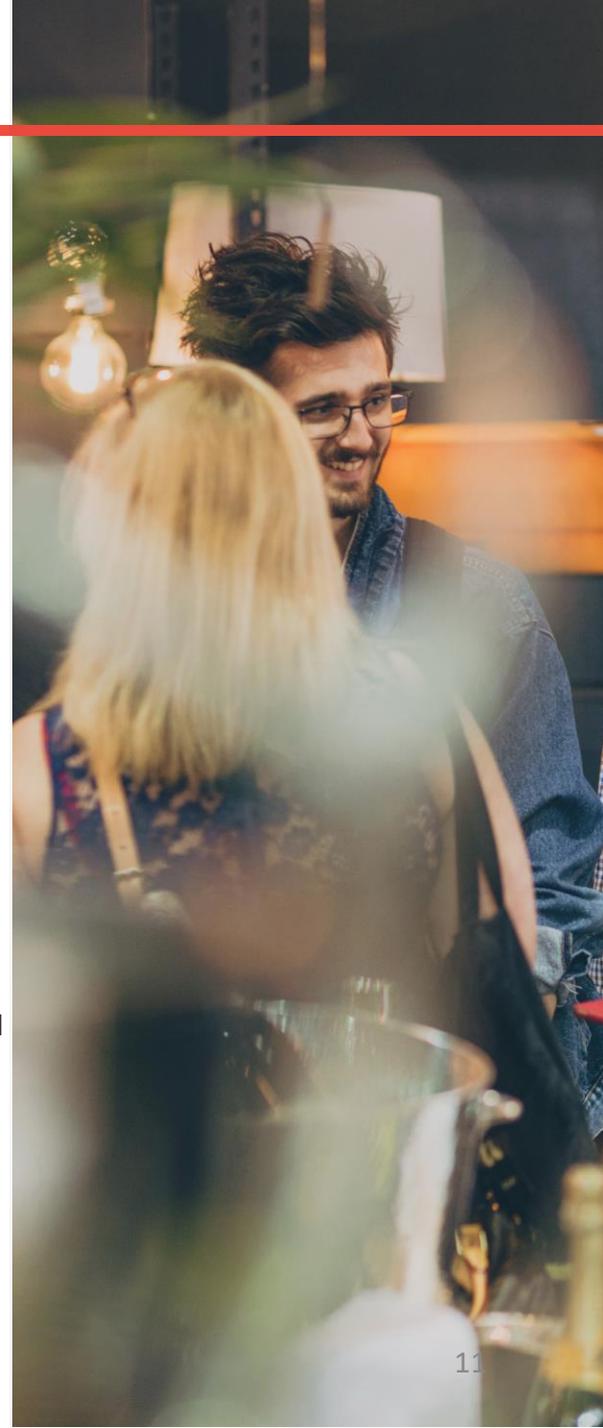


Spring Fair is the only show of this kind to offer an **onsite international airport** and train station, connecting Birmingham with the rest of the UK and the world.

“

We launched 100 new which were very well received and we have had **lots of orders placed**. It's very **well attended** and offers lots of breadth and depth of products for home and gift sectors.

Elaine Anderson, Bluebone





Key Marketing Initiatives



NEW Sourcing Immersive

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 Colourhive, who will provide intelligent and creative direction to ensure this **design-lead** feature is **interactive**, **tactile** and inspires the **design community**.

