

DITP proclaims elegantly holding BIFF&BIL 2016 makes over 1 billion Baht spread out and preparing new product collections of Thai designers to be exhibited in Japan.



DITP - Department of International Trade Promotion proclaimed that the trade value in BIFF&BIL 2016 was spread out for more than 70 million Baht (Expected value in a whole year was not included.) resulted from a success of holding the latest fashion and leather fairs of this year or "BIFF&BIL 2016", together with the number of Thai and foreign visitors on the trade day which was over 28,254.

Mrs. Malee Choklumlerd, Director-General of the Department of International Trade Promotion, Ministry of Commerce revealed the success of holding the BIFF&BIL 2016 fair recently held on March 9 - 13, 2016. "Even though during the world trade slowdown, this fair achieved satisfyingly with the effective preparation starting from changing the event organizing plan, especially for zoning the Small Lot Order Services to serve the demands of buyers at the present time plus advising Thai designers for product presentation to match a product to a need of the target group clearly.

In this year, 28,254 visitors joined this event: 5,735 visitors on the trade day and 22,519 ones on the retail day. In terms of international business owners, top 5 countries in which its business owners joined this fair were Japan, India, Singapore, Malaysia and USA. For business matching, 150 pairs of entrepreneurs took part in business negotiation in which there were more entrepreneurs from countries in ASEAN joining the negotiation because of demands of market expansion and business alliance to get ready for AEC - ASEAN Economic Community.

Trade volume on the trade day valued 49.56 million Baht and valued 20.63 million Baht on the retail day. It is expected that trade volume in one year will be 1,007.81 million Baht since the trade day which was up to 53.6%. As a result in 2015, the total amount of spread out money in the BIFF&BIL 2016 valued 1,077.99 million Baht. Besides, for business promotion, DITP is preparing 7 Thai leading brands' products of Thai designers selected by entrepreneurs and buyers from Japan including Fox Poxel, Munchu's, ISSUE, Q Design&Play, MANI MINA, Leisure Project Store and Housesock Soryo to be first exhibited their new collections at Harajuku, the well-known shopping district of Japan. In addition, DITP will contribute some support to the new generation Thai designers of the 7 brands to participate in a workshop and observe popular places for fashion for 10 days in order to experience the culture, fashion products and trend among the target group of buyers before starting the exhibition.

Moreover, in order to encourage and improve Thai designers' potential, DITP also held exclusive seminars in accompany with Thai and foreign speakers for various topics such as "Analysis of International Market's demands", "Trends and Lifestyle Fashion" and "Creative Branding" which were well-responded by both Thai and foreign entrepreneurs, buyers, designers and other participants. Before the closing ceremony of the event, a competition of "Fashion Designer of the Year" was provided for the first time to award prizes in 5 categories. The awardees were as follows.

1) The winner prize for the Heritage was awarded to Akara Brand, 2) The winner prize for the Urban was awarded to Plinn Brand, 3) The winner prize for the Casual was awarded to La Jewelry Brand, 4) The winner prize for the Source was awarded to KURU Brand and 5) The winner prize for the Best Visual Merchandize of the Year was awarded to Missmyst Brand. Not only were the 5 awardees awarded plates by the DITP, they were also given a privilege to set a booth in "Fashion Retail Fair" in Korea during July 13 - 14, 2016.

BIFF&BIL 2016 is one of the significant events of fashion, textile and leather industries as well as one of the memorable events of Asia in which all the organizing staff are willing to hold it consecutively for the 35th year in March 2017", the Director-General said.

For those who are interested in, please follow the information of Bangkok International Fashion Fair and Bangkok International Leather Fair 2017 (BIFF&BIL 2017) at www.biffandbil.com and www.thaitradefair.com, or contact via the telephone numbers; 0-2507-8367, 0-2507-8369 and 0-2507-8371, or via the e-mails: info@biffandbil.com and fashion.ditp@gmail.com.