



**DESTINATION  
AFRICA**

The New Frontier



WELCOME TO  
**DESTINATION AFRICA**  
2017



## Mark Your Calendar

This November marks the beginning of the second round of “Destination Africa”. If by all means you missed round one let me first introduce you to what is Destination Africa: Started in 2016, Destination Africa was the first event of its kind that served the African Textile manufacturers with export opportunities and exposure to the International market, capitalizing on the growing global trend to have Africa as a sourcing destination.



## 2016 In Numbers

Other than the event's unique nature there is one more remarkable thing about Destination Africa which turned out to be "The Satisfaction". Satisfaction of buyers, and let's say there were some big names last year including Levi's, G-Star, Ralph Lauren etc. along with satisfaction of visitors and exhibitors. This satisfaction can be broken down in numbers, as 96% of buyers confirmed they will source from Africa, 90% of them were satisfied from the diversity shown and 93% were satisfied with quality.



## **Bigger Than Ever**

As for this year, Destination Africa, already has more promising numbers, showing 68% increase in the number of manufactures, 36% more countries than last year and the number of buyers nearly doubled last year's.

Add to that, this year's event will be held on 1500 meters squared venue (last year was on 808 meters squared). The bigger venue is aimed to hold bigger number of visitors and exhibitors, which is quite predicted following last year's success.



## Providing Links To Regional And International Markets

Exhibitors will be showing a very diverse collections of products including Ready-Made Garments, Home Textiles, Yarns, fabrics and accessories. The increase of interest in the number of exhibitors to showcase their products at DA 2017 is due to the realization of DA connecting the ecosystem of International Trading.



## **Why Destination Africa?**

If you wondering why Africa? Why now? Let me tell you that for a while now, African countries have worked their way out to prove they can be the new business hub of the world combining diversity along with competitive labor costs with very good quality. Proving that Africa can be the destination to build a vertically integrated business with lower costs and good quality.