

Post Show Report 2016 Edition Coverage



11-12 November 2016

The Nile Ritz Carlton, Cairo, Egypt

www.destination-africa.org

Organized by:



2016 Exhibition Coverage



Destination Africa is a major international specialized B2B sourcing event for the textile industries in Africa. The first edition took place on November 11 & 12, 2016, at the Nile Ritz Carlton Hotel – Cairo, Egypt.

Destination Africa 2016 was the first event of its kind that served the African Textile manufacturers with export opportunities and exposure to the International market, capitalizing on the growing global trend to have Africa as a sourcing destination.

77 manufacturers from 11 African countries exhibited their products over an area of 808 square meters.

Destination Africa 2016 was visited by 127 international buyers from major companies in USA & the EU, for example: VF, Uniqlo, Jordache, Levi's, G-Star, Ralph Lauren, The Children's Place, Dogi International Fabrics S.A., Pimkie, Weberlace, Martinelli, and many others.



Conference Coverage



The international conference took place on the 2nd day of the event and it covered the following sessions:

1. Africa is ready to take off
2. Ethical and sustainable Textile Industry
3. Cotton in Africa
4. The Role of FDI in Production Transformation

The Conference was conducted by 15 International & 7 Egyptian speakers and moderators.



DESTINATION
AFRICA
The New Frontier

Destination Africa in Numbers

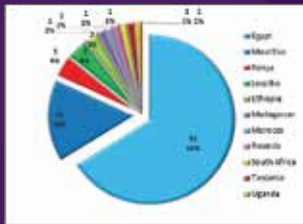


Destination Africa in Numbers
77 Exhibitors
8085qm
11 African Countries
127 International visitors

Exhibiting Countries

Exhibiting Countries

- 1 - Egypt
- 2 - Mauritius
- 3 - Kenya
- 4 - Lesotho
- 5 - Ethiopia
- 6 - Madagascar
- 7 - Morocco
- 8 - Rwanda
- 9 - South Africa
- 10 - Tanzania
- 11 - Uganda



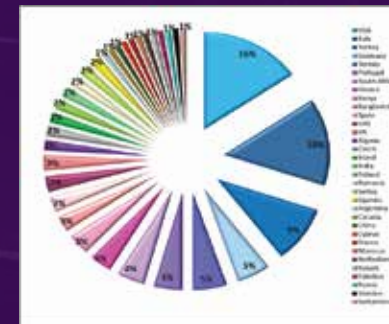
Conference Coverage



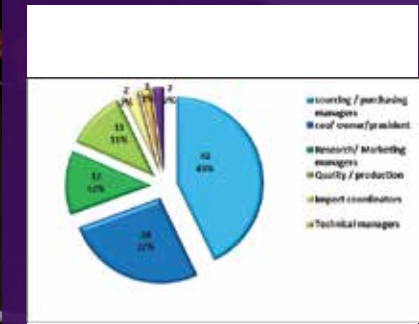
Based on a captured written feedback for the international buyers (70 out of 127), very positive results were achieved as follows:

- 96 % of the international buyers will source from Africa
- 80 % of the international buyers were satisfied with the exhibited products
- 90% of the international buyers were satisfied with the diversity
- 70 % of the international buyers were satisfied with the prices.
- 93% of the international buyers were satisfied with the quality of the Trade Fair.

Visitors Countries of Origin



Classification of Visitors



2016 Edition Sponsors

Destination Africa was sponsored by 8 international sponsors as follows:



Testimonials

Dear team of the Destination Africa event,

I want to thank all of you, also in the name of my wife, for the brilliant event organization. It was a pleasure to be in the lovely city of Cairo and we hope to be back next year.

Best regards

Christian Barthel

Director - Supply Chain Management
AID BY TRADE FOUNDATION

Oumesh Prithipaul- Exhibitor from Enterprise Mauritius

“ The objective has been met. For the first edition it was well organised and we met International Buyers”.

Clay Hickson- Vice President Strategy and Business Development- WRAP

“We participated in the Conference, Trade Show and also as a sponsor for the conference. This has been a very good first event for Egypt and for Africa, we have enjoyed the people we have met Factories, Manufacturers, Buyers, Brands and the Retailers and have met new people7 new contacts “.

Pamela Wong - Buyer from Jerry Leigh Los Angeles

“It has been really a great event to understand better the environment, to see the suppliers. We learned a lot about printing capabilities from suppliers we didn't know they exist in the region. It is very well organized and it is going to be very successful”.



Hurry Up

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Destination Africa 2017

Book your space Now

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