OFFICIAL SOURCING INVITATION

DUBAI ✦ HONG KONG

*Fort Fashion Council & Hong Kong Chamber of Commerce*

# Bridging Middle East Fashion & Asian Markets

Connecting qualified buyers, retailers, and distributors from the UAE and Middle East to global sourcing opportunities in Hong Kong.

---

DATE & VENUE

**27–30 April 2027 | HKCEC, Hong Kong**

CONTACT

**Marketing@fortfashioncouncil.com**

The Strategic Partnership

# A Groundbreaking Global Fashion Alliance

Uniting two global fashion and innovation hubs: **Dubai, United Arab Emirates** and **Hong Kong**.

This collaboration accelerates fashion's evolution by driving ethical innovation, cross-border creativity, and shared commercial progress between the Middle East and Asia.

**Dubai / UAE**
Creative Hub & Buying Power

**Hong Kong**
Global Gateway to Asia

## Target Delegation Members

- **Qualified Buyers:** Luxury & boutique fashion buyers
- **Retailers:** Department stores & retail chains
- **Distributors:** Regional commercial partners
- **Industry Leaders:** Fashion professionals & investors

Value Proposition

# Why Visit the FFC Pavilion and Hong Kong?



### Exclusive Designs

Discover regional talent and international innovations curated for your retail portfolio.
.



### The Asian Gateway

Leverage Hong Kong to source high-margin products and expand across wider Asian markets.



### Curated B2B Support

Experience targeted business matching, VIP networking, and strategic partnership support.

JOIN THE DELEGATION

# Build Powerful New Cross-Border Partnerships

We cordially invite you to join our Middle East delegation from 27–30 April 2027 at the Hong Kong Convention and Exhibition Centre.

REGISTER AS VISITOR / BUYER

REQUEST EVENT INFORMATION

Direct Inquiries & Registration: **Marketing@fortfashioncouncil.com**