



2nd Edition

Post Show Report

November 11th & 12th, 2017

The Pan-African B2B sourcing event, "Destination Africa" presented over **72 manufacturers** from **6 African countries**: Egypt, Kenya, Mauritius, Ethiopia, South Africa and Nigeria to exhibit their products. Destination Africa welcomed **205 international specialized buyers** from the **US & the EU** over an exhibiting space of 936 Sqm.

Destination Africa is organized by the Egyptian Exporters Association – ExpoLink in collaboration with the Egyptian Readymade Garments Export Council, The Textile Export Council and the Home Textiles Export Council

72 Exhibitors

205

International Buyers from all over the world from prominent brands

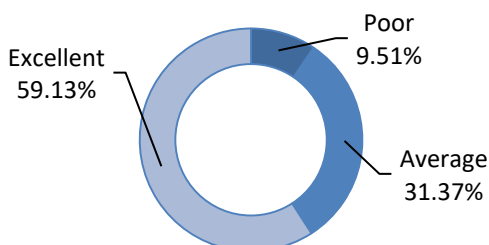
Destination Africa showcased Readymade Garments, Home Textiles, Yarns & Fabrics and Accessories through the **2-day event** consisting of a **regional exhibition** and an **international conference** on the **11th and 12th of November** at the Nile Ritz Carlton Hotel- Cairo, Egypt

International Buyers per country		
#	Country	Percentage
1	USA	16.40%
2	Turkey	11.64%
3	Italy	7.94%
4	France	6.35%
5	Portugal	5.82%

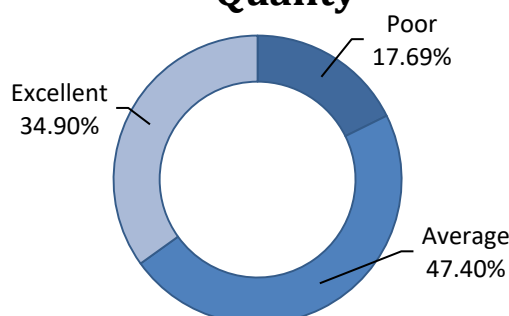
680 Visitors

General Impression about the Exhibitors

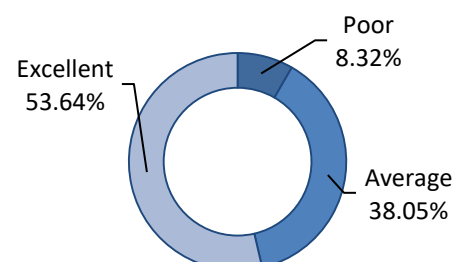
Diversity of Products



Quality



Price



Testimonials

**Dhyana Van Der Pols – Product Developer
Director - G-Star - Netherlands - Buyer**

“Destination Africa is the sourcing hub for the apparel industry. We see some business leads have been established from last year. It’s a very professional event which can grow further “

84%

Willing to visit
DA 18

**Finn Holm- Olsen –East Africa Trade and
Investment Hub - Kenya - Exhibitor**

“Destination Africa is a good vehicle to connect buyers with manufacturers in East Africa. The trade show focused primarily on identifying motivating buyers to match them with the exhibitors. It’s a very good promotion and organization; it’s a good concept when we talk to our exhibitors and people we support.”

52%

Of the
International
Buyers source
from Africa



**Jaswinder Bedi – Chairman- African Cotton
and Textile Industries Federation- Kenya**

“I am very excited to be here because I can see cooperation within Origin Africa, I know that we have a continental supply chain, a common vision, a common agenda and together we will, and yes we can.”

86%

Are willing to
source from
Africa



Organized By:

