

## Entering the European Market: Procedures and Practices that Work

Hosted by: the Canadian Apparel Federation (CAF)

Seminar Presented by Anton Dell, of the Anton Dell Fashion Consultancy, U.K and UPS, United Parcel Service – Logistics Solutions & Services Inc.

### Montreal

Seminar: **Monday, June 19, 2006 - 8:00 am –12:00 noon**  
Optional  
Company Consultations: Tuesday, June 20, 2006  
Location: Ruby Foos Hotel - 7655 Decarie Blvd.

### Toronto (Richmond Hill)

Seminar: **Wednesday, June 21, 2006 - 8:00 am –12:00 noon**  
Optional  
Company Consultations: Thursday, June 22 2006  
Location: Sheraton Parkway North - 600 Highway 7 East (at Highways 404 & 7)

### Vancouver

Seminar: **Monday, June 26, 2006 - 8:00 am –12:00 noon**  
Optional  
Company Consultations: Tuesday, June 27, 2006  
Location: Delta Vancouver Suites 550 West Hastings Street

### Price:

**Seminar:** CAF members: \$100.00 plus GST, Non-members: \$150.00 plus GST. Price includes breakfast and refreshments

**Private Consultation with Anton Dell:** (1 hour) - CAF members: \$150.00 plus GST, Non-members: \$200 plus GST.

### Seminar Outline

This \_ day seminar will provide you with the tools and knowledge you need to enter the European fashion market. The session will cover how to be successful in EU fashion markets, how to get an agent, getting your collections right, care labeling, investing in the market, an introduction to the major EU markets, case histories as well as the mechanics and cost of delivering goods into European markets, while minimizing risks.

Our keynote presenter, Anton Dell of the Anton Dell Fashion Consultancy specializes in making connections. His reputation and success stems from assisting worldwide manufactures in gaining a foothold in the UK and European markets. The session will be complimented by a presentation from UPS on the logistics of shipping overseas.

### Optional Private Company Consultations with Anton Dell

With a view to providing seminar participants with the strategic advice unique to their company, Anton Dell is available for one hour private consultations. Firms are invited to bring a range of products from their collections and any appropriate catalogue/sales materials. Mr. Dell will provide you with key insight and answers pertinent to your needs. A written report will be emailed to each participant as follow up. To reserve your private consultation, please refer to the attached registration form. Availability will be based on first come, first served basis.

## **Registration Form – Seminar: Entering the European Market**

### **A. Please specify the seminar you wish to attend:**

- **Montreal** – Monday, June 19  
Ruby Foos, Hong Kong Room
  
- **Toronto (Richmond Hill)** – Wednesday, June 21  
Sheraton Parkway North, Vaughan East Room
  
- **Vancouver** – Monday, June 26  
Delta Vancouver Suites, Innes Thompson Room

### **B. Optional- Private Consultation with Anton Dell**

**Please specify the location, date and time\* you wish to meet with Anton Dell for a one hour private consultation.** *\*Please rank your time preferences (1st, 2nd, 3rd. CAF will make every effort to provide you with your preferred time)* Companies requesting a consultation must also attend the seminar.

#### **Montreal – Tuesday, June 20 --- Ruby Foos (Suite # 112)**

- 8:00 a.m. – 9:00 a.m.
- 9:15 a.m. – 10:15 a.m.
- 10:30 – 11: 30 a.m.
- 11:45 – 12:45
- 2:00 p.m. – 3:00 p.m.
- 3:15 p.m. – 4:15 p.m.
- 4:30 p.m. – 5: 30 p.m.

#### **Toronto – Thursday, June 22 --- Sheraton Parkway North, Stouffille Room**

- 8:00 a.m. – 9:00 a.m.
- 9:15 a.m. – 10:15 a.m.
- 10:30 – 11: 30 a.m.
- 11:45 – 12:45
- 2:00 p.m. – 3:00 p.m.
- 3:15 p.m. – 4:15 p.m.
- 4:30 p.m. – 5: 30 p.m.

#### **Vancouver – Tuesday, June 27 --- Delta Vancouver, Somervell Room**

- 8:00 a.m. – 9:00 a.m.
- 9:15 a.m. – 10:15 a.m.
- 10:30 – 11: 30 a.m.
- 11:45 – 12:45
- 2:00 p.m. – 3:00 p.m.
- 3:15 p.m. – 4:15 p.m.
- 4:30 p.m. – 5:30 p.m

**Price:**

**Seminar Only:**

Canadian Apparel Federation members: \$100.00 plus GST, (Total: \$107.00 per person)

Non-members: \$150.00 plus GST (Total \$160.50 per person)

Price includes breakfast and refreshments.

**Private Company Consultations\***

Canadian Apparel Federation members: \$150.00 plus GST, (Total: \$160.50 per company)

Non-members: \$200.00 plus GST (Total \$214.00 per company)

*\* All firms requesting private consultations must also register for the seminar*

GST Registration # 135623478

**Registration Information:**

*Please supply the name and direct email for each attendee:*

<b>Name:</b>	<b>Email:</b>
<b>Name:</b>	<b>Email:</b>
<b>Name:</b>	<b>Email:</b>

**Company Name:** \_\_\_\_\_

**Address/City/Postal Code:** \_\_\_\_\_

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

*Please check all that apply:*

<b>Seminar Program</b>	<b>Price (includes GST)</b>	<b>Number of participants</b>	<b>Totals</b>
Seminar CAF member rate	\$ 107.00		
Seminar Non member rate	\$ 160.50		
Consultation - Member rate	\$ 160.50		
Consultation – non member rate	\$ 214.00		
			\$

**Payment Options:**

- Cheque (payable to Canadian Apparel Federation) ***please bring to the seminar***
- VISA
- MasterCard

**Name of Credit Card Holder:** \_\_\_\_\_

**Card#:** \_\_\_\_\_ **Expiry Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Total amount billed:** \_\_\_\_\_

Please fax your registration(s) to the Canadian Apparel Federation, (613) 231-2305