



UKGCC
UK - GHANA CHAMBER of COMMERCE

Source

FASHION

14 – 16 July 2024 || Olympia London

creating networks, connecting businesses



ABOUT THE UK-GHANA CHAMBER OF COMMERCE

The UK-Ghana Chamber of Commerce (UKGCC) was established in 2016 with the support of the United Kingdom's Department for Business and Trade to promote trade between the UK and Ghana. It is the leading private sector organisation proffering trade and commerce support for UK and Ghana businesses.

The UKGCC is a two-time British Chambers of Commerce (BCC) International Chamber of the Year finalist, and 2023 BCC International Chamber of the Year.

Our Previous Trade Missions



TRADE MISSION TO THE UK

PURE LONDON | PURE ORIGIN

17TH - 19TH JULY 2022

LONDON

*Longest running and largest UK fashion trade show
 *Ghana Country Pavilion for Ghanaian companies to:
 - showcase products
 - connect with Key UK retail buyers
 - explore export opportunities

Email: trademissions@ukgcc.com.gh




Department for International Trade

TRADE MISSION TO LONDON

BETT EDUCATION SHOW

29TH - 31ST MARCH 2023

Email: trademissions@ukgcc.com.gh




TRADE MISSION TO THE UK

Africa Financial Services Investment Conference

(AFSIC) 2023

9TH - 13TH OCTOBER 2023

PARK PLAZA, WESTMINSTER BRIDGE HOTEL

LONDON

WHAT IS AFSIC

- The largest and leading global African investment event
- Access to African investment opportunities in all business sectors
- Presentations on compelling investment opportunities from over 40 African countries

UKGCC'S ADDITIONAL OFFERS

- B2B Meetings
- B2G Meetings
- Networking Reception
- On-site Administrative Support

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JUNE TRADE MISSIONS TO THE UK

BIRMINGHAM-GHANA TRADE MISSION
 20th - 24th June 2022

MISSION HIGHLIGHTS

- Attend Ghana-Birmingham Business Forum
- High level networking opportunities
- Business to business meetings
- Company visits... and many more!

MADE IN GHANA UK FESTIVAL
 25th - 26th June 2022

MISSION HIGHLIGHTS

- 4,000 Delegates & Visitors
- Durbar of Chiefs
- Interactive Conferences & Workshops
- Concerts – Best of Ghanaian Performances

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TRADE MISSION TO

Northern Ireland

1ST - 3RD NOV 2022

Email: trademissions@ukgcc.com.gh



JUNE TRADE MISSIONS TO THE UK

GHANA INVESTMENT OPPORTUNITIES SUMMIT (GHIOS)
 6th & 7th June

WHY JOIN?

- Explore viable investment opportunities
- Matchmaking and Networking
- B2B Meetings... and many more!



UK EXPORTS STANDARDS

5th & 6th June

WHY JOIN?

- Meetings with UK Standards institutions
- Tour of BSI Testing Labs and/ or Fera Science Labs
- One-on-one business meetings and matchmaking

