



VALUE

SGS

Source ASEAN Full Service Alliance (**SAFSA**)

พงษ์ศักดิ์ อัสสกุล

กรรมการอำนวยการโครงการ SAFSA

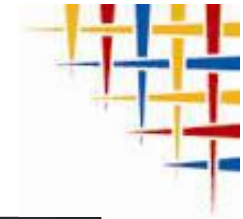
ประสบการณ์จริงในการใช้ประโยชน์ FTA

โรงแรมเซ็นจูรีพาร์ค

4 สิงหาคม 2554



What is SAFSA



An alliance of ASEAN's top textile mills and garment factories offering a "full package" source of quality textile and apparel



Good Practice

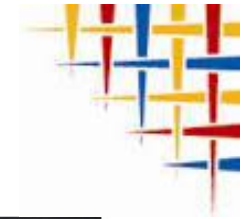


Great Service

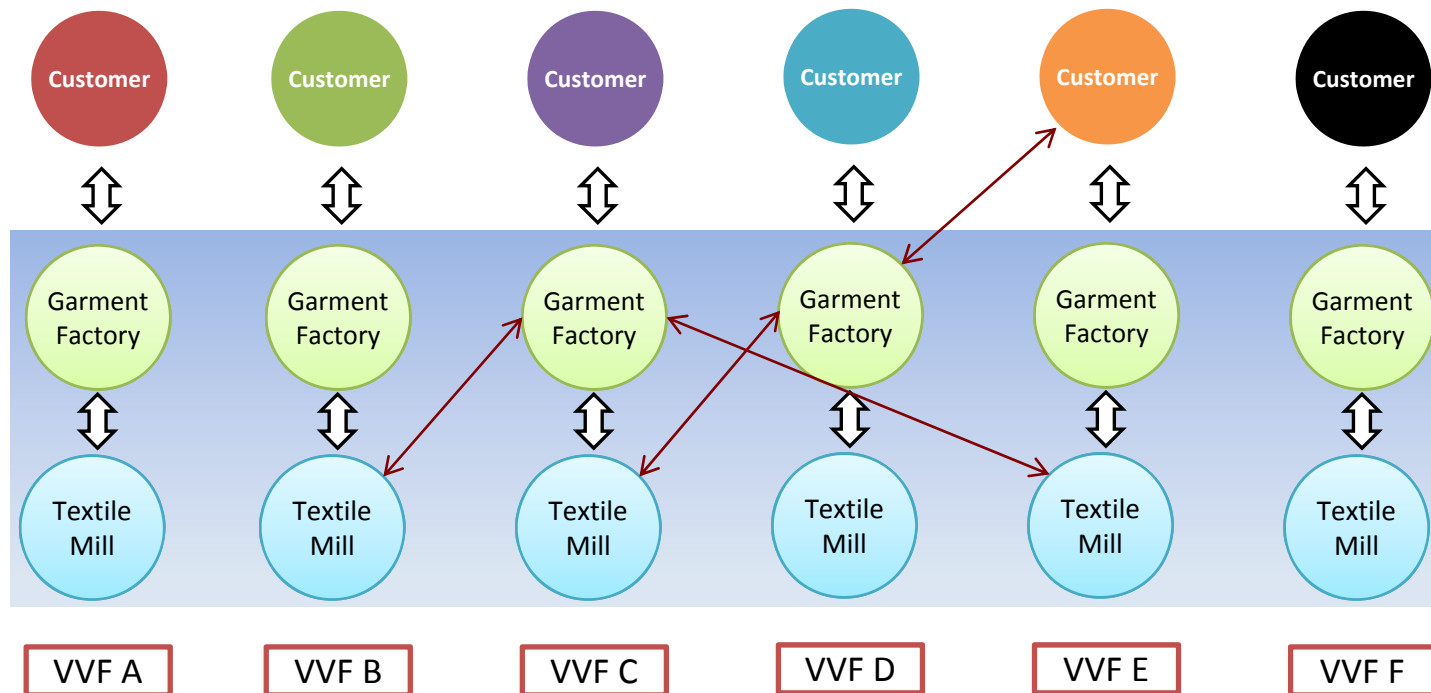
Customers



How does SAFSA work ?



Forming Virtual Vertical Factories (VVF s)



How does SAFSA work? : Suppliers



Selecting factories with service and social compliance certified



SAFSA code of conduct



SAFSA Quality Service audit



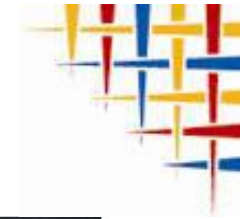


How does SAFSA work? : Customers

Recruiting customers who committed for long term partnership in ASEAN



1. Promote SAFSA to customers in the U.S. ,Europe and Japan
2. Join membership and co- host SAFSA of majors buyer associations i the U.S. and Europe



How does SAFSA work ?

