

PRESS RELEASE

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Dallas Market Center To Launch Nearshoring America Trade Show

—December 9-11 global expo and accompanying support services to be first event in North America to connect brands with vetted manufacturers from Mexico, Latin America—

DALLAS – February 09, 2024 – Dallas Market Center announces the launch of **Nearshoring America**, a new international expo and support services designed to explore and facilitate nearshoring production services for gift, home furnishings, and fashion accessories companies. Nearshoring America EXPO, to take place at Dallas Market Center from December 9-11, 2024, will connect brands and their representatives with vetted factories and supply chain service providers from Mexico and Latin America.

“We are creating this groundbreaking new trade event and support services for several key reasons,” said **Cindy Morris, president and CEO of Dallas Market Center**. “First and foremost, many leading companies in several of the industries we serve have encouraged a juried event in Dallas given recent challenges to overseas production and interrupted supply chains. They requested the event be created by the industry for the industry. They also understand our commitment to supporting more efficient trade; our unique access to brands, factories, and service providers as well as our long-standing relationships with them; our purpose-built marketplace infrastructure and operations; our geographic advantages for easy travel; and our safety and controlled access for both attendees and exhibitors.”

Exhibitors will include an invitation-only showcase of factories and supply chain providers that have been pre-selected based on their history, operating experience and delivery. In addition, supporting enterprises including sourcing agents, trading companies, shelter companies, and design and production consultants will be represented. The exhibiting companies will be thoroughly vetted to ensure they are legitimately capable of supporting our industry importer partners. Expected participants are from Mexico, joined by other countries in Central America and South America such as Brazil and Colombia. The show floor will feature a uniform presentation of each participant showcasing their production and/or supply chain services capabilities and each exhibitor will be prepared to immediately engage with attendees regarding terms and conditions of product development and production.

“We are delighted about the new Nearshoring EXPO,” said **Alix Buckley, founder and CEO of Stephen Joseph Companies**, a large multi-brand gift company. “Having alternative options when sourcing goods will allow us to save time and expense in numerous ways – including the advantage of attending a show that brings suppliers in Mexico and Latin America together in one venue closer to home. Not to mention, the faster turnaround time in bringing goods to market. Our product development team heard about the Dallas show while they were visiting Ambiente in Germany... seems the buzz has begun!”

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Attendees will include importers of gift, home furnishings and apparel accessories seeking OEM product sources, project manufacturing services and full-scale product development partnerships.

Said **Chuck Fraelich, president of tag**, a leading North American gift company: “We are proud to be working with the Dallas Market Center and industry colleagues to bring the first nearshoring expo for the Gift and Home industry to Dallas. We feel this forum will allow for importers, agents, and factories to come together and discuss business opportunities that could lead to transformational change as we diversify our supply chain.”

Nearshoring has quickly become an extremely valuable alternative for importers within the U.S. in a range of consumer product categories. A recent Morgan Stanley report noted that “Nearshoring has the potential to boost the growth of Mexican manufacturing exports to the U.S., from \$455 billion today to an estimated \$609 billion in the next five years.”

Consul General of Mexico in Dallas, Francisco de la Torre Galinda, commented on Nearshoring America at Dallas Market Center: “Nearshoring becomes an increasing opportunity in the North American market, [and] we have to take advantage together. México's investments in infrastructure, logistics and trade policies under the USMCA are attracting the development of nearshoring programs across all sectors, including the categories represented at the Dallas Market Center.”

A Nearshoring Leadership Council, comprised of leading importers, was critical to advancing the conversations and organization of the expo and support services. A full list of participants will be announced soon. Additionally, research is currently underway among the Council and other stakeholders identifying the top production categories to be showcased at the expo. The results of that research will be shared at a later date.

In addition to showcasing vetted exhibitors, the Nearshoring America EXPO will be supported by a series of seminars and symposia focused on nearshoring in Mexico and Latin America. In support of the expo, a Nearshoring America INDEX will be created that includes an exclusive and vetted list of factories and supply chain service providers organized by country. Finally, a Nearshoring newsletter will be created that includes background, research, commentary, and timely topics for the business of nearshoring.

For information on Nearshoring America contact Michael Mendoza at mmendoza@dallasmarketcenter.com. For information on Dallas Market Center visit the [website](#) and download the Dallas Market Center mobile app. Also, keep up-to-date on all information by visiting Dallas Market Center on [Facebook](#), [Twitter](#), [Instagram](#), and the [DMC Daily Dose](#).

About Dallas Market Center

Dallas Market Center is a global business-to-business trade center and the leading wholesale marketplace in North America connecting retailers and interior designers with top manufacturers in gourmet and housewares, home décor, holiday/floral, gifts, lighting, and apparel. Inside its dynamic, five million square foot campus, nearly 200,000 customers from all 50 states and 85 countries seek industry trends, business education and new products from exhibitors throughout the year via dominant trade events for gift, home décor, holiday and floral; the nation’s most comprehensive apparel and accessories markets featuring the latest styles from East Coast and West Coast designers; the largest residential lighting trade event in North America; and the largest and most successful open-daily design center. The marketplace is located in the strongest economic zone in the country. To make plans for upcoming markets, visit the Dallas Market Center website and download the Dallas Market Center App. Also, keep up-to-date on all information by visiting Dallas Market Center on Facebook, Twitter, Instagram, and the Dallas Market Center blog.

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