



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



www.destination-africa.org



DESTINATION 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?

- 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 of product, product variety, competitive prices and efficiency that meets the needs of the international buyers.
- 7 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 4th 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.

809

**INTERNATIONAL
& LOCAL VISITORS**

106

**AFRICAN
EXHIBITORS**

62

**FACTORY
VISITS**

More than

84%

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

More than

76%

of the international visitors are interested in attending the following edition

More than

84%

of the international buyers will source from Africa

More than

82%

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

More than

88%

of the international visitors found the product quality to be excellent

TOP EXHIBITING COUNTRIES



Egypt



Algeria



South Africa



Nigeria



Morocco



Ethiopia



Tunisia

TOP BUYERS

◆ Adidas

◆ Ralph Lauren

◆ Hugo Boss

◆ Benetton

◆ C&A

◆ Chantelle

◆ Macy's

◆ Massimo Dutti

◆ Defacto

◆ Hela Clothing

◆ Era Iplik

◆ Circulo

◆ LC Waikiki

◆ Li & Fung

◆ Jerry Leigh

◆ Kipas Pazarlama

◆ Dollarama

◆ Discount Center

TOP VISITING COUNTRIES



USA



Spain



Germany



Italy



Turkey



Canada



China

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



(+20) 2527 1010 , Ext : 145 - 172



www.destination-africa.org

EXHIBIT

exhibit@destination-africa.org

VISIT

ibp@destination-africa.org

Apparel Buyer's Profile

All fields are mandatory to complete and be submitted to: ibp@destination-africa.org

CONTACT INFORMATION:

Company Name*: _____
 Contact Name*: _____ Occupation*: _____
 Country*: _____ City: _____
 Address: _____
 Work Phone*: (Country code) _____ (No) _____
 Mobile Phone*: (Country code) _____ (No) _____
 E-mail*: _____
 Company Website*: _____

(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org) ***

COMPANY PROFILE:

Year of Establishment*: _____ No. of Employees*: _____
 Annual Turnover in US\$: _____ Annual Value of Imports in US\$: _____
 Countries currently buying from: _____
 Are you importing from Africa now? * Yes No If yes, from which countries? _____
 Are you working through an agent? * Yes No
 What is the target market segment of your products? * Upper Middle Low

COMPANY TYPE OF ACTIVITY *:

Wholesaler Department Stores Manufacturer Retail Chain Hypermarket Discount Stores
 Importer Agent Brand Mail Order
 Other: _____

TYPE OF BUSINESS COOPERATION REQUIRED WITH THE AFRICAN EXHIBITOR *:

Outsourcing Investment Joint Venture Import Others: _____

The following section is mandatory to complete

PRODUCT CATEGORY: Men Women Children Babies

PRODUCT RANGE YOU ARE INTERESTED IN:

Hosiery: Leg Warmers Socks

Full Body: Jumpsuits Rompers

Dresses & Gowns: Cocktail Dress Gown

Jackets & Coats: Cape Coat Jacket Denim Jacket

Pullovers & Sweaters: Bolero Cardigan Pullover Turtleneck Sweater Twinset Sweatshirt Hoodie

Shirts & Tops: Blouse Dress Shirt Polo T-Shirt Vest Casual Shirt Tank Top

Skirts: Skirt

Suits: Blazer Jacket Pantsuit Tailcoat Trousers Tuxedo/Smoking Uniform

Trousers: Chinos Leggings Jeans Pants Shorts Sweat Pants

Traditional: Abaya

Underwear: Bathrobe Boxer Shorts Briefs Pajamas Panties Sleepwear Thermalwear

Accessories: Belt Gloves Hat Scarf Tie

Garment Accessories: Zippers Buttons Threads Labels Hangers

Other: _____

Terms & Conditions Apply

* Buyers who do not meet the qualifying criteria are welcomed to attend as an international visitor, benefit from our discounted hotel rate, receive a meet and assist service, a free admission to the B2B event and catalogue.

Signature: _____ **Date:** _____

Home Textiles Buyer's Profile

All fields are mandatory to complete and submitted to: ibp@destination-africa.org

CONTACT INFORMATION*:

Company Name*: _____
 Contact Name*: _____ Occupation*: _____
 Country*: _____ City: _____
 Address: _____
 Work Phone*: (Country code) _____ (No) _____
 Mobile Phone*: (Country code) _____ (No) _____
 E-mail*: _____
 Company Website*: _____

(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org) ***

COMPANY PROFILE:

Year of Establishment*: _____ No. of Employees*: _____
 Annual Turnover in US\$*: _____ Annual Value of Imports in US\$*: _____
 Countries currently buying from: _____
 Are you importing from Africa now? * Yes No If yes, from which countries? _____
 Are you working through an agent? * Yes No
 What is the target market segment of your products? * Upper Middle Low

COMPANY ACTIVITY TYPE*:

Wholesaler Department Stores Manufacturer Retail Chain Hypermarket Discount Stores
 Importer Agent Brand Others: _____

TYPE OF BUSINESS COOPERATION REQUIRED*:

Outsourcing Investment in Egypt Joint Venture Import Others: _____

PRODUCT RANGE YOU ARE INTERESTED IN THE FAIR*:

Home Hotels & Hospitals

Bathrobes Beach Towels Kitchen Towels Terry Towels Pillows
 Quilts Blankets Table Linen Bed Linen Hand Made Carpets & Rugs
 Curtains Upholstery Machine Made Carpets & Rugs

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Signature: _____ Date: _____

Textile Buyer's Profile

All fields are mandatory to complete and submitted to: ibp@destination-africa.org

CONTACT INFORMATION:

Company Name*: _____
 Contact Name*: _____ Occupation*: _____
 Country*: _____ City: _____
 Address: _____
 Work Phone*: (Country code) _____ (No) _____
 Mobile phone*: (Country code) _____ (No) _____
 E-mail*: _____
 Company Website*: _____

(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org*)**

COMPANY PROFILE:

Year of Establishment*: _____ No. of Employees*: _____
 Annual Turnover in US\$*: _____ Annual Value of Imports in US\$*: _____
 Countries currently buying from: _____
 Countries currently selling to: _____
 In which country/ies are you active? _____
 Are you importing from Africa now? * Yes No If yes, from which countries? _____
 If No, did you import from Africa before? * Yes No If yes, from which countries? _____
 Are you working through an agent? * Yes No
 What is the target market segment of your products? * Upper Middle Low

COMPANY TYPE OF ACTIVITY*:

Wholesaler Manufacturer Buying Office Importer Agent Others: _____

TYPE OF BUSINESS COOPERATION REQUIRED WITH THE AFRICAN EXHIBITOR*:

Outsourcing Investment Joint Venture Import Others: _____

PRODUCT RANGE YOU ARE INTERESTED IN*:

Fibers Yarns Sewing Threads Woven Fabrics Knitted Fabrics
 Denim Fabrics Lace Fabrics Technical Textiles (Clothtec, Medtech, Protech, Sportech Yarn or Fabrics)
 Dyeing, Printing & Finishing Other: _____
 Selected products details: _____



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Signature: _____ **Date:** _____