



DESTINATION  
**AFRICA**

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



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



# DESTINATION AFRICA 2022

THE 6<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 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?

- 1** Network with hundreds of regional and international industry professionals.
- 2** Capitalize on the global growing trend to make Africa the primary sourcing destination
- 3** Compete in an expanding global economy and be part of Africa's economic growth
- 4** Highlight Africa's Prime location, export opportunities and trade activities.
- 5** Showcase the diversity and economic opportunities that Africa offers.
- 6** Promote competition in quality of product, product variety, competitive prices and efficiency that meets the needs of the international buyers.
- 7** 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



“ 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 4<sup>th</sup> 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.

**809**

**INTERNATIONAL  
& LOCAL VISITORS**

**106**

**AFRICAN  
EXHIBITORS**

**62**

**FACTORY  
VISITS**

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

## TOP EXHIBITING COUNTRIES



Egypt



Algeria



South Africa



Nigeria



Morocco



Ethiopia



Tunisia

## 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

## TOP VISITING COUNTRIES



USA



Spain



Germany



Italy



Turkey



Canada



China

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



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



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

**EXHIBIT**

[exhibit@destination-africa.org](mailto:exhibit@destination-africa.org)

**VISIT**

[ibp@destination-africa.org](mailto:ibp@destination-africa.org)

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

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? \* ☐ 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 ☐ 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:** \_\_\_\_\_



## 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:

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? \* ☐ 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 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

<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 Linen	<input type="checkbox"/> Bed Linen	<input type="checkbox"/> Hand Made Carpets & Rugs
<input type="checkbox"/> Curtains	<input type="checkbox"/> Upholstery	<input type="checkbox"/> Machine Made Carpets & Rugs		

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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:

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? \_\_\_\_\_  
Are you importing from Africa now? \* ☐ Yes ☐ No If yes, from which countries? \_\_\_\_\_  
If No, did you import from 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 ☐ 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: \_\_\_\_\_



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**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_