

# PREMIER ASIAN™ WEDDING SHOW

## PRESS RELEASE

Premier Asian Wedding Show will take place on Sunday 20<sup>th</sup> November 2011 in Manchester at the iconic and grand Midland Hotel. The venues stunning 3 banqueting suites will be converted into a wedding planning wonderland which will feature a rich variety of leading wedding suppliers from the region and beyond.

Whether brides and grooms are looking to cherry pick suppliers to add the finishing touches to their wedding or starting afresh- they will meet all the designers and suppliers on the same day, a to z of wedding services all under one roof to find every exquisite detail to make their wedding day unique.

Peter Shrigley, of The Midland Hotels says "We're delighted to have the Premier Asian Wedding Show taking place at the hotel, allowing us to welcome visitors and exhibitors to the hotel, which can cater to the needs of the Asian community".

Exclusive to this exhibition will be the inspirational sessions, giving bride and grooms the opportunity to glean the pearls of wisdom from some of the most talented people in the industry, who will be giving invaluable tips and advice and answering questions on key aspects of wedding planning. A Bride and Groom fashion extravaganza featuring UK, Pakistan and India's leading designers with a launch pad for a couple of designers, who are showcasing ready to wear fashion unveiling the latest trends and next year trends.

A performance stage will be set with wedding performers with surprise celebrity appearances from the Asian and mainstream industry. With the north – west regions British Asian population at 450,000, the wedding show is in response to an ever increasing demand for specialist wedding suppliers in the region. The BBC recently featured Asian Weddings on its Inside out programme featuring the growing market for Asian weddings which confirmed that "over the years the needs of the Asian community has grown and diversified at the same time with weddings becoming more glamorous and budgets ever increasing"

Event Director of the Premier Asian Wedding Show Manchester, Ahmer Iqbal sums this event which represents inspiration, innovation and unsurpassed, perfection!

Exhibition space and sponsorship opportunities email

[enquiries@premierasianweddingshow.co.uk](mailto:enquiries@premierasianweddingshow.co.uk)

For further information visit [www.premierasianweddingshow.co.uk](http://www.premierasianweddingshow.co.uk)