

THE NEW FRONTIER OF THE WORLD'S SOURCING
DESTINATION FOR APPAREL, TEXTILE & HOME TEXTILES IN AFRICA

## 19 - 20 November 2022

Royal Maxim Palace Kempinski Cairo, Egypt



# AFRICA 2022

#### THE 6TH EDITION

**Destination Africa** is an annual international pan-African B2B sourcing event for the textile industries in Egypt. It brings together the African Textile, Apparel, and Home Textiles manufacturers in ONE place with the international buyers to strengthen the business opportunities and trade activities on a global level. The event consists of a regional exhibition with African countries pavilions.

**Destination Africa** has witnessed an outstanding success with a growth of visitors since 2016, resulting in an increase in the exhibitors' number, the exhibiting space and the number of local, regional and international visitors. Therefore the past editions' impact has been recognizable leading to spreading and highlighting "Destination Africa's" name among the international buyers and exhibitors.

Thank you for the very warm and great reception and experience we and our team had at the event The event is a good platform for collaboration and easy touch points with all the players in the region. We are excited for the future and what is possible.

Li & Fung / FRC - USA

■■ Thank you for being a pioneer for Africa with this platform! For a future empowering the next generation on this continent.

Adidas - Germany

### **EXHIBITORS**

#### African manufacturers and suppliers of :

- Apparel
- Denim garments and textiles
- Fashion brands and labels
- Clothing fabrics
- Yarns
- Home Textiles
- Trade / Textiles Associations

#### **WHY DESTINATION AFRICA?**

- Network with hundreds of regional and international industry professionals.
- Capitalize on the global growing trend to make Africa the primary sourcing destination
- Compete in an expanding global economy and be part of Africa's economic growth
- Highlight Africa's Prime location, export opportunities and trade activities.
- Showcase the diversity and economic opportunities that Africa offers.
- Promote competition in quality of product, product variety, competitive prices and efficiency that meets the needs of the international buyers.
- Network with hundreds of regional and international industry professionals.

## **WHY VISIT?**

- Explore the African manufacturers, prices, efficiency and product variety.
- Stay updated with Africa's latest trends and challenges.
- Network with potential new sources and open business opportunities.
- Benefit from international agreements (COMESA, GAFTA, AGADIR, QIZ, GATT, GATS & Duty Free)





## **WHO SHOULD VISIT**



**Manufacturers** 



**Retailers** 



**Private Labels** 



**Wholesalers** 



**Buyers** 



**Importers** 



Sourcing



■■ All fairs and conferences were at a very high level. I can say that after visiting many such events around the world. Now we have a bigger idea of what is being produced in Africa and what shopping you can do here.

Ferax - USA

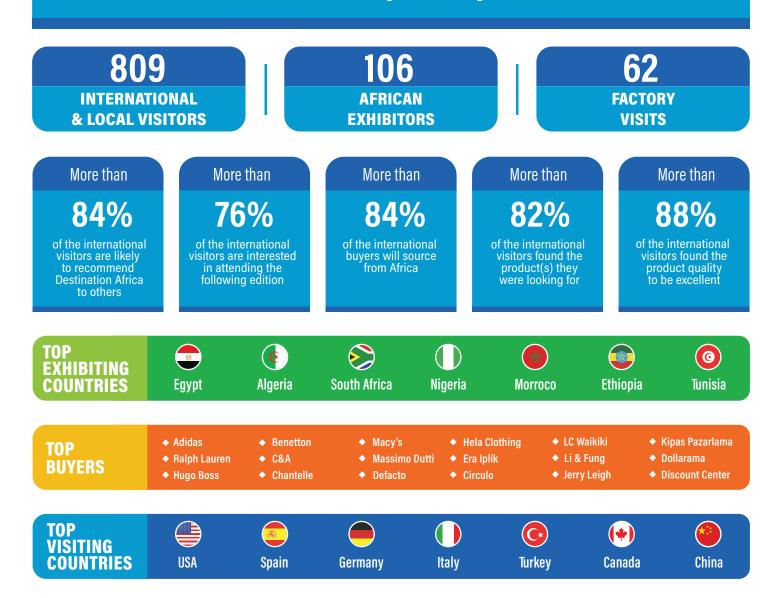


■ Amazing show. It was really good to attend and connect with many factories at the exhibition. We are looking forward to starting working in Egypt.

The Sourcing Company - USA

## **FACTS & FIGURES**

The 4<sup>th</sup> edition of Destination Africa (2019) was held at The Royal Maxim Palace Kempinski Hotel in Cairo on a period of three days. The B2B event was on the first two days followed by factory visits. In a space of 3,000 sqm and a net exhibiting space of 1,550 sqm, the Egyptian and African manufacturers displayed their high quality products to the attending international buyers interested in sourcing from the region.



Be part in making Africa the new frontier of the world's sourcing destination



