

DESTINATION
AFRICA
2023



7th Edition

THE NEW FRONTIER OF THE WORLD'S SOURCING DESTINATION

FOR APPAREL, TEXTILE & HOME TEXTILES IN AFRICA

14 - 15 November 2023

Cairo, Egypt



www.destination-africa.org

ORGANIZED BY

expolink
EGYPTIAN EXPORTERS ASSOCIATION
جمعية المصدرين المصريين

ECE
APPAREL
EXPORT COUNCIL OF EGYPT
مجلس المصدرين للتصنيع
والملابس

**EGYPT TEXTILES & HOME
TEXTILES EXPORT COUNCIL**
المجلس المصري للتصدير النسيج والمنسوجات
والمنسوجات المنزلية



DESTINATION AFRICA 2023

THE 7TH 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.

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.

Just wanted to say a big thank you for all" the effort into organizing this great event – I believe I have met some great vendors in Egypt with great business potential for the "future, hope we can do it next year 2023

**Mrs. Suzanne Vermaas – "Foschini GP",
South Africa**

I want to thank you and the rest of the" Destination Africa Team for a wonderful event, I always enjoy participating in this event. I appreciate all the arrangements and amazing hospitality and giving us the opportunity to explore, meet partners and expand our business in the region. The event as always was "perfectly organized in all aspects

Mr. Tugrul Tekin – "Li & Fung", Hong Kong

EXHIBITORS

African manufacturers and suppliers of :

- ⊕ Apparel " including Menswear, Womenswear and Children's 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** Compete in an expanding global economy and be part of Africa's economic growth
- 3** Explore Africa ,export opportunities and trade activities

I was absolutely blown away at what i saw" here, there is a lot of opportunities at fleeces, polyesters, denim, as if i source from any Asian country then there is a duty factor which is not the case in Egypt, the exhibition was fabulous, very well organized, i saw a wide variety of products and African countries, everything was just .here

Mr. Akhil Kumar, Revise Clothing, USA

FACTS & FIGURES

The 6th edition of Destination Africa 2022 was held at The Royal Maxim Palace Kempinski Hotel in Cairo for two days in a space of 3,000 Sqm and a net exhibiting space of 1,286 Sqm. It hosted more than 75 Egyptian and African manufacturers that displayed their high quality products to more than 120 international buyers from all over the world that are interested to source from the region.

757

**Local & International
Visitors**

78

African Exhibitors

3337

**Total number of Visitors
all editions**

More than

98%

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

More than

96%

of the international
visitors were satisfied
with the on-site guidance
and assistance

More than

92%

of the international
visitors were satisfied with the
location.

More than

92%

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

More than

88%

felt there were
a sufficient number
of potential partners.

TOP EXHIBITING COUNTRIES



Egypt



Tunisia



Morocco



Lesotho



Ethiopia

TOP BUYERS

◆ Forever 21

◆ Maxmara

◆ Stella MC cartney

◆ Lefties- Inditex

◆ Artsana

◆ PDS Limited

◆ Li & Fung

◆ Macy's

◆ C & A sourcing

◆ Ariat

TOP VISITING COUNTRIES



USA



Turkey



Italy



Spain



Russia



India



Saudi Arabia

SCAN TO VISIT



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SCAN TO EXHIBIT



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



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WHY VISIT?

- Explore the African manufacturers, Capabilities and product variety
- Stay updated with Africa's latest trends opportunities
- Network with potential new sources and open business opportunities
- Benefit from international agreements (QIZ, GAFTA, AGADIR, GATT, GATS & Duty Free



WHO SHOULD VISIT



Manufacturers



Retailers



Private Labels



Wholesalers



Buyers



Importers



Sourcing



Thank you very much, I find the event very helpful and perfectly organized. I got lots of nice contacts and now we are negotiating with more than 10 factories, I hope we can start to work with your area

Mrs. Polina Filonenko - "Fashion Continent", Russia

Thank you for the opportunity to attend the event. It was great to meet with so many people from the industry and had some fruitful conversations. Thank you for your support during this visit

Mr. Shriram Jatar - "PDS Limited", UK