

DESTINATION
AFRICA
The New Frontier






November 17-19, 2018

The Royal Maxim Palace Kempinski Hotel
Cairo - Egypt



Destination **Africa** is organized by the Egyptian Exporters Association - ExpoLink in cooperation with:

-  The Readymade Garments Export Council of Egypt
-  The Textile Export Council
-  The Home Textiles Export Council

Organized by

In Collaboration with



Destination Africa



Welcome to the 3rd Edition of Destination Africa

Taking place for the 3rd time in Cairo-Egypt at the Royal Maxim Palace Kempinski Hotel.

- 🌍 **Destination Africa** is the major international specialized pan-African B2B Sourcing Event for the Textile industries in Africa. It capitalizes on the growing global trend to have Africa as a sourcing destination by showcasing the diversity and opportunities Africa is offering and to highlight their economic opportunities available.
- 🌍 **Destination Africa** is a 3-day event consisting of: a regional exhibition with African country pavilions, an international conference and networking functions.
- 🌍 **Destination Africa** includes more than 150 manufactures from different African countries specialized in **Readymade Garments**, **Yarn & Fabrics** and **Home Textiles** over a space of 1,500 square meters. (eg. Egypt, South Africa, Lesotho, Tunisia, Morocco, Zimbabwe, Kenya, Tanzania, and more)

Destination Africa



- 🌍 **Destination Africa** is the only event of its kind that serves the African textile manufacturers with export opportunities , preferential trade agreements and exposure to the International market. This aims to provide the link between manufacturers, suppliers, investors and African buyers in regional & international market .
- 🌍 **Destination Africa** promotes how Africa can compete in: quality, standards, prices and efficiency by meeting the needs of the international markets by guarantying finding an array of products that will match their need.
- 🌍 **Destination Africa** is attracting over 300 major specialized buyers & decision makers from around the world who will have the opportunity to explore the capability of Africa in ONE place.
- 🌍 **Destination Africa** promotes African made **apparel**, **textiles** & **home 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



Product Range:

Readymade Garments:

Men's wear, Women's wear, Children's wear

Sports wear, Casual wear, Formal wear, Sleep wear, Denim, Accessories

Textiles:

Yarns, Woven, Fabrics, Fibers, Technical Textiles

Home Textiles:

Bed Sheets, Towels, Mechanical Carpets, Handmade Carpets, Curtains,
Upholstery, Blankets

Destination Africa



Who will Exhibit?

Manufacturers from:

- 🌈 Readymade garments
- 🌈 Textiles
- 🌈 Home textiles

Why Exhibit?

A unique opportunity bringing together African **Readymade Garments**, Yarn & Fabrics and **Home Textiles** exporters in **ONE** place over a 1500 Sqm

Destination **Africa** serves the African textile manufacturers with export opportunities, promotion and exposure to the international market to enhance the regional trade activities



Destination Africa

Venue: Royal Maxim Palace Kempinski





DESTINATION
AFRICA

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2017

Destination Africa



The 2nd Edition 2017 | Post Show Report

205 International Buyers attended from all over the world from prominent brands

72 Exhibitors

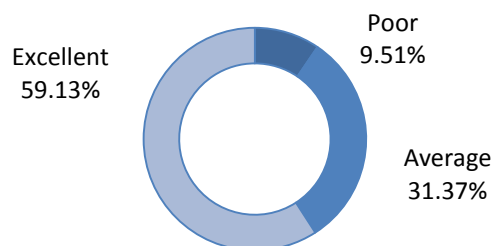
86% Of the International Buyers are willing to source from Africa

84% Willing to visit DA 18

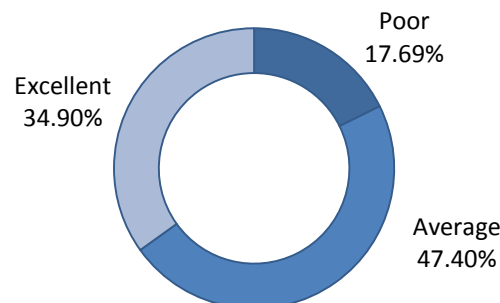
52% Of the International Buyers source from Africa

General Impression about the Exhibitors

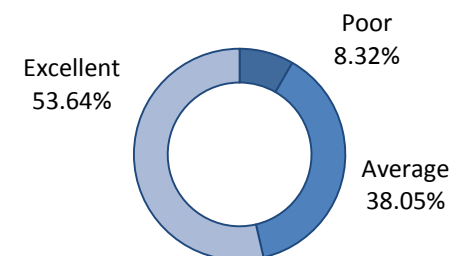
Diversity of Products



Quality



Price



Destination Africa



The 2nd Edition of 2017 - Testimonials

G-Star – Netherlands - Dhyana Van Der Pols–

Product Developer Director - Buyer

“ It’s an important event because Destination Africa is the sourcing hub for the apparel. We see some business leads have been established from last year. It’s a very professional event which can grow further”



Koton – Turkey – Mrs Yesim Sisik –
Sourcing Manager – Buyer

“Now our strategy is to grow the business in Egypt. If we can increase the business in Egypt we are planning to build up an office and a sourcing office”



Destination Africa



The 2nd Edition of 2017 - Testimonials

**Finn Holm-Olsen –East Africa Trade and Investment Hub -
Kenya – Exhibitor**

**“ It’s a very good promotion and organization that we like.
In the future we need to build upon that because it’s a good
concept when we talk to our exhibitors and people we
support.”**

**Agao Country Response Office - Susan Kabonero Muhwezi -
Senior Presidential Advisor - Official**

**“Destination Africa is about integration, collaboration and
not competition. It is very important that African countries
can sit together. The show is very well organized. The
hospitality of the Egyptians is amazing and the panels the
discussions are what we needed. Africa is an investment
HUB, it is developing and that development is the ways on
how to sustain especially in the textile and the apparel
industry. The conference was fantastic and enjoyable. We
should implement that Africa if united can actually do great
things, even supersede China and Bangladesh and become a
source hub and an investment hub”**



Destination Africa



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To take part of the major
Pan-African B2B event

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