

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



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?

- Network with hundreds of regional and international industry professionals.
- Capitalize on the global growing trend to make Africa the primary sourcing destination
- Compete in an expanding global economy and be part of Africa's economic growth
- Highlight Africa's Prime location, export opportunities and trade activities.
- Showcase the diversity and economic opportunities that Africa offers.
- Promote competition in quality of product, product variety, competitive prices and efficiency that meets the needs of the international buyers.
- 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



II 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.







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

EXHIBITING COUNTRIES



Egypt



Algeria



South Africa



Nigeria



Morroco



Ethiopia



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

VISITING COUNTRIES















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

EXHIBIT

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

exhibit@destination-africa.org



www.destination-africa.org

VISIT

ibp@destination-africa.org



19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

Apparel Buyer's Profile

All fields are mandatory to complete	and be submitte	d to. lbp@destill	ation-amca.org		
CONTACT INFORMATION:					
Company Name*:					
Contact Name*:		Occupation*:			
Country*:		City:			
Address:					
Work Phone*: (Country code)					
Mobile Phone*: (Country code)	(No)		,		
E-mail*:					
Company Website*:					
(Note: If a website is not available, kindly se	nd a complete com	pany profile to ibp@	destination-africa.org	***	
COMPANY PROFILE:					
Year of Establishment*:					
Annual Turnover in US\$*:	A	nnual Value of Impor	ts in US\$*:		
Countries currently buying from:					
Are you importing from Africa now? * 🔲	Yes 🔲 No If y	es, from which count	tries?		
Are you working through an agent?*	Yes No				
What is the target market segment of your p	roducts? * 🔲 Upp	oer 🔲 Midd	le 🗖 Low		
COMPANY TYPE OF ACTIVITY *:					
☐ Wholesaler ☐ Department Stores	☐ Manufacturer	Retail Chain	Hypermarket	☐ Discount Stores	
☐ Importer ☐ Agent	☐ Brand	☐ Mail Order			
Other:					
TYPE OF BUSINESS COOPERATION REQUIRE	O WITH THE AFRICAL	N EXHIBITOR *:			
Outsourcing Investment	Joint Venture	☐ Import	Others:		
The following section is mandatory to complete					



19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

PRODUCT CATEGORY: ☐ Men ☐ Women ☐ Children ☐ Babies					
PRODUCT RANGE YOU ARE INTERESTED IN: Hosiery:					
Full Body:					
Dresses & Gowns:					
Jackets & Coats: Cape Coat Dacket 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:					



19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

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?*				
Are you working through an agent?*				
What is the target market segment of your products? *				
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				
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:				



19-20 November 2022 Royal Maxim Palace Kempinski Cairo – Egypt www.destination-africa.org

Textile Buyer's Profile

All fields are mandatory to complete and submitted to: ibp@destination-africa.org **CONTACT INFORMATION:** Company Name*: ______ Contact Name*: ______ Occupation*: ______ Occupation*: Country*: ______ City: ______ City: _____ Address: Work Phone*: (Country code) ______ (No) _____ Mobile phone*: (Country code) _____ (No) _____ 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? _____ If No, did you import form 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 Others: PRODUCT RANGE YOU ARE INTERESTED IN*: Yarns Fibers Sewing Threads ☐ Woven Fabrics ☐ Knitted Fabrics Lace Fabrics Technical Textiles (Clothtec, Medtech, Protech, Sportech Yarn or Fabrics) Denim Fabrics Dyeing, Printing & Finishing Other: _____ Selected products details: ______





19-20 November 2022 Royal Maxim Palace Kempinski Cairo – Egypt www.destination-africa.org

Т	erms	&	Co	ndi	tions	App	lv

* 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: