

DESTINATION  
**AFRICA**



# THE NEW FRONTIER OF THE WORLD'S SOURCING DESTINATION

FOR APPAREL, TEXTILE & HOME  
TEXTILES IN AFRICA

**16-17 November 2024**

The Royal Maxim Palace Kempinski Hotel  
Cairo, Egypt

ORGANIZED BY

**expolink**  
EGYPTIAN EXPORTERS ASSOCIATION  
جمعية المصدرين المصريين

**APPEL EXPORT  
COUNCIL OF EGYPT**  
المجلس التصديري  
لللباس الجاهزة  
ECE

**EGYPT TEXTILES & HOME  
TEXTILES EXPORT COUNCIL**  
المجلس التصديري للقرن والمصنوعات  
والمنسوجات المنزلية

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

## TOP EXHIBITING COUNTRIES



## TOP BUYERS

LULU LEMON

BOOHOO GROUP

STELLA MC CARTNEY

M&S

PENTI

KOTON

RALPH LAUREN

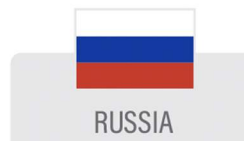
NEXT

ETAM

FUNDAY

HUGO BOSS

## TOP VISITING COUNTRIES



**BE PART IN MAKING AFRICA  
THE NEW FRONTIER OF  
THE WORLD'S SOURCING  
DESTINATION**

SCAN TO VISIT



SCAN TO EXHIBIT



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# FACTS & FIGURES

## OF DESTINATION AFRICA 2023

The 7<sup>th</sup> edition 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 1,800 Sqm. It hosted more than 88 Egyptian and African manufacturers that displayed their high quality products to more than 200 international buyers from all over the world that are interested to source from the region.

**985**

Local &  
International  
Visitors

**88**

African  
Exhibitors

**4322**

Total Number  
of Visitors all  
editions

More than

**94%**

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

More than

**91%**

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

More than

**89%**

of the international were satisfied with the location.

More than

**93%**

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

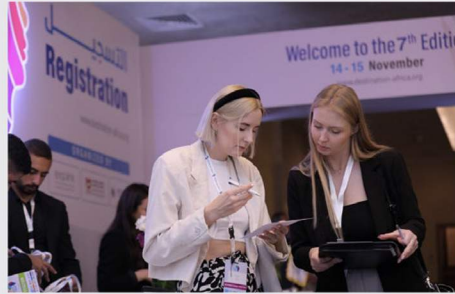
More than

**88%**

felt there were a sufficient number of potential partners.

# 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

*"I am so happy that we came out, I actually found one of my favorite suppliers of all time. We have been to expos every single year around the world, Destination Africa is a must must have for your business"* Nancy - Lululemon company, USA

*This is 4th time and everytime I visit. I find new suppliers and it has been progressing from time to time. Destination Africa organization was really well organized, There's nothing to complain about. From the beginning, the transportation, accommodation and supplier management, all is great"* Muge - Etam company, Turkey



# EXHIBITORS

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## African Manufacturers & Suppliers of:

- Apparel "Including Menswear, Womenswear & Children's wear"
- Denim garments and textiles
- Fashion brands & Labels
- Clothing fabrics
- Yarns
- Home Textiles
- Trade / Textiles Associations



## WHY DESTINATION AFRICA?

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- Network with hundreds of regional and international industry professionals.
- Compete in an expanding global economy and be part of Africa's economic growth
- Explore Africa ,export opportunities and trade activities.

***"Many thanks, It's a very interesting fair. I've discovered new suppliers and opportunities"***

Mr. Rafael, R.P.L Company , Spain

# DESTINATION AFRICA 2024

## The 8<sup>th</sup> Edition

**Destination Africa** is an annual international pan-African B2B sourcing event for the textile industries in Egypt. It brings together the African Apparel, Textile 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.

***"I visit exhibitions all over the world a lot, but this one exceeded my expectations! The organization is at a decent level! Thank you for your trust"***

Mrs. Levitskaya Tanya - Erik Laffero company, Russia

***"The fair was very good for the company. We have met very good suppliers to start working with. I really recommend the fair, we are very happy. Many thanks for your help"***

Mrs. Maris - Smartmen company, Spain

## Apparel Buyer's Profile

All fields are mandatory to complete and be submitted to: [ibp@destination-africa.org](mailto:ibp@destination-africa.org)

### CONTACT INFORMATION:

Company Name\*: \_\_\_\_\_  
 Contact Name\*: \_\_\_\_\_ Occupation\*: \_\_\_\_\_  
 Country\*: \_\_\_\_\_ City: \_\_\_\_\_  
 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](mailto:ibp@destination-africa.org)) \*\*\*

### COMPANY PROFILE:

Annual Turnover in US\$: ☐ less than \$5M ☐ between \$5M and \$10M ☐ More than \$10M  
 Annual Value of Imports in US\$: ☐ less than \$5M ☐ between \$5M and \$10M ☐ More than \$10M

### COMPANY TYPE OF ACTIVITY \*:

☐ Wholesaler ☐ Department Stores ☐ Manufacturer ☐ Retail Chain ☐ Hypermarket ☐ Discount Stores  
☐ Importer ☐ Agent ☐ Brand ☐ Mail Order  
 Other: \_\_\_\_\_

### TYPE OF BUSINESS COOPERATION REQUIRED WITH THE AFRICAN EXHIBITOR \*:

☐ Outsourcing ☐ Investment ☐ Joint Venture ☐ Import ☐ Others: \_\_\_\_\_

### The following section is mandatory to complete

**PRODUCT CATEGORY:** ☐ Men ☐ Women ☐ Children ☐ Babies

### PRODUCT RANGE YOU ARE INTERESTED IN:

**Hosiery:** ☐ Leg Warmers ☐ Socks

**Full Body:** ☐ Jumpsuits ☐ Rompers

**Dresses & Gowns:** ☐ Cocktail Dress ☐ Gown

**Jackets & Coats:** ☐ Cape ☐ Coat ☐ Jacket ☐ 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:** \_\_\_\_\_



## Textile Buyer's Profile

All fields are mandatory to complete and submitted to: [ibp@destination-africa.org](mailto: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](mailto:ibp@destination-africa.org)\*\*\*)

### COMPANY PROFILE:

Annual Turnover in US\$\*: \_\_\_\_\_ Annual Value of Imports in US\$\*: \_\_\_\_\_  
 Countries currently buying from: \_\_\_\_\_  
 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 ☐ Import ☐ Others: \_\_\_\_\_

### PRODUCT RANGE YOU ARE INTERESTED IN\*:

☐ Fibers ☐ Yarns ☐ Sewing Threads ☐ Woven Fabrics ☐ Knitted Fabrics  
☐ Denim Fabrics ☐ Lace Fabrics ☐ Technical Textiles (Clothtec, Medtech, Protech, Sportech Yarn or Fabrics)  
☐ Dyeing, Printing & Finishing ☐ Other: \_\_\_\_\_

Selected products details: \_\_\_\_\_

### 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: \_\_\_\_\_

## Home Textiles Buyer's Profile

All fields are mandatory to complete and submitted to: [ibp@destination-africa.org](mailto: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](mailto:ibp@destination-africa.org)) \*\*\*

### COMPANY PROFILE:

Annual Turnover in US\$\*: \_\_\_\_\_ Annual Value of Imports in US\$\*: \_\_\_\_\_  
 Countries currently buying from: \_\_\_\_\_  
 What is the target market segment of your products? \* ☐ Upper ☐ Middle ☐ Low

### COMPANY ACTIVITY TYPE\*:

☐ Wholesaler ☐ Retail Chain ☐ Hypermarket ☐ 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

<input type="checkbox"/> Bathrobes	<input type="checkbox"/> Beach Towels	<input type="checkbox"/> Kitchen Towels	<input type="checkbox"/> Terry Towels	<input type="checkbox"/> Pillows
<input type="checkbox"/> Quilts	<input type="checkbox"/> Blankets	<input type="checkbox"/> Table sheets	<input type="checkbox"/> Bed sheets	<input type="checkbox"/> Hand Made Carpets & Rugs
<input type="checkbox"/> Curtains	<input type="checkbox"/> Upholstery	<input type="checkbox"/> Machine Made Carpets & Rugs	<input type="checkbox"/> Bath mats	

### 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: \_\_\_\_\_