

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

ECE APPAREL EXPORT
COUNCIL OF EGYPT
المجلس التصديري
للألباس الجاهزة

**EGYPT TEXTILES & HOME
TEXTILES EXPORT COUNCIL**
المجلس التصديري للقرن والممنسوجات
والمفروشات المنزلية

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



(+20) 2527 1010 , Ext : 145

www.destination-africa.org

FACTS & FIGURES

OF DESTINATION AFRICA 2023

The 7th 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

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?

- 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 8th 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

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) ***

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



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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

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:

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

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:

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

Bathrobes Beach Towels Kitchen Towels Terry Towels Pillows
 Quilts Blankets Table sheets Bed sheets Hand Made Carpets & Rugs
 Curtains Upholstery Machine Made Carpets & Rugs Bath mats

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Signature: _____ Date: _____