



4004 Incorporated India, the global creative procurement company and strategic affiliate of the American retail chain, Steve and Barry's University sportswear, recently hosted Vendor Week – Fall'06, arguably the largest gathering of apparel and garment trade vendors' from January 23-25, 2006 in Mumbai. The event saw a substantial commercial turnover with enquiries blooming into fruitful long term business transactions.

Vendor Week

Reinforces India's Dominance in Global Procurement

4004 Incorporated, buys its product portfolio from India, Bangladesh, Sri Lanka, the African continent and Pakistan to name a few. Incepted in 2004, Vendor Week is a unique platform for manufacturers of Steve & Barry's garments to meet and interact with the company Management first hand and to improve and strengthen relations with the manufacturing community. Vendor Week gives 4004 Incorporated an opportunity to reveal its line to the vendors, and to explore possible business opportunities based on the line. This also serves as a forum for to get an insight into the company structure & procedures and finalise deals.

The Vendor Week 2006 showcased a host of new designs and patterns for the season to top notch vendors from countries like India, China, Pakistan, South Africa, Sri Lanka, Bangladesh & others mammoth garment manufacturing countries. The event attracted a total of 150 visitors from 20 countries, of which 70 per cent came from overseas. The issues deliberated during the event included apparel sourcing, quality assurance standards, product development initiatives and trends in logistics.

Describing the company's role in leading India as a major global procurement hub Avirat Sonpal, managing director, 4004 Incorporated India said to *IMAGES Retail*: "4004 Incorporated is responsible for the complete procurement of Steve and Barry's sellable & non sell-able products from India and across the globe. The company not only sources garments for S&B worldwide, but also performs a range of other functions like merchandising, quality assurance, logistics compliance, social compliance and retail planning."

Commenting on the event he said, "In terms of expanding our vendor base, the prime goal of 4004 Incorporated is to expand procurement and target geographies like Jordan, Kenya, Egypt and other East African countries, Central America and Bangladesh and partner with the best vendors from these locations"

4004 Incorporated India is a global creative procurement hub and strategic affiliate of America's fastest growing retail chain, Steve and Barry's University Sportswear. The latter was recently presented the popular 2005 'Hot Retailer' award by the International Council of Shopping Centers (ICSC) in the United States.