



## DESTINATION AFRICA

**Nile Ritz Carlton  
Cairo - Egypt  
November 11 & 12, 2017**

### Welcome to the 2<sup>nd</sup> Edition of Destination Africa

- **DESTINATION AFRICA** 2017 will take place for the 2nd time in Egypt.
- **DESTINATION AFRICA** is the major international specialized pan-African B2B Sourcing Event for the textile industries in Africa, capitalizing on the growing global trend to have Africa as a sourcing destination and showcasing the diversity and opportunities Africa is offering
- **DESTINATION AFRICA** is a 2-days event consisting of 3 simultaneous activities: a regional exhibition with African country pavilions, an international conference & seminar, and networking functions.
- **DESTINATION AFRICA** includes over 130 manufactures from 15 African countries (eg. Egypt, South Africa, Lesotho, Tunis, Morocco, Zimbabwe, Kenya, Tanzania, ...etc) specialized in ready-made garments, home textiles, yarn & fabrics over a space of more than 1,500 square meters.
- **DESTINATION AFRICA** is the only event of its kind that serves the African textile manufacturers with export opportunities and exposure to the International market, providing the link between manufacturers, suppliers, investors and buyers in Africa as well as linking them to the regional & international markets.
- **DESTINATION AFRICA** is THE Sourcing Event that will support the growth and the development of the textiles manufacturers in Africa as well as highlighting on the economic opportunities available for them.
- **DESTINATION AFRICA** illustrates to the international and the regional buyers, how Africa can compete in quality, standards, prices, efficiency as well as meeting the needs of the international markets.
- **DESTINATION AFRICA** guarantees that international buyers will find the array of products that will match all their needs, thus benefit from the different preferential trade agreements
- **DESTINATION AFRICA** is attracting over 300 major specialized US/EU buyers' & decision makers who will have the opportunity to explore the capability of Africa in one place, to view a diversified collection of products from different African countries under one roof.
- **DESTINATION AFRICA** promotes African made apparel, home textiles & textiles to the international and African markets as well as enhances the regional trade activities between the different African countries, capitalizing on tariff advantages and location.
- **DESTINATION AFRICA** is organized by the Egyptian Exporters Association – ExpoLink ([www.expolink.org](http://www.expolink.org)), an organization with over 20 years of international trade show preparation experience, in cooperation with the Ready Made Garments Export Council, the Textile Export Council, the Home Textiles Export Council and the Egypt National Council of Textiles.

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

Organized By



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