Establish direct business relationships between VVFs and customers

Signing Memoranda of Understanding



Direct relationship with buyers



Business Matching



SAFSA Global Forum 2010

Annual conference between VVF's and buyers, Singapore



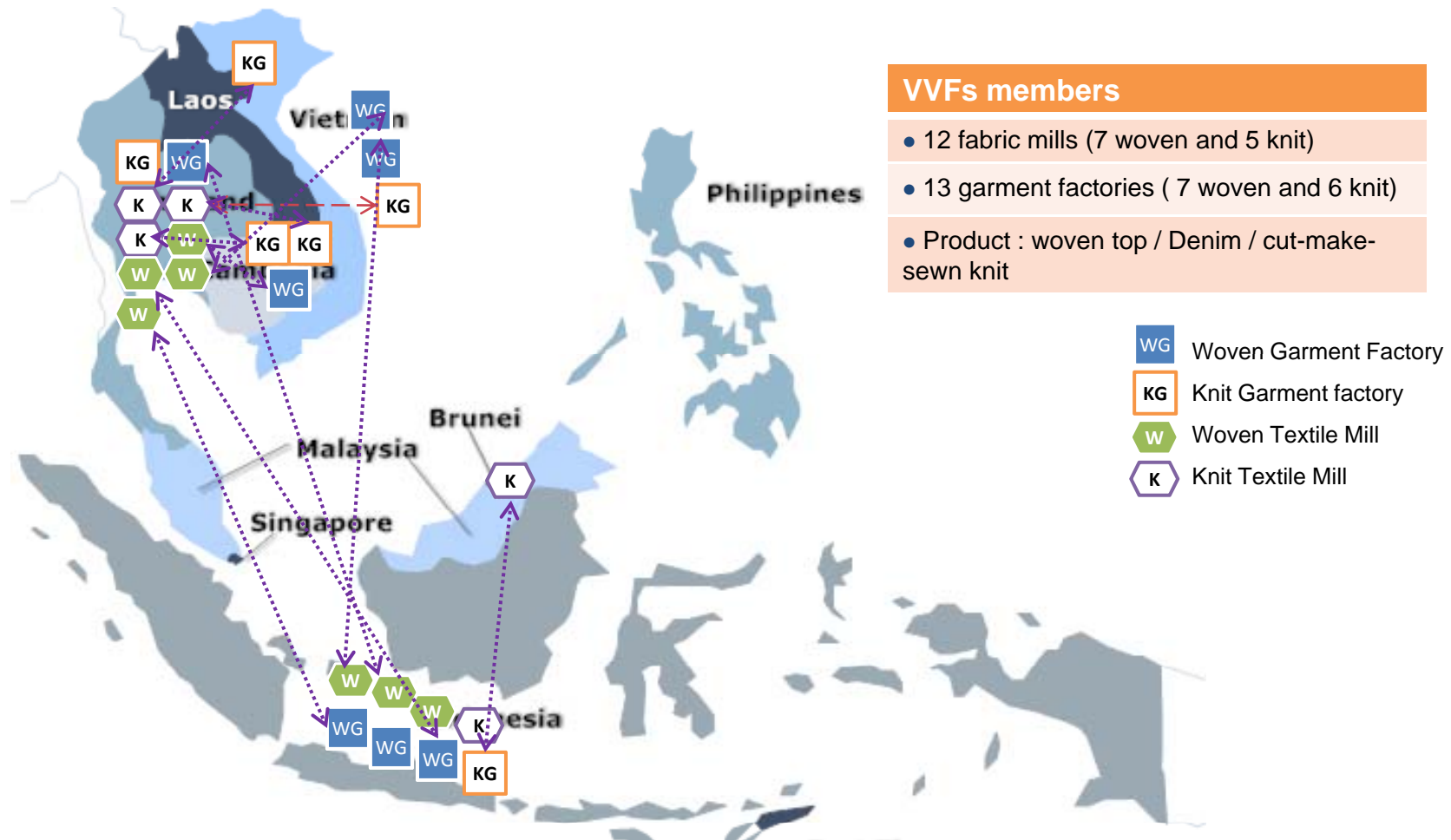
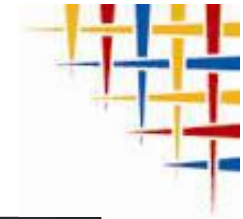
Organizer **Supporters**



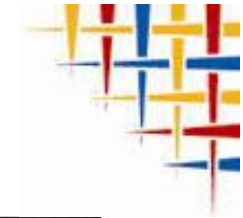
Sponsors



VVF members in 2010



SAFSA customers in 2010



AVON

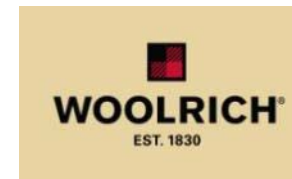


DEBENHAMS

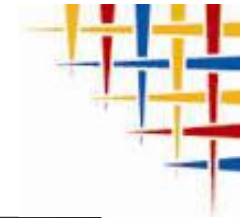
MARKS &
SPENCER

MaxMara

MANGO



Results



8 buyers – 25 suppliers attended

- 8 customers with combined annual sales over US\$32 billion

23 MoUs signed

Targeting 20 buyers & 40 suppliers

- 20 buyers and 40 suppliers to have one-on-one business matching at the 2011 Forum

June 2010
Singapore



June 2011



4 more buyers joined SAFSA

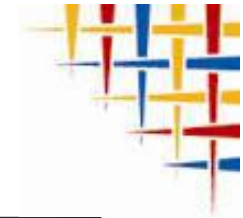
- MUJI, Woolrich, Benetton, and USG

VVFs receiving SAFSA orders

- VVFs received 5 orders, with two orders exceeding US\$1 million

29 – 30 Sep
Bangkok





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