



DESTINATION
AFRICA
The New Frontier

DESTINATION AFRICA 2022
6TH EDITION

19-20 NOVEMBER

POST SHOW REPORT

Presented by:
Apparel , Textile & Home Textiles Sector
Expolink

TABLE OF CONTENT

1. EXHIBITORS

2. INTERNATIONAL BUYERS PROGRAM

3. MEDIA & PRESS

4. SEMINARS

5. VIPS

6. SPONSORS

7. B2B MATCHMAKING TOOL

8. THANK YOU EMAILS



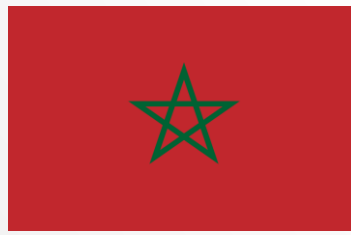


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1. EXHIBITORS

1. EXHIBITORS

- **78 EGYPTIAN AND AFRICAN MANUFACTURERS PARTICIPATED IN THE 6TH EDITION OF DESTINATION AFRICA 2022 OVER A NET EXHIBITING SPACE OF 1,286 SQM.**
- **42% OF THEM ARE NEW EXHIBITORS**
- **THE EGYPTIAN MANUFACTURERS HAVE OCCUPIED 1,064 SQM AND THE REGIONAL MANUFACTURERS, 144 SQM.**

