



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



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

**EXHIBIT**

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**VISIT**

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AMBASSADE  
DE LA  
REPUBLIQUE ARABE D'EGYPTE

MISSION COMMERCIALE &  
ECONOMIQUE

Ref : 104/2022

Paris, le 19 Juillet 2022

Chère Madame, Cher Monsieur,

J'ai le plaisir de vous inviter à visiter l'Exposition Internationale « Destination Africa », Foire Internationale de textile qui se tiendra au Caire du 19 au 20 Novembre 2022 à l'hôtel Royal Maxim Palace Kempinski.

Si, vous êtes intéressé, n'hésitez pas à remplir le formulaire suivant votre profil. Une prise en charge peut-être possible après décision du Comité.

Pour plus de renseignements, nous vous invitons à vous rendre sur le lien suivant :

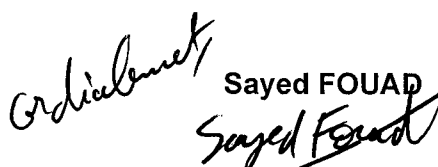
- <http://www.destination-africa.org>

Les personnes intéressées sont invitées à répondre par mail à :

- Mission économique de l'Ambassade d'Egypte à Paris : [paris@ecs.gov.eg](mailto:paris@ecs.gov.eg)
- Madame Mariam Rostom, Executive Office Manager & Secretary of the Board Expolink (Organisateur) : [executiveoffice@expolink.org](mailto:executiveoffice@expolink.org) ; [info@destination-africa.org](mailto:info@destination-africa.org) ; [info@expolink.org](mailto:info@expolink.org)
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Je vous serais reconnaissant de bien vouloir diffuser cette information.

En vous remerciant de votre collaboration, je vous prie Chère Madame, Cher Monsieur d'agréer l'expression de ma très haute considération.

  
Sayed FOUAD

Ministre Plénipotentiaire  
Chef de la Mission Commerciale & Economique

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