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TRADE MISSION TO THE UK

2023 SME XPO

24TH - 27TH APRIL 2023 EXCEL LONDON

Email: trademissions@ukgcc.com.gh



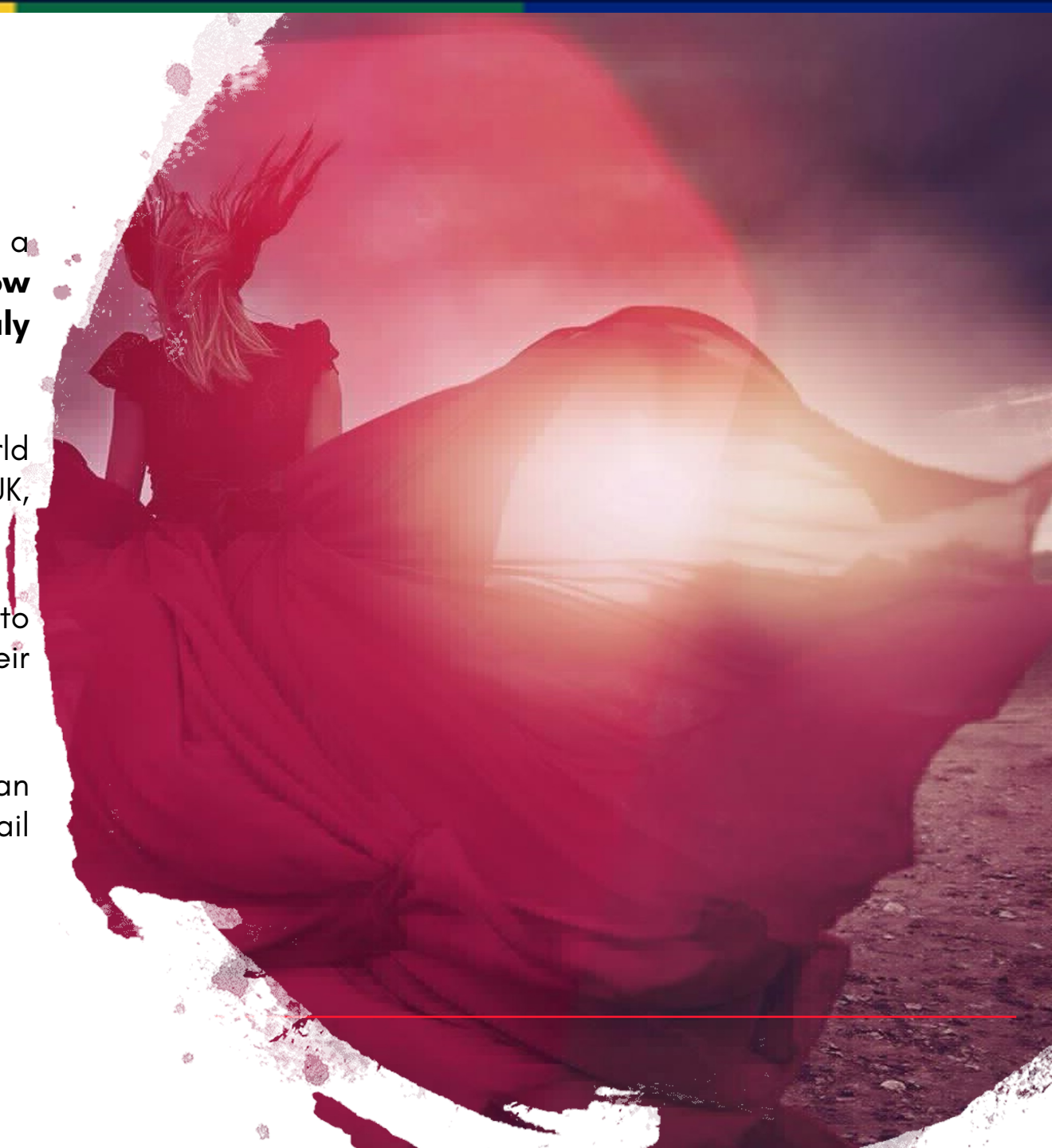
Source Fashion Show

The UK-Ghana Chamber of Commerce (UKGCC) will be leading a business delegation to the **Source Fashion trade show** scheduled to take place at the Olympia in London from **14 -16 July 2024**.

It is a unique platform for fashion brands from all over the world to showcase their fashion wear to a quality audience of UK, European and International buyers.

In addition, it is also a fantastic opportunity for these brands to generate new business opportunities that will take their businesses to the next level.

There will also be a Ghana Country Pavilion for Ghanaian companies to showcase their products, connect with key UK retail buyers and explore export opportunities.



Source Fashion, The Festival of Fashion

THE BEYONCÉ

A Snapshot



+58.4%

increase on overall
footfall YOY

120

exhibitors at Source
Fashion SS22



+71.6%

increase in
registrations YOY

320

exhibitors at Source
Fashion SS23

Stats from 2023



71%

of the UK's top 30 retailers
and brands who registered
for Source Fashion tickets
also attended the show



86%

had a top-tier job title

(Business owner/Senior
Manager/ Head of
Department)



76%

of registrants had sole or
joint purchasing power



4,023

was our total
footfall number



Source Fashion Show Sectors



Yarns



Trims & Fixtures



Technology & Design Services



Packaging



Garment Manufacturers



Fabrics



Accessories



Footwear



Apparel

Source Fashion Key Features

Source Runway

Our catwalk presents the latest trends and is a perfect learning and inspirational platform, it is also a great way of networking



Seminars



Why Attend Source Fashion



Meet exhibitors from over 25 countries

Source Fashion has over 25 countries represented, with manufacturers joining us from around the world, from Peru to Cambodia, Pakistan to Portugal, Hong Kong to Italy and Greece all the way back to the UK. Not forgetting the industrial powerhouses like China, India and Turkey.