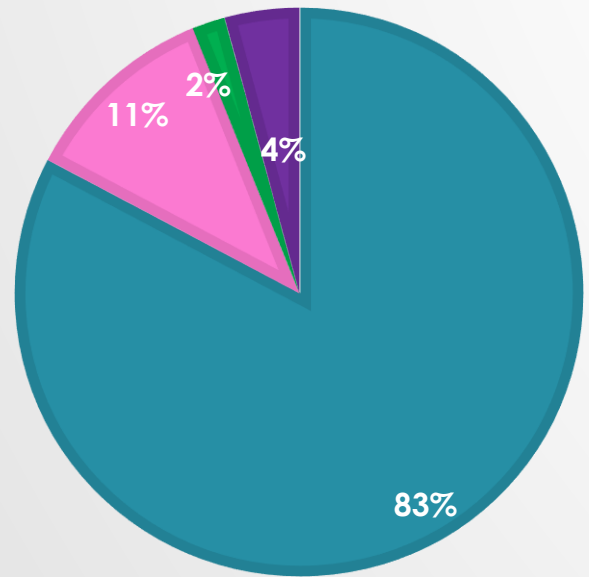


1.I. FACTS & FIGURES



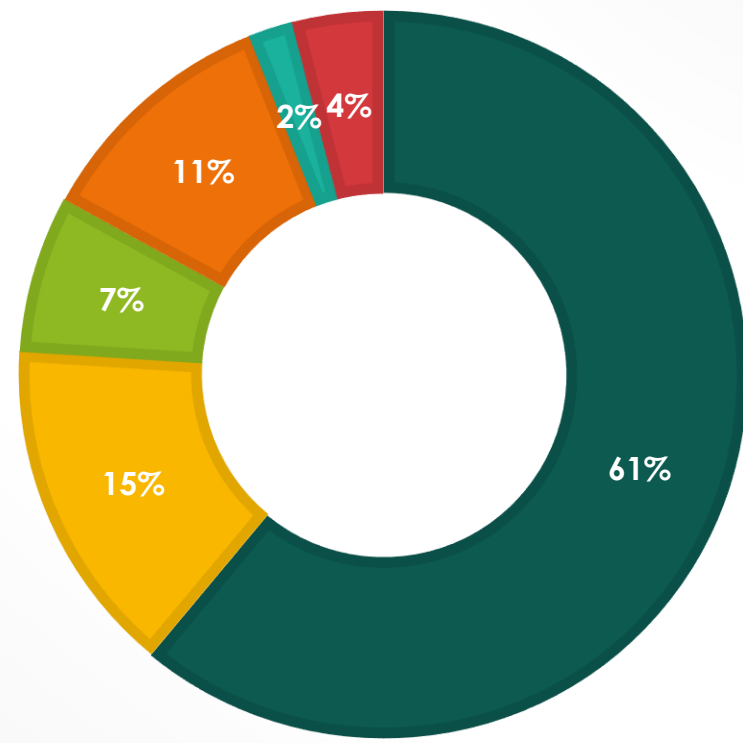
DIVISION BY SPACE

- Egyptian Manufacturers
- Regional Manufacturers
- Export Councils
- Unsold



DIVISION BY SECTOR

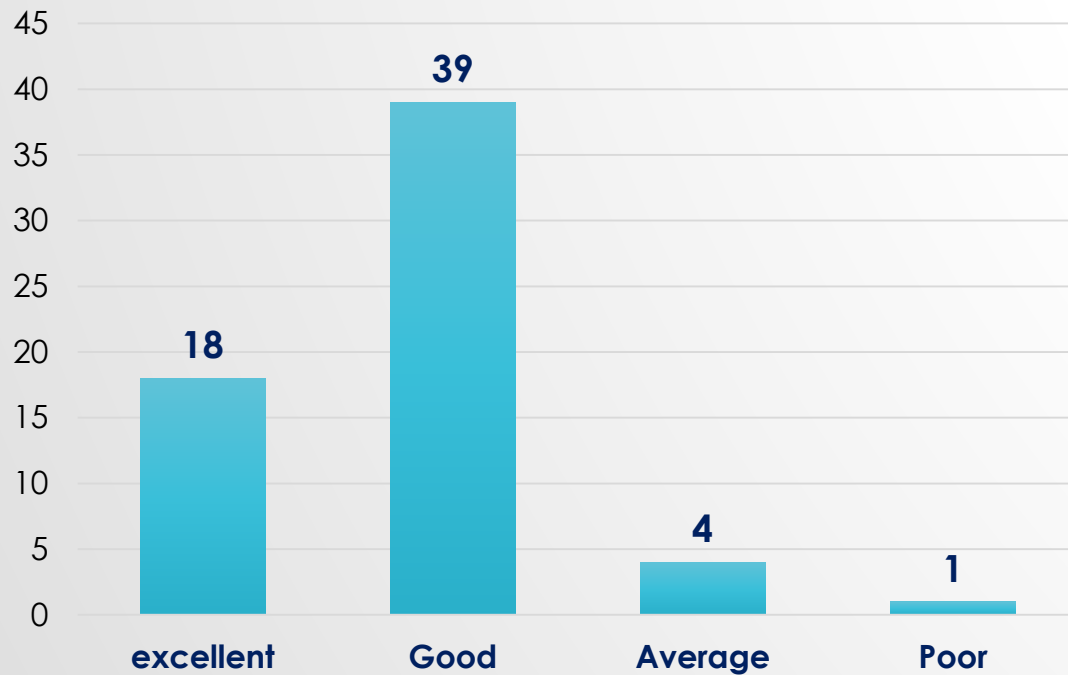
- Apparel
- Textile
- Home Textile
- Regional
- Rising Stars
- Unsold



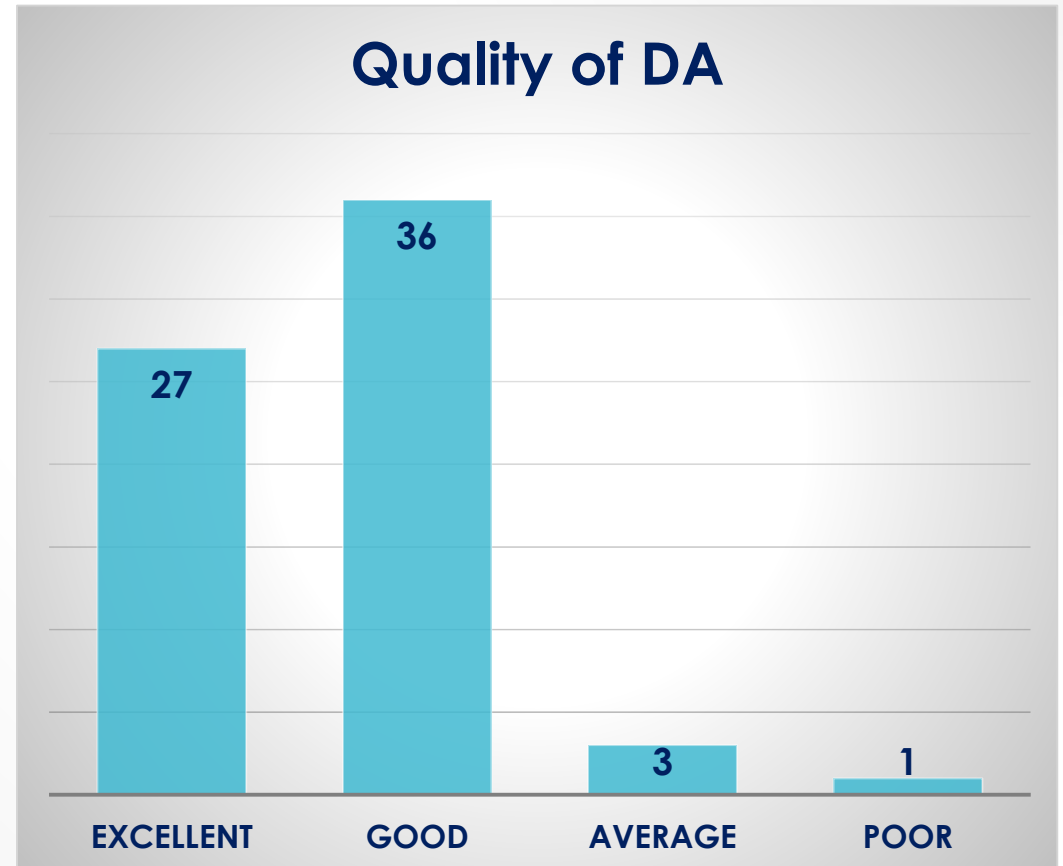
1.II. EVALUATION FEEDBACK



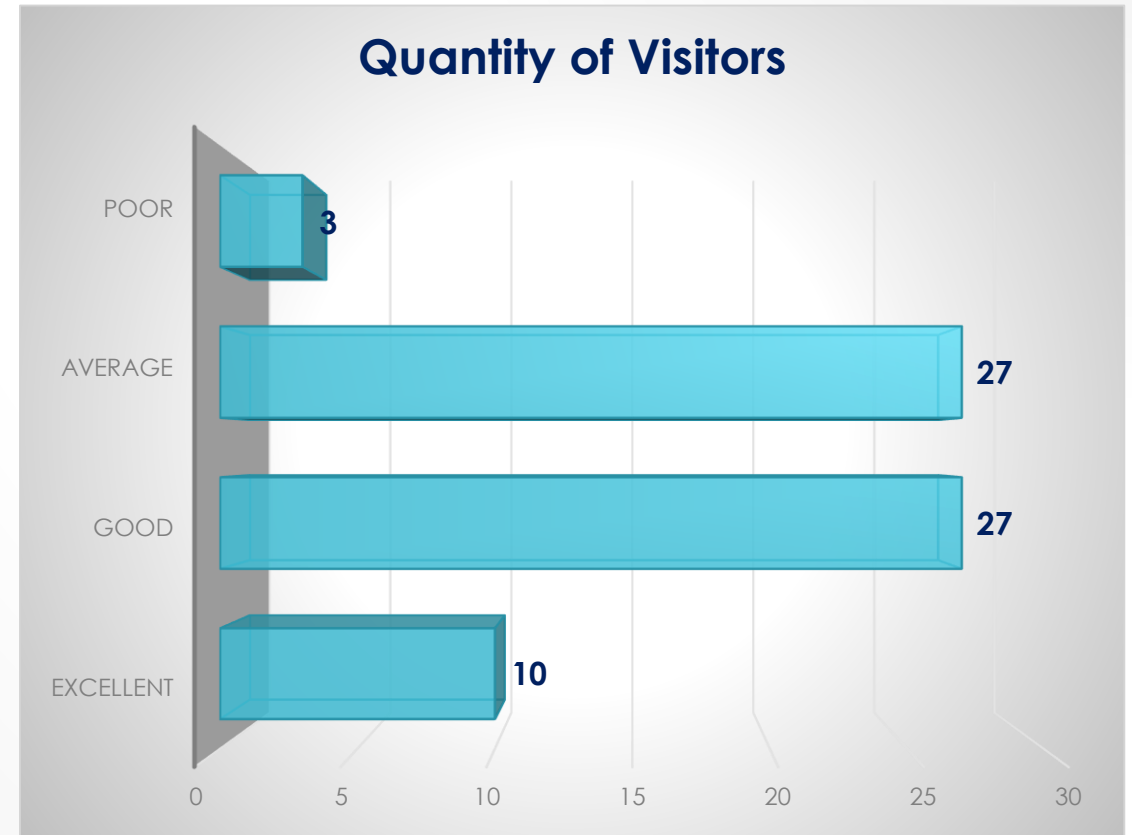
