



**ASSOCIATION OF CARIBBEAN STATES (ACS)
DIRECTORATE OF TRADE DEVELOPMENT AND
EXTERNAL ECONOMIC RELATIONS**

March 22 -26 2011, Barranquilla Republic of Colombia

Report of the II Textile and Fashion Forum of the Greater Caribbean

On March 22 to 26 the II Textile and Fashion Forum of the Greater Caribbean was held under the framework of PLATAFORMA K, a creative project of the Chamber of Commerce of Barranquilla, in the Country Club and Coliseum of the Universidad del Norte de Barranquilla, Colombia.

The objective of the Forum is to consolidate and foster trade and business relations in the textile and fashion sector of the region by way of showrooms, business rounds and exhibits. It is also used as a knowledge tool for manufacturers, entrepreneurs, buyers and designers.

March 22, 2011:

The Forum began at 1:30 p.m. at the Salón Jumbo of the Barranquilla Country Club, with the opening and welcoming remarks being delivered by Doctor Luis Fernando Castro, President of the Chamber of Commerce of Barranquilla, the Secretary General of the Autonomous University of the Caribbean and Her Excellency Arline González, Chair of the Special Committee on Trade Development and External Economic Relations Directorate of the ACS.

That day was focussed on the main theme of the 2nd Textile and Fashion Forum, that is to say, The Value of Difference ... What is the difference that gives value to your business?

The speakers participating in this second instalment of the Forum were personalities involved in the international fashion industry, such as:

Rosalina Villanueva, Director of Trends and Customer Care at Stylesight Latin America, addressing the issue of fashion trends at the global level.

Mercedes Salazar, Jewellery designer and pioneer of the transformation of the concept of jewellery in Colombia, who expressed that her success is based on originality.

Manuela Jaramillo, Investment Manager at the company Tribeca Partners, a Colombian private capital investment fund that invests in companies with a high potential for growth in Colombia and Latin America. In 2006, it acquired Onda de Mar.

María Clara Restrepo, creator and designer for the company Rohka. Creative and functional design. A crucial aspect of success is the value of the artist and that with a company behind them, artists can continue to survive.

Lastly, the Closing Panel: moderator Emilio Paschetto, Vice President of Slowear. The panel was made up of **Mercedes Salazar**, Jewellery Designer; **Adriana Castro**, Accessory Designer; **Andrea Vargas-Dieppa and Elisa Restrepo**, Designers for the company DIEPPA RESTREPO. The theme was The Value of Difference ... What has your company been doing over the years that is different from the competition that makes it successful and unique in the international fashion market?

The Forum concluded at 7:30 p.m.

March 23, 2010: During the morning period there was a guided tour of the Exhibit Room of the 2nd Textile and Fashion Forum of the Greater Caribbean, where entrepreneurs and designers offered their products. Attending the tour were H. E. Arline González, in the capacity of Chair of the Special Committee on Trade Development and External Economic Relations; Janinne Pinedo, Director of Plataforma K; Ariadna Pérez, ACS Trade Director; Derrick Mestre Newball, Advisor of the Trade Directorate and the buyers participating in the event.

The Business Rounds were held through the entire day at the Country Club and in the evening, there was an inaugural fashion show by Francesca Miranda at the Coliseum of the Universidad del Norte.

It should be noted that the business round was attended by buyers from the Greater Caribbean Region.

March 24 -25, 2010: Continuation of the business rounds at the Country Club and fashion shows presented by the various designers during the evening sessions at the Universidad del Norte. The ACS Delegation was present at the

activities of the event until March 24. The Delegation departed on the 24 and 25 of March.

The event was a great success based on the amount of participants, buyers and Designers that took part in it.

Statistics of the II Textile and Fashion Forum of the Greater Caribbean

Total number of visitors on Tuesday March 22 to Friday 25

- Business Round and Showrooms: 1,302
- Catwalks: 10,980
- Textile and Fashion Forum: 341
- Total numbers of matchmaking sessions: 973

Total number of participating Designers

- National: 75
- International: 2

Total number of Buyers

- National: 68
- Internationals:30
- Total amount of business generated: USD\$3.452.944

Press (preliminary data)

Amount generated for free press: USD\$1.828.551 approximately