Source from audited manufacturers

All exhibitors are required to have had a recent audit from Sedex or a recognisable audit institution. This gives you confidence that you will meet manufacturers and suppliers that have responsible business practices.



Explore everything Source Fashion has to offer

Listen to industry experts as they discuss the challenges of responsibility in fashion, and be inspired at The Source Catwalk, where a collection of entirely sustainable garments has been brought together to flaunt the materials of the future.

Why Exhibit at Source Fashion



Lots of high-quality buyers will be in attendance from the UK and Europe

Each retailer brought an average of **2.7 people** to the event. Which means organisations are bringing a team of key decision makers to the show, highlighting they are in market for new suppliers & manufacturers.



Build brand awareness by letting buyers know you want to do business in Europe

84.9% of visitors are based in the UK. Source Fashion attracts a wide variety of UK retailers and brands and as a result it is the UK's fastest growing fashion trade event.



Champion sustainable sourcing just by being there!

65% of British consumers are thinking about the environmental impact of the items they buy. Therefore, there is huge demand from UK businesses to find new suppliers and manufacturers to responsibly source from.

[American Express survey]

Bringing you some of the best buyers in the industry...

RIVER ISLAND

DEBENHAMS

MATCHES
FASHION.COM

HARVEY
NICHOLS

John Lewis

ASOS
discover fashion online

MARKS &
SPENCER

Fenwick

boohoo.com
TWENTYFOUR | SEVEN | FASHION

next

SELFRIDGES & CO

Snapshot of past Source Fashion visitors:

- Burberry - Global Trade Compliance
- Clothesource - CEO
- ASDA - Technical Manager
- Topshop - Technical Manager
- Dorothy Perkins
- Miss Selfridge
- Topman - Technical Manager
- Asos.com - Sourcing Director



Exhibition Opportunities

- Create a branded ‘Ghana country pavilion’ at Source Fashion, comprised of individual booth segments for Ghanaian textile and garment companies to exhibit their products.
- Facilitate market access for Ghanaian fashion entrepreneurs and help them showcase their products to a wider audience.
- Contribute to the growth of the local fashion industry, creating opportunities for entrepreneurship and job creation.
- Help connect Ghanaian fashion companies with potential partners, buyers, and collaborators from the UK and other participating countries, facilitating business connections & export opportunities.
- Enhance your organisation's brand visibility and reputation both domestically and internationally, demonstrating your commitment to supporting Ghanaian businesses, fostering economic development, and promoting the country's fashion industry on a global stage.
- Build strategic partnerships and collaborations with other stakeholders in the fashion industry, including trade associations, government agencies, and international organisations. These partnerships can lead to mutually beneficial initiatives and projects aimed at advancing the interests of Ghanaian fashion businesses.
- Get “Ghana” and the participating Ghanaian companies into select pre-event marketing and promotional material in the run-up to the show to our extensive digital fashion universe.

Exhibition Package

Country Pavilion - £43,500

- Registration for 10 businesses | Email promotion campaigns | Pre- event Social Media posts
- 1 x solus email welcome to all attendees 1 month before the show
- Inclusion in all relevant social media comms during the event
- High-level branding at key positions at the venue
- Premium speaking slot on the programme (day 1) & representation on appropriate panel during the show
- Premium exhibition space (18 sqm) in a high-traffic area of the exhibition, fully constructed and equipped with lighting, name boards, table & chairs, and clothing rails as well as insurance cover.
- Enhanced exhibitor listing in the show guide
- Post – event Social Media post
- 1 x solus email to all attendees, post show

For registration and participation, kindly contact Sara-Adelaide at saraadelaide@ukgcc.com.gh

**Or
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Telephone : +233 54 012 6004

Thank you





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