

THE MOST EXPERIENCED COLOMBIAN BUSINESS PLATAFORM SPECIALIZED IN FOOTWEAR, LEATHER GOODS AND LEATHER APPAREL



The 21st International Footwear and Leather Show, IFLS, will be held February 16 - 19, 2010. The IFLS integrates the latest FINISHED PRODUCTS design and fashion trends for the second semester of 2010, centered on the principal collections offered by the Colombian industry and the industry of guest nations.

PARTICIPATING IN THE IFLS HELPS YOU

- * Develop New Business Opportunities
- * Reinforce Your Business Alliances
- * Update Your Knowledge of the Sector
- * Extend Your Commercial Vision to Reach a Global Scale

This Is Your Business Platform

WHAT YOU CAN FIND AT THE IFLS

ACICAM, the Colombian Footwear, Leather & Leather Manufactured Goods Association, organizer of the IFLS, offers participants:

- * Fashion Shows with the Latest Fall & Winter 2010 – 2011 Collections
- * The Most Complete Finished Product Exhibits
- * Specialized Conferences on Current Sector Themes
- * The ACICAM Fashion Trends Forum

THE IFLS IN FIGURES

- * 9,000 m2 of Specialized Finished Product Exhibits
- * More than 15,000 National and International Visitors
- * About 400 National and International Exhibitors
- * More than 800 Finished Product Brands

MEET THE WORLD

Between February 16 and 19, 2010, in Corferias, the main exhibition and fair venue in Bogotá, Colombia, the IFLS will showcase the most comprehensive offering of latest-collection products for professional buyers from Argentina, Brazil, Colombia, Central America, Ecuador, the Caribbean, Spain, the US, Italy, Mexico, Peru and Venezuela.

THE 21st IFLS - SIMULTANEOUSLY WITH THE 2ND INTERNATIONAL BOGOTÁ FASHION WEEK

The 2nd Bogotá International Fashion Week seeks to increase business in the entire fashion chain by joining efforts, strategies, communications and investments, creating synergies and consolidating an attractive platform to favorably position Bogotá in the international fashion route of the first semester.

This scenario has been developed via an alliance established by ACICAM, the Fashion Circle at Corferias and the Economic Development Office of the Bogotá City Mayor's Office. A truly specialized international business platform, it offers buyers exhibits as well as a comprehensive supply of finished products in:

- * Design
- * Apparel
- * Footwear
- * Leather Goods
- * Jewelry and Costume Jewelry

WELCOME TO BOGOTÁ - COLOMBIA

Bogotá is a modern, cosmopolitan city that continues to preserve an inviting atmosphere reminiscent of its Spanish colonial past. Wide avenues and skyscrapers contrast with narrow streets typical of the early 20th century.

It is a large metropolis with the vitality of a young and lively city, graced by pleasant climate and hundreds of places of interest that will make your trip to Bogotá an unforgettable experience.

Thanks to a new urban design, the city has managed to conserve a large amount of public space, creating vast green areas that are used as parks and recreational sites. During the day, Bogotá is a serious, hardworking city; at night and on the weekends, it turns into a capital filled with entertainment and night life.

For information on cultural activities in Bogotá, go to www.bogotaturismo.gov.co

HOTELS

Bogotá, the capital of Colombia, has a wide variety of hotels to accommodate travellers with different needs and expectations.

ACICAM suggests numerous alternatives for accommodation at good hotels that are strategically located in different parts of the city. All of them are prepared to offer you and your family, or your work team, good service and a comfortable stay.

Lancaster House

Lancaster House is strategically located in north Bogotá, in a prestigious neighbourhood with easy access to the main roads and a number of shopping centers, banks, businesses, restaurants and hospitals.

We have 55 apartment-suites that are fully equipped with one and two bedrooms, a large living room-dining area, a kitchen and all the comforts to make you feel at home.

Address: Autopista Norte No. 106B – 28/48 (Parallel to the Freeway on the east side)

Telephone: (571) 6291100

Fax: (571) 2142772

Reservations

Telephone: (571) 6291100 Ext. 106 Bogotá

Contact: Rosalva Lozano

Telephone: (571) 6291100 Ext. 120

Ask about the special rates for the IFLS: Fair ACICAM o Fair IFLS o Semana Internacional de la Moda de Bogotá

E-Mail: rlozano@lancasterhouse.com.co

Web site: www.lancasterhouse.com.co

Hotel de La Feria Estelar *

Strategically located two blocks from CORFERIAS in one of the most developed sectors of the city, Hotel de la Feria is a short distance from the United States Embassy and seven minutes from El Dorado International Airport. It embodies a modern concept of lodging and service for national and international visitors, and has 106 guest rooms, six multi-purpose meeting rooms, a business center equipped with the latest technology, Internet access in all the rooms, and a comprehensive security system.

Address: Avenida Calle 24 No 43A - 85

Telephone: (571) 5978240

Fax: (571) 2696051

Hotel Suite Jones Estelar *

Address: Calle 61 No. 5 – 39

Telephone: (571) 3468246

Fax: (571) 3468246 Ext. 272

Hotel La Fontana Estelar *

Address: Avenida Calle 127 No. 15A-10

Telephone: (571) 6154400

Fax: (571) 6147434

*** Telephone Reservations:** (571) 6088080

National free line: 018000-978000

Contact for Reservations: Erick Trujillo

Telephone: (571) 5877990 ext. 2347

Event code for Reservations: Fair ACICAM o Fair IFLS o Semana Internacional de la Moda de Bogotá

E-Mail: reservas@hotelesestelar.com erick.trujillo@hotelesestelar.com

Web Site: www.hotelesestelar.com

SAN PABLO HOTEL

Address: Av. El Dorado No. 38 A – 11

Telephone: (571) 3694700 Fax: (571) 3694700 ext. 208

Contact: Lina Pérez Sánchez

Ask about the special rates for the IFLS: Fair ACICAM o Fair IFLS o Semana Internacional de la Moda de Bogotá

E-Mail: mercadeo@sanpablohotel.com

Web Site: www.sanpablohotel.com

AVIANCA IS THE OFFICIAL AIRLINE OF THE INTERNATIONAL FOOTWEAR AND LEATHER SHOW – IFLS –

As the official airline of the 21th International Footwear and Leather Show, Avianca offers 10% to 20% discounts on domestic flights (*) and 8% to 15% discounts on its published international fares (**). Show your IFLS registration form and your Avianca Conference Card to take advantage of these benefits. To print the card and to obtain more information, we invite you to visit:

www.avianca.com

* Not applicable to the lowest fare on any route

** See www.avianca.com for information on restrictions.

Conference Code for Reservations:

**INTERNATIONAL FOOTWEAR AND LEATHER SHOW – IFLS
XX VERSION GN 029**

