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UK Fashion & Textile Mission to Central & Eastern Europe (CEE)

Save the date

www.great.gov.uk

Location:
Prague, Czech Republic

Date:
16th-17th October 2019

Participation fee:
£198 (incl. VAT)

More information:
Aneta.spickova@fco.gov.uk

Please express interest by
31st July 2019.

The Department for International Trade (DIT) would like to invite you to a 2-day market visit to Prague to explore enormous potential of the CEE region for high street & luxury retail development. Fast GDP growth, low unemployment and rising disposable income create booming conditions for retail in CEE. 80 international brands entered the CEE market last year and fashion is the traditional driver among all segments. Attending UK brands will be introduced to key buyers from the region as well as press. The event will be based in Prague but DIT will use its international network to reach out to buyers from other CEE markets such as Poland, Slovakia, Hungary, Slovenia, etc.

Programme:

Wednesday 16th October 2019

- 08.30 Registration
- 09.00 Presentation of the CEE retail environment (Cushman & Wakefield)
- 10.30 Coffee break
- 11.00 Speech by Her Majesty's Ambassador Nick Archer
- 11.10 Presentation of the UK fashion & textile offer (Paul Alger MBE, UK Fashion & Textile Association)
- 11.30 Sales pitches of UK brands to buyers and press
- 12.30 Networking lunch
- 13.30 1-2-1 meetings with potential CEE franchise and business partners
- 18.00 Reception at the British Embassy

Thursday 17th October 2019

- 09.00 Completely Retail Marketplace Central & Eastern Europe
<https://www.crmarketplace.com/upcoming-events/cee-oct-2019>
OR
Site visit (the venue will be chosen based on participating UK brands)

Offer: DIT will cover 2-night accommodation for 1 representative per company.



Department for
International Trade

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