



TCF GLOBAL NEWS UPDATE - NOVEMBER 2025



Global Sourcing Expo Australia, Melbourne, 18-20 November

The Global Sourcing Expo is a must-attend event for industry professionals associated with buying and global sourcing of apparel, textiles, home, and giftware products. This is an opportunity for buyers to learn about sourcing options for their business, and to network with different countries and suppliers. www.globalsourcingexpo.com.au



AI Marketing 101: Your New Competitive Edge



5 November 2025 Online
2 - 4 PM (AWST)

bit.ly/aimarketing-101

1. **Introduction:** Why Generative AI matters for WA businesses
2. **The Unchanging Core:** AI and brand trust, loyalty, service
3. **A Simple Guide to the Tech:** ChatGPT, Midjourney, and more
4. **Live Demo:** Brainstorming, copywriting, social posts



Using AI to Find and Engage Local Customers



12 November 2025 Online
2 - 4 PM (AWST)

bit.ly/localcustomers-ai

1. **AI Market Research:** Discover customer needs and competitor insights in mins
2. **Content Creation:** Use AI to draft blogs, posts, and scripts for Perth audiences
3. **Mastering Prompts:** Write clear instructions to guide tools like ChatGPT, Canva
4. **Hands-On:** Create a week's social content in 30-min



From Clicks to Customers Driving Sales and Loyalty with AI



19 November 2025 Online
2 - 4 PM (AWST)

bit.ly/clickai-customer

1. **AI Customer Service:** Set up simple chatbots to handle questions anytime
2. **Personalisation at Scale:** Use AI for tailored offers, recommendations, and follow-ups
3. **Building Loyalty:** Boost reviews, manage programs, and reward advocates
4. **Live Demo:** Create a personalised re-engagement email sequence



LIVE' WEBINAR - AI for Small Business: Save 10 Hours in Just 1 Hour, \$50" 20th Nov, Thursday, 12noon – 1pm AWST Perth

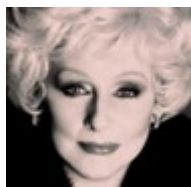
Presented by Angie Draca

Through this webinar you will gain insight into:

- *Learn 3-5 core AI tools that instantly save you hours each week
- *Walk away with a cheat sheet of 10 ready-to-use AI shortcuts.
- *Turn ideas into polished content and workflows in minutes—not hours
- *One-hour online training: practical, stress-free, no experience required.

[BOOKING ESSENTIAL](#)

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Quote of the month

Everyone has an invisible sign hanging from their neck saying, "Make me feel important".

Never forget this message when working with people.

Mary Kay Ash (1918 – 2001) - American businesswoman and founder of multi-level marketing company Mary Kay Cosmetics, Inc.



The Most Profitable Businesses in Australia 2026

Looking to start a business or buy an existing one in Australia in 2026? Find out the best and most profitable sectors to consider in your search. This guide explores some business sectors poised to be the most profitable for Australian entrepreneurs in 2026, covering why each sector is booming and offering practical tips to help you decide what's best for you ... make informed decisions on the next big step to take on your entrepreneurial journey. [Learn how.](#)



50 small business ideas to start in 2026: low investment - high potential

Business owners and entrepreneurs have something to look forward to in terms of new ventures. When it comes to making a start, it might be overwhelming, and even those businesses that will succeed in 2026 may feel overwhelmed. Although no one can predict the economic conditions of 2026, there are major business considerations that should be taken into account by business owners before they venture into a business that will withstand the test of time...[like this](#).



Welcome to TCF Global – Get involved with your TCF non-profit community organisation - receive buying mission opportunities, supply chain linkages, free training vouchers, access to fashion business mentoring for your business. Bronze, Silver & Gold Levels available.

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TCF Facebook - [Link](#)

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TCF WA, TCF Australia and TCF Global Mentors and Business Advisors

Discuss your business issues and concerns with your confidential advisor and develop your action plan for success. [Book by the Hour: Online or Phone](#)



Are you an exporter? in logistics? or global trade advisor?

1001 Business Tips from 101™ Exporters and Global Trade Advisor Experts

Like to be featured in our new eBook with your 10 tips for Exporters and Global Trade Advisors? Each expert will be allocated two pages. Participation includes additional promotional opportunities as an expert and you may also be invited as a presenter in future 1001 Business Tips Online Forums. Interested to share your expertise and gain exposure? **Contact** [Carol Hanlon](#)



Asia-Pacific Textile and Apparel Supply Chain, 19-21 November 2025

Step into the spotlight at APTEXPO 2025, Asia's premier showcase for textile and apparel innovation. Positioned at the heart of the industry's transformation, this is your gateway to forging powerful connections and scaling new heights. Details and enquiries [here](#).