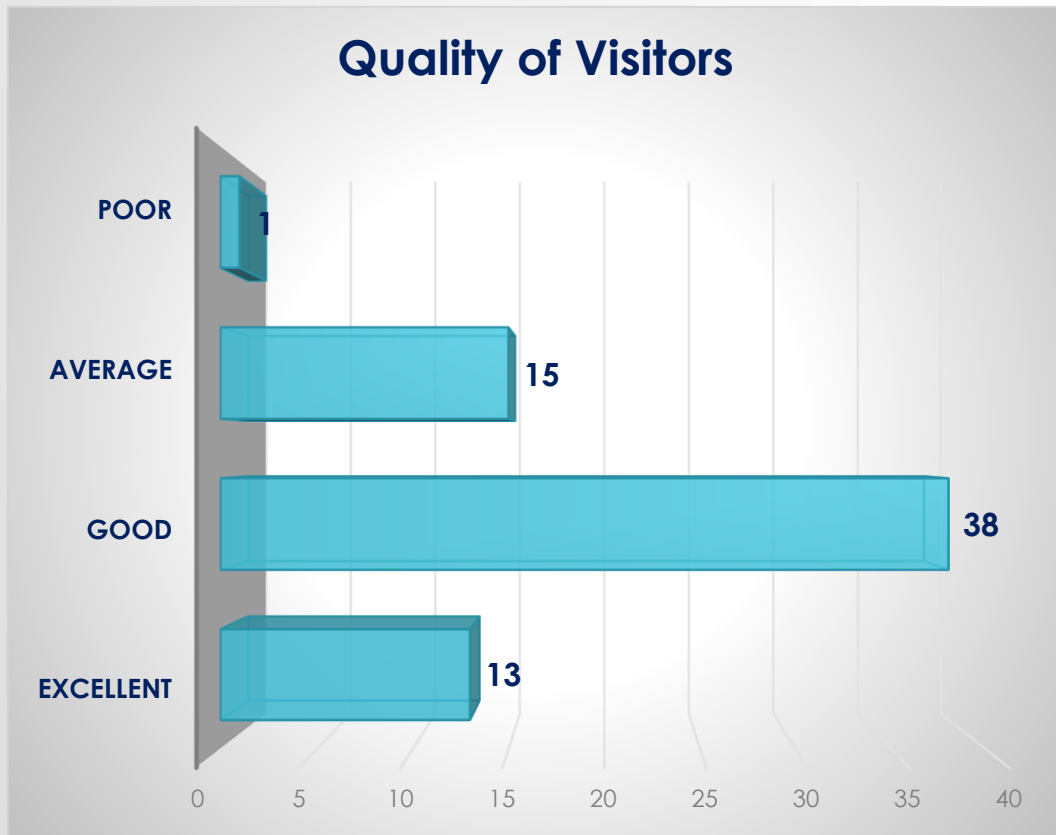
Value of Your participation in DA



