



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

**November 14 - 15, 2020**

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The Royal Maxim Palace Kempinski  
New Cairo, Egypt

**5<sup>th</sup> Edition**

[www.destination-africa.org](http://www.destination-africa.org)

# DESTINATION AFRICA 2020 5<sup>TH</sup> 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 in parallel to different seminars.

**Destination Africa** has witnessed an outstanding success with a growth of 110% 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 that led to spreading and highlighting "Destination Africa's" name among the international buyers and exhibitors.

## TESTIMONIALS



**Industria Textil Monarch S.A.** - Chile

"Show 2019 and my congratulations for all the team that makes this event was a complete success. I am in contact with three yarn, cotton and acrylic, with very interesting products and prices. I hope we can start a long term relationship."

**Svan International** - Germany

"Compliment was very nice well organized exhibition!!!! Compliment to your team!!!"

## EXHIBITORS

**African manufacturers and suppliers of:**

- Apparel including Menswear, Womenswear and Childrens wear.
- Denim garments and textiles.
- Fashion brands and labels.
- Clothing fabrics.
- Yarns.
- Home Textiles.
- Trade/ Textiles Associations.

### WHY DESTINATION AFRICA?

- 1 **Network with hundreds of regional and international industry professionals.**
- 2 **Capitalize on the global growing trend to make Africa the primary sourcing destination.**
- 3 **Compete in an expanding global economy and be part of Africa's economic growth.**
- 4 **Highlight Africa's prime location, export opportunities and trade activities.**
- 5 **Showcase the diversity and economic opportunities that Africa offers.**
- 6 **Promote competition in: quality in product, product variety, competitive prices and efficiency that meets the needs of the international buyers.**
- 7 **Attend the networking panels led by international speakers to receive new ideas and get exposed to the global textile industry.**



**18 International ltd** - Germany

"Very impressive organization - All went extremely smoothly relative to logistics. All attractions were very positive with your Destination Africa team"

**Adanko Arpad** - Serbi

"Keep it up! Excellent!"

# WHY VISIT?

- Explore the African manufacturers, prices, efficiency and product variety.
- Be 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).
- Attend the international conference led by international speakers to get exposed to the global textile industry.



## WHO SHOULD VISIT?



Manufacturers



Retailers



Private Labels



Wholesalers



Importers



Buyers



Sourcing & Purchasing



**Boston Traders Inc - USA**  
"Everything was well organized"

**Maple Shield Uniforms Manufacturing Ltd**  
"Very well organized, plus the staff were very cheerful."



**Tentree International Inc - Canada**  
"First of all, thank you for having invited us to this event. It was a great opportunity to learn about the region and its textile industry. Made some good connections and look forward to following up with them."

# 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 an exclusive factory visits between the participating buyers and exhibitors. The exhibition took place over a space of 3,000 sqm and a net exhibiting space of 1,800 sqm. The Egyptian and African manufacturers displayed their high quality products to the attended international buyers interested in sourcing from the region.

**809** Local & International Visitors

**106** African Exhibitors

**62** Factory Visits

More than

**85%**

of the international visitors are likely to recommend Destination Africa to others.

More than

**87%**








of the international visitors found the product(s) they were looking for.

More than

**54%**

of the international visitors found a potential African partner.

## TOP EXHIBITING COUNTRIES

-  Egypt
-  South Africa
-  Morocco
-  Algeria
-  Rwanda
-  Tunisia
-  Ethiopia

## TOP BUYERS

- Inditex
- Li & Fung
- Tom Tailor
- Carolina Herrera
- Desigual
- Penti Giyim
- Ticaret
- GIII
- Lefties
- Marks and Spencer
- Jerry Leigh
- Etam
- Asimworks Ltd
- Almaztex Tekstil Sanayi

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

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