



## TCF GLOBAL NEWS UPDATE - JANUARY 2016

### Top News



**Wishing you and your business a successful year in 2016 Identify Risks and New Opportunities to gain your competitive advantage!**

Like your own Business Advisor/Mentor Online to assist you develop your business strategies or update your business plan Bookings [www.tcfaustralia.com/mentoring](http://www.tcfaustralia.com/mentoring)



**Are you a Speaker or Consultant? Like to present during our Innovation Festival?**

Belmont BEC & TCF Members are invited to register interest in being a presenter or speaker during our 12th designedge Innovation festival which will run from 20th April to 31st May Sessions can run live or recorded online.

**Reminder: Innovation Festival Sponsorship Opportunities Available** [Contact us](#)



**Commerce Marketing Gurus: Top 2016 Trends**

According to our experts, 2016 will be the year of mastering personalisation with segmentation, social strategy and tailored customer experience. Like the Bronto experts' predictions on how you can customise your upcoming campaigns to meet customers' expectations. Source: Bronto [Contact us](#) for further info



**Belt and Road Portal**

HKTDC has created a portal that includes economic profiles of **65 Belt and Road economies**, official policy documents, and links to official sources with listings of investment projects. [Contact us](#) for further info



**The challenge keeping up with trends:** The hexo+ arrived on the market this month. This is a drone that wirelessly tethers its self to a smart phone and follows you anywhere. As a business you may not have a need for drone following you around, but there may be times it could be valuable. Source John Stanley Associates: [Contact us](#) for further info



**Welcome to our new TCF Global Members**

**Buluuymirrii** - Colleen Tigh Johnson;  
Join TCF non-profit community organisation - receive buying mission opportunities, supply chain linkages, free training vouchers and access to fashion business mentoring for your business; Bronze, Silver & Gold Levels available; [www.tcfglobal.com/membership](http://www.tcfglobal.com/membership)



**TCF Member Supply Linkages** Looking for a manufacturer in **Hong Kong - China - India - Nepal - Bali, Indonesia - Taiwan - Philippines - Fiji - Puerto Rico - Bhutan - Myanmar** [Contact us](#)



**Reduce your business energy costs by 20%-40%**  
**New Year Special - FREE Access to all nine topics Energy Efficiency Webinars**  
[www.tcfaustralia.com/greenenergywebinars](http://www.tcfaustralia.com/greenenergywebinars)



**Like to support Women in Nepal rebuild their small businesses**  
 Like your business to sponsor training & mentoring for women through our BPW Business Incubator Project supporting earthquake affected women in Nepal to rebuild their small business. [Contact us](#)



**Global Consumer Generations Infographic**  
 Do you know your Millennials from your Little Emperors? Compare and contrast consumer generations around the world and research your future consumer. Source: Stylus [Contact us](#) for further info

## Upcoming TCF Trade Missions, Trade Events & Festivals

**Couture Fashion Week, New York, February 12-14:** couture designer collection parades  
**Home & Giving Fair, February 20-23, Sydney, Australia:** Gifts, Home, Fashion, Jewellery, Kids, Kitchen, Outdoor, Stationary  
**Intertextile Shanghai Apparel Fabrics, China, March 16-18;** TCF Buying Mission  
 \*Accommodation Sponsorship [Contact us](#)  
**Prime Source Forum, Hong Kong, March 24-25:** Apparel Industry Conference  
**Fashion Access Hong Kong, March 30-April 1:** Bags, Footwear, Leathergoods, Travelware, Fashion Accessories  
**Hong Kong Gifts & Premium Fair, April 27-30:** TCF Buying Mission \*Accommodation Sponsorship. [Contact us](#)  
**Centrestage, Hong Kong, September 28-30:** new fashion event - ready to wear and designer labels. TCF Buying Mission \*Accommodation Sponsorship. [Contact us](#)  
**5th International Fashion Incubator Conference, 2016 - Venue and dates to be advised**  
 Sharing best practice from Fashion Incubators around the globe. Register your interest [Contact us](#)



Design Options USA , Latest Colour Trends, USA Fall/Winter 16/17



Like more info [Contact us](#)



**Small Business Skill Development for today's busy Entrepreneur  
Recorded Webinars for Online - Anytime - Fast Track your Training**

[www.tcfglobal.com/webinars](http://www.tcfglobal.com/webinars)

Join our webinars online through your iPad or iPhone - [Contact us](#)

[Pricing, Costing and Cashflow](#)

[\\*Global Platform for Sourcing From Women Vendors](#)

[Marketing For A Small Fashion Business](#)

[Marketing on a Budget](#)

[Importing and Exporting](#)

[Connect Your Business to the Women's Empowerment Principles](#)

[Preparing for a Fashion Trade Show](#)

[TCF Global Fashion Sourcing Opportunities](#)

[How to Start A Fashion Label](#)

[How To Licence Your Trademarks and Designs](#)

[Avoiding Manufacturing Pitfalls](#)

[How to Grow Your Fashion Business](#)

[Make Customer Experience Your Competitive Edge](#)

[Ethical Fashion and Triple the Bottom Line](#)

[Writing your Business Plan](#)

[Get Noticed By The Media](#)

[Italian Fashion Media – How to get Noticed](#)

[Establishing Your Label In The USA](#)

[What Buyers are Really Looking For](#)

[Dealing With Difficult Clients](#)

[Quality Control in the Fashion Industry](#)

Webinar Recordings marked \* are FREE to TCF Members

\*\*Special Offer to TCF GLOBAL Members – two webinars for the price of one during January save \$30 – [Contact us](#)

To book for upcoming events visit [www.tcfglobal.com/calendar](http://www.tcfglobal.com/calendar) or contact us on 61 8 9479 3777.

## Sponsors Links



Computer  
Consultant  
Professionals

TCF Global  
Textile Clothing Footwear Resource  
Centre of WA

You're receiving this Newsletter because you are part of our TCF  
Global Network.

[Edit your subscription](#) or [Unsubscribe](#)

PO Box 370  
Cloverdale WA 6985  
Ph. 08 9479 3777  
Fax. 08 9479 3888  
[www.tcfwa.com](http://www.tcfwa.com)