Quality of DA



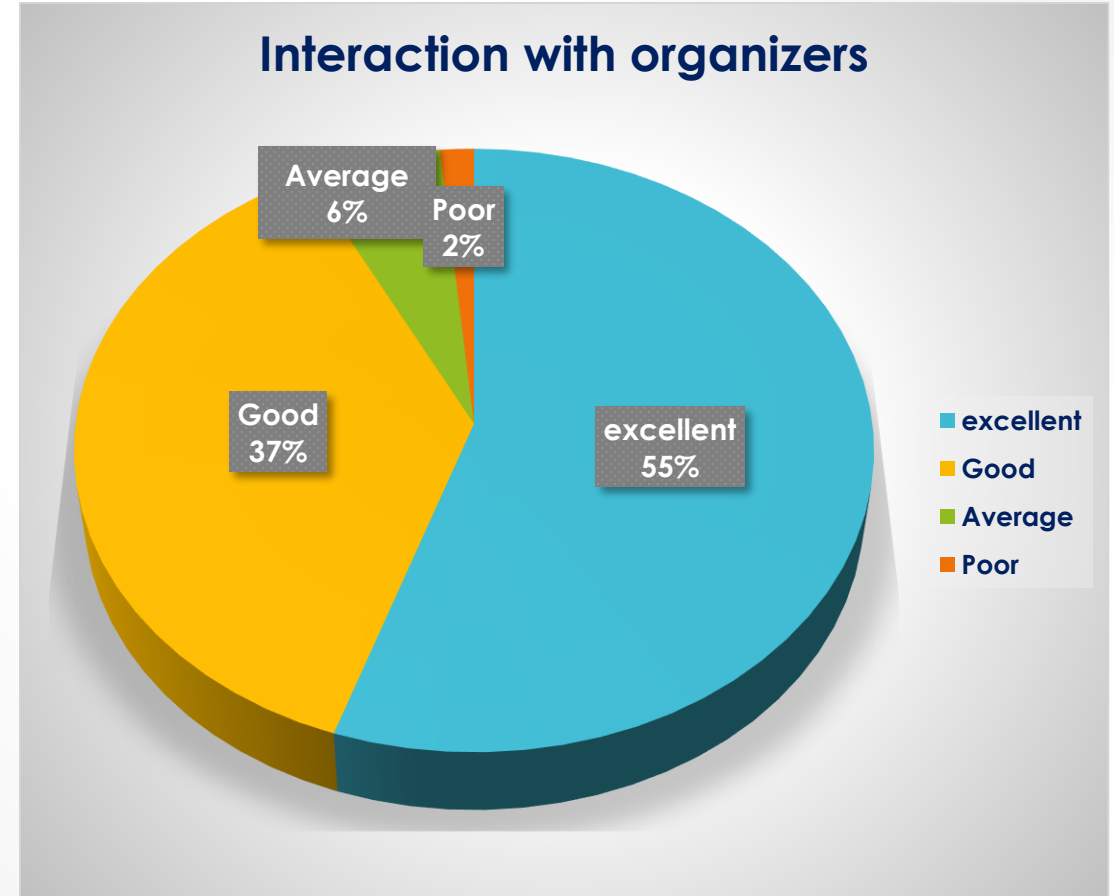
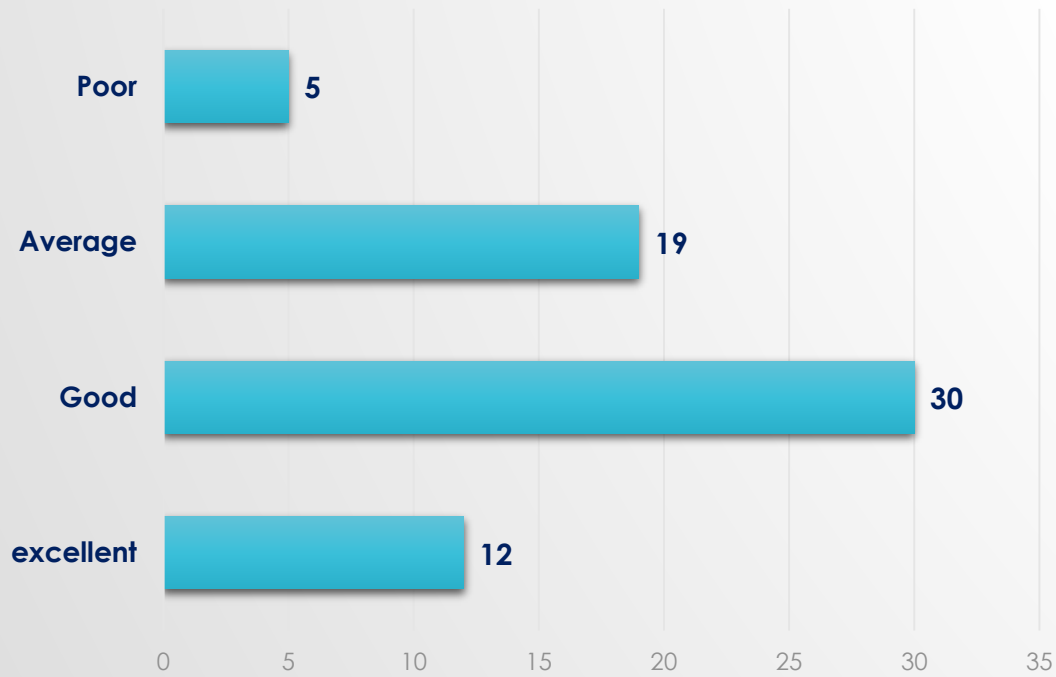
1.II. EVALUATION FEEDBACK



