



canadian apparel federation
fédération canadienne du vêtement

Keeping you in the loop

The benefits of membership



Strength in Numbers

Diverse, dynamic, innovative and competitive, Canada's apparel industry is in transformation to remain current with fluctuating trade rules, government regulations and international market conditions.

As the national association that represents hundreds of companies in this industry, the **Canadian Apparel Federation (CAF)** is the only forum in which distinct industry sectors can come together to enhance communication and build strength in the face of 21st-century global business challenges.

Among its range of crucial industry activities, CAF:

- Provides key business and technical information
- Undertakes targeted government relations
- Delivers insightful interpretation of national and international issues
- Develops innovative, industry-wide tools and programs
- Promotes the industry in key markets
- Provides valuable discounts on industry goods and services

Who can join?

Membership in CAF is open both to Canadian-based firms that design, manufacture or market apparel, and to industry suppliers. Qualified companies should contact CAF for information on membership procedures in provinces and territories across Canada.



CAF Online – www.apparel.ca

The industry's leading website, the CAF portal features enhanced access for members. Apparel.ca provides industry information as well as access to an abundance of online resources and services for you and your business, including:

- Reduced rates for members on advertising and online purchases
- Industry news, trade and marketing information, classified ads, and supplier directories
- *Canadian Apparel* magazine online — view the most recent issue, search the archive, subscribe online
- Tools to build your own website — Online service provider Icongo has partnered with CAF to provide made-to-measure, cost effective and powerful online solutions for your business
- General consumer information, product standards and textile care
- CAF Bookstore — Shop at the largest online distributor of apparel publications from Canada, US and abroad

Valuable Strategic Information

CAF is your source for timely and relevant information products that provide clear and concise reporting on—and interpretation of—industry trends, business activities and trade agreements. Practical and authoritative, this impressive range of in-house publications and services helps CAF members make informed and considered business decisions.

CAF members also enjoy special access to the following information tools:

Email newsletters

CAF members benefit from regular and immediate notification about breaking industry news.

Canadian Apparel magazine

Canada's foremost apparel industry magazine, published six times a year by CAF, and free to all members. This is the only apparel magazine in Canada that brings together the entire fashion supply chain. Members also receive discounts on display and classified ad rates.

Canadian Apparel Directory

The most comprehensive online guide to Canadian clothing manufacturers and industry suppliers. Available to members on CD-ROM at a substantial discount.

Canadian Apparel Market Reports

Available only through CAF, this definitive source of domestic-market data helps members gauge market trends effectively. Reports are available for individual sectors and for the entire apparel retail market.

Publications

CAF is the largest distributor of apparel industry publications in Canada, delivering access to the finest resources from publishers throughout North America and abroad. Members receive discounted rates on all publications sold through CAF including the Pantone Color Management System.

WorldTrade Interactive

This U.S. trade newsletter from Sandler, Travis and Rosenberg is available exclusively to CAF members.

3CE online tariff classification

Available free to CAF members, this valuable software enables quick and easy classification of fabric and garments for import and export.

Government Relations and Advocacy

CAF ensures the apparel industry benefits from a single, influential voice in national affairs. Through ongoing lobbying efforts, CAF is a tireless promoter of industry interests; however, the Federation's government relations activities achieve a great deal more. Governments turn regularly to CAF for input on free trade agreements, quota negotiations and other issues affecting the industry.





Government-liaison activities also ensure members benefit from CAF's valuable knowledge of the inner workings of federal departments and agencies, as well as from important information about programs and impending initiatives.

CAF's lobbying efforts have secured substantial benefits for the industry in recent years, including:

- Reduced duties on imported textiles,
- Revisions to rules governing the allocation of export quota (TPL) for apparel exported to the U.S.,
- Development of the \$27-million CATIP program,
- Federal government support for export marketing initiatives.

CAF communicates regularly with its provincial associations' and relevant industry organizations such as the Apparel Human Resources Council.

Professional Development and Networking

Canada's apparel firms are under constant pressure to compress delivery schedules, improve quality, and compete with off-shore producers. CAF works closely with provincial associations and organizations to develop and deliver services that help members remain competitive. These programs include professional development seminars and workshops on subjects such as export procedures, marketing techniques, and trend forecasts.

Savings on Goods and Services — CAF Discount Programs

Many members quickly recoup the cost of membership through CAF savings programs, which leverage membership buying power to secure preferred rates on a range of industry goods and services, including:

- **Export Development Canada (EDC) Accounts Receivable Insurance Program**
- **Transportation and logistics** by McCord Uhrig & Associates and partner carriers

- **Group life and health insurance** from various providers
- **Long distance telephone** by Primus
- **Gasoline** from Esso
- **VISA merchant account program**
- **Office supplies** from Grand & Toy and NEBS — Canada's leading supplier of business printing and office products
- **Pantone Color Management System**
- **Publications available online** at www.apparel.ca
- **Seminars and workshops**

A complete list of programs is available at www.apparel.ca

Industry Promotion and Market Development

CAF's trade-promotion activities highlight the compelling strengths of Canada's apparel industry for suppliers, retailers, consumers and governments. From on-the-ground support at major market weeks and shows throughout North America, to the development of key promotional materials and networking events, CAF communicates with buyers, building awareness of member products and capabilities.

Building export capability

Maximizing opportunities in the U.S. is paramount to Canadian apparel producers, and CAF works closely with its provincial associations, International Trade Canada and other government departments to provide members with opportunities to increase exports. Through CAF-sponsored seminars, members gain crucial knowledge on a range of export topics, including the latest customs and tariff issues.

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The national voice of Canada's apparel industry

As the national association that represents hundreds of leading companies in every sector of Canada's apparel industry, the **Canadian Apparel Federation** is a trusted source for important information, a crucial voice on national and international issues, a dedicated promoter on behalf of members, and a valued provider of discounts on key goods and services.

To learn more about CAF membership, visit CAF online or call the number below.



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