

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

SCAN THE CODE
FOR REGISTRATION



expolink
EGYPTIAN EXPORTERS ASSOCIATION
الجمعية المصرية للتصدير والتصدير



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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
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THE WORLD'S SOURCING
DESTINATION**

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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"^u
- 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



Advantageous Visitor Packages Based on Turnover

1) Platinum Package:

- Turnover of 10 million USD for apparel buyers
- Turnover of 10 million USD for yarn and fabric buyers
- Turnover of 15 million USD for home textile buyers

2) Gold Package:

- Turnover of 5 million USD to 10 million USD for apparel buyers
- Turnover of 2 million USD to 10 million USD for yarn and fabric buyers
- Turnover of 8 million USD to 15 million USD for home textile buyers

3) Silver Package:

- Turnover of under 5 million USD for apparel buyers
- Turnover of under 2 million USD for yarn and fabric buyers
- Turnover of 5 million USD to 8 million USD for home textile buyers



Package Benefits

- Platinum Package:
 - One representative
 - Complimentary round-trip ticket on an economy basis to and from the same departure country to the International Cairo airport
 - Complimentary 3 single hotel nights' accommodation at a 5-star hotel on a Bed & Breakfast basis
 - Silver Package benefits

- Gold Package:
 - One representative
 - Complimentary 3 single hotel nights' accommodation at a 5-star hotel on a Bed & Breakfast basis
 - Silver Package benefits

- Silver Package:
 - Complimentary meet & assist service upon arrival at the Cairo International Airport to the hotel and vice versa
 - Complimentary shuttle bus transportation from the hotel to the event venue and vice versa.
 - A VIP admission to the B2B event
 - Complimentary Welcome International Buyers Kit (including: badge, catalogue, floor plan, shuttle bus schedule)
 - 24 hours Help Desk at your hotel



YOU ARE INVITED TO EGYPT!

16-17 NOVEMBER 2024

Cairo, Royal Maxim Palace Kempinski

Contact Ren Sourcing to visit
the region's leading textile B2B
event with **transportation and
3-day accommodation**
opportunity.



sibelege@rensourcing.com



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