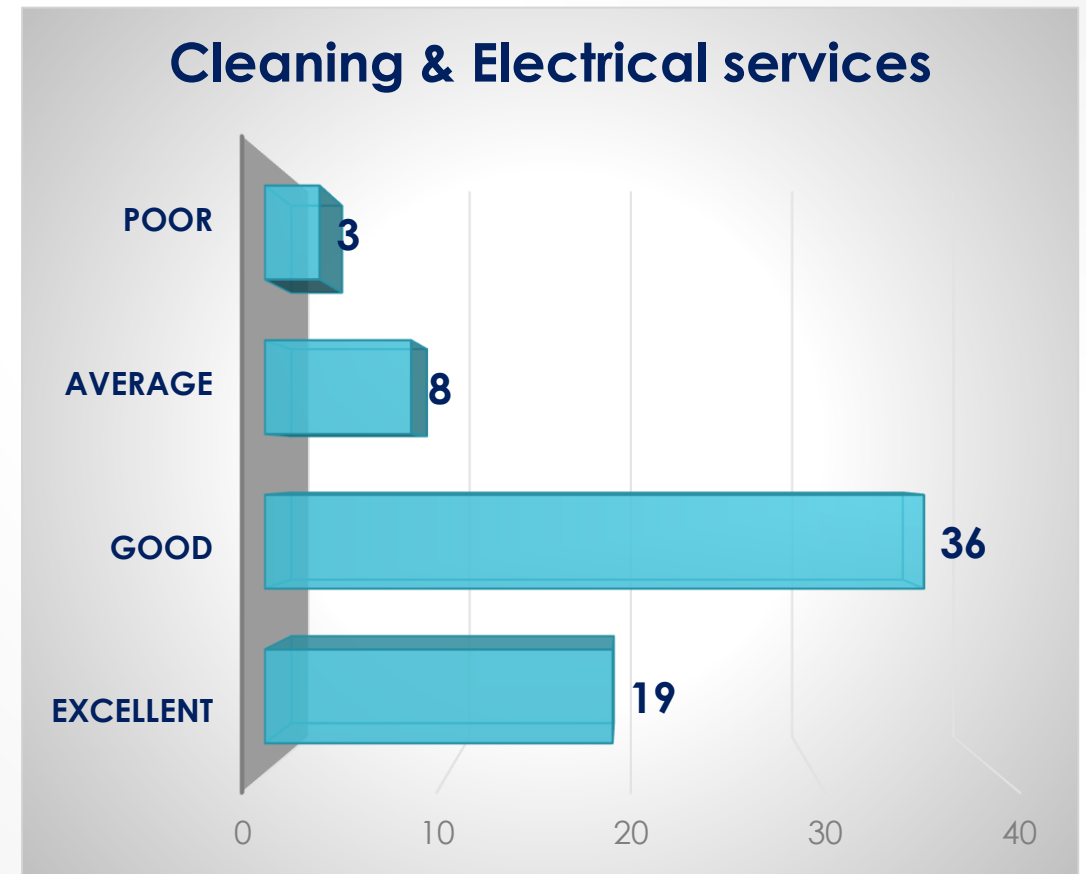