TCF Mission – 2 Nights Hotel Accommodation, VIP Benefits

VIATT: ASEAN's Fashion, Textile Expo, Vietnam, 26-18 Feb 2026

Vietnam International Trade Fair for Apparel, Textiles and Textile Technologies (VIATT) is the region's most comprehensive trade fair covering the full textile value chain: Apparel Fabrics & Fashion, Home & Contract Textiles, and Technical Textiles & Technologies. [Contact TCF](#)



The London Textile Fair, 13-14 January 2026

This is your chance to showcase your latest collections to the top British buyers, including major fashion brands, retailers, and independent designers. With a strong industry presence and unparalleled networking opportunities, TLTF provides the perfect platform to expand your business in the UK market. Secure your stand today and be part of the future of fashion! [Details](#).



TCF Mission – Accommodation support and VIP Benefits India International Garment Fair, India, 23-25 January 2026

This event provides a platform for buyers to meet and engage with India's leading apparel and fashion accessories manufacturers, enabling them to source products and build relationships with suppliers. We cordially invite you to join us for three days of sourcing and networking with India's leading apparel and fashion accessories manufacturers. This event is an excellent opportunity to discover new products, meet new suppliers, and stay ahead of the curve in the fashion industry. [Contact TCF](#)



Melbourne Fashion Festival, 14-18 February 2026

This is more than a moment; it's a major milestone year. And we're just getting started. You won't want to miss it! The 2026 Festival is brought to you in partnership with our naming rights partner PayPal. Travelling interstate for the Festival, plan ahead and book your stay in the heart of the city with our hotel partner The Langham Melbourne. [Update](#).



TCF AUSTRALIA is a proud participant in the **PayPal Melbourne Fashion Festival Independent Programme 2026**. [Media Release](#)
FREE Export & Import Guide for Small Business Workshop Feb 16th Monday, 10-12 Develop your success plan for global trading Research, Risks, IP, Logistics, Costings, Marketing, FTA's, Austrade, Grants
VENUE: Valuelab Spaces, The Platform, Level 2, 673 Bourke Street, Melbourne [BOOKINGS ESSENTIAL](#)
Presenter: Carol Hanlon, Founder/CEO, TCFWA & TCF Australia.



TCF Mission – Accommodation support and VIP Benefits

Intertextile Shanghai Home Textiles, 11-13 March 2026

Intertextile Shanghai Home Textiles is Asia's leading home textile event at the National Exhibition and Convention Centre (Shanghai). It is a dynamic platform for industry professionals to source and gain design inspirations through the conveniently structured product displays. In 2025, 370 exhibitors and 25,000 visitors joined the event. [Contact TCF](#)



Design-A-Bag Competition 2026 is open for submissions

Design-A-Bag (DAB) Online Competition, the leather bag designing event for designers and design students worldwide, is pleased to announce the opening of submissions for the 2026 edition. Organised by Fashion Access since 2007, this annual competition aims to foster creativity and highlight the talent of bag designers from diverse backgrounds. The competition offers participants the opportunity to showcase their unique and innovative creations to a global audience of industry professionals. [Details](#).



International Trade Centre

With the expiry of the African Growth and Opportunity Act (AGOA) last week marking a turning point in sub-Saharan Africa–US trade relations, the International Trade Centre (ITC) has been examining its implications. The new edition of ITC's Trade Briefs reviews how new US tariffs and the end of preferences reshape market access and explores mitigation opportunities through diversification into alternative markets. [Newsletter](#).



The essential Christmas retail guide 2025

The holiday season accounts for at least a third of annual retail sales, but success doesn't happen by accident. With Christmas 2025 fast approaching, savvy retailers are already preparing their systems, staff, and strategies to maximise this critical sales period. [Learn how](#).



The Cyber Sushi (serving up the cold facts, with some phish bytes)

Featured in this issue: Investment Scams Are Getting Smarter
 Cyber Month 2025 - Celebrating 21 Years of Cyber Awareness
 Behind the Mask: New and Trending Scams
 "How can you tell if a website is real or fake?" [Learn more](#).



Another tip by Felix Zevkli, -from the now published -

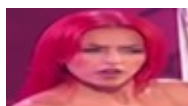
'1001 Business Tips from 101™ Cyber Security Experts

Add Captcha to your website. There are several variants of Captcha out there, but the idea is the same between plugins and methods: force any site visitor who tries to fill out a form to first prove they're human. While it was once a troublesome and inconvenient option, Captcha has improved greatly in recent years. Plus, it protects all kinds of forms on your site, so it does double duty by helping to stop hackers and prevent spam.



2026 fashion trends: the future of style

As we look beyond the current season, the 2026 fashion trends are already taking shape. Fuelled by rapid innovation, climate-conscious design, and digitally driven aesthetics, the fashion forecast for 2026 reveals an industry in transformation. If you're asking what's next in future fashion trends, from materials to mindset, this report breaks it all down. From forward-looking silhouettes to sustainability-led systems, here's what you can expect in fashion forecast 2026. [Like this](#).



Fashion quick change

Magician Solange Kardinaly returns to the America's Got Talent stage with an incredible quick-change act that leaves the judges and audience in awe! [Here](#).



Websites that you may find useful

- * **To remove image background** from photos 100% automatically in 3 seconds with zero clicks and free! [Here](#).
- * **Create a beautiful resume** quickly with the help of artificial intelligence and customisable templates. Impress your future employer. [Here](#).
- * **Your one-stop visual studio**. Create stunning images and cinematic videos with AI - fast, effortless, and professional. [Here](#).
- * **You have a PDF to edit**. SimplePDF makes it easy. Upload any PDF to get started or explore business plans. [Here](#).
- * **Your ultimate source for free design resources**. [Here](#).



4 steps to understanding your ESG credentials

Globally, momentum is building for mandatory sustainability reporting, with environmental, social, and governance (ESG) factors becoming increasingly important for businesses to enhance their reputation, attract investors, and align with societal expectations. While the immediate focus for mandatory reporting is on large organisations, smaller entities are not necessarily off the hook. You can you begin on your sustainability journey [here](#).



Cyber health check tool

This free tool helps you to do a basic cybersecurity assessment. It is for individuals, small businesses, and not-for-profits who want to improve their cybersecurity but aren't sure what to do. It will take less than 5 minutes to complete, and your assessment is anonymous. Access [here](#).



Free cash flow forecast template

Download a free cash flow forecast template for your business. Fill in the form to get a free cash flow forecast template as an editable PDF. They'll also link you to a guide on how to use it. [Here](#).



9 tips on how to use TikTok for business

TikTok is more than just a place where Gen Z dances to viral soundbites. TikTok's high engagement rates appeal to businesses that want to grow audiences with new types of social media content. Create a website for your business and promote the URL in your TikTok account bio to direct engaged viewers to your portfolio, product pages, affiliate links, and more. This post looks at top tips and ideas for businesses to gain traction on TikTok. [Here](#).



Microsoft tips

To lock your computer - Windows logo key + A. Locking your screen prevents people from accessing your device when you're away.

To minimise: Windows logo key + M.

To move the cursor to the end of a document - Ctrl and End.

To undo what's just been typed or altered, select Ctrl + Z.

To cut selected text, images, and tables, use Ctrl + X.

To zoom in - Ctrl +

To zoom back Ctrl -



Quick tricks in Excel

* To add more rows in an Excel spreadsheet, click on the row above where you want to add more rows, then hold Alt I and R. To keep adding more rows, each time you press the F4 key, it will add another row - easy!

* If you have several columns of names and want them combined into one column, try this - in the top cell of the column to feature all the names, type =TOCOL / open parenthesis (/ highlight all the names in the columns / close the parenthesis) - DONE!



Windows 10 is no longer supported by Microsoft - options

You CAN keep using Windows 10, even beyond October 2025, with Microsoft's Extended Security Updates (ESU) program. This video shows you step-by-step how to enrol your Windows 10 PC, the different options available, and what this means if your device isn't eligible for Windows 11. Learn how to extend the life of your Windows 10 device and keep it secure with extended updates. [Here](#).

PLUS - Small businesses face heightened risk of phishing, fraud, and malware once Microsoft ceases support for its Windows 10 operating system - [here](#).



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- [Tips on Building a Successful Business](#)
- [Preparing For A Fashion Trade Show](#)
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- [Quality Control In The Fashion Industry](#)
- [Importing and Exporting](#)
- [Get Noticed By The Media](#)
- [How To Brief Your Website Developer](#)
- [TESTEX – Textile Accreditation and Labelling](#)
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- [Marketing On A Budget](#)
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- [Establishing Your Label in the USA](#)
- [What Buyers Are Looking For](#)
- [Specification Sheets for Apparel Manufacturing](#)
- [Marketing for Small Fashion Business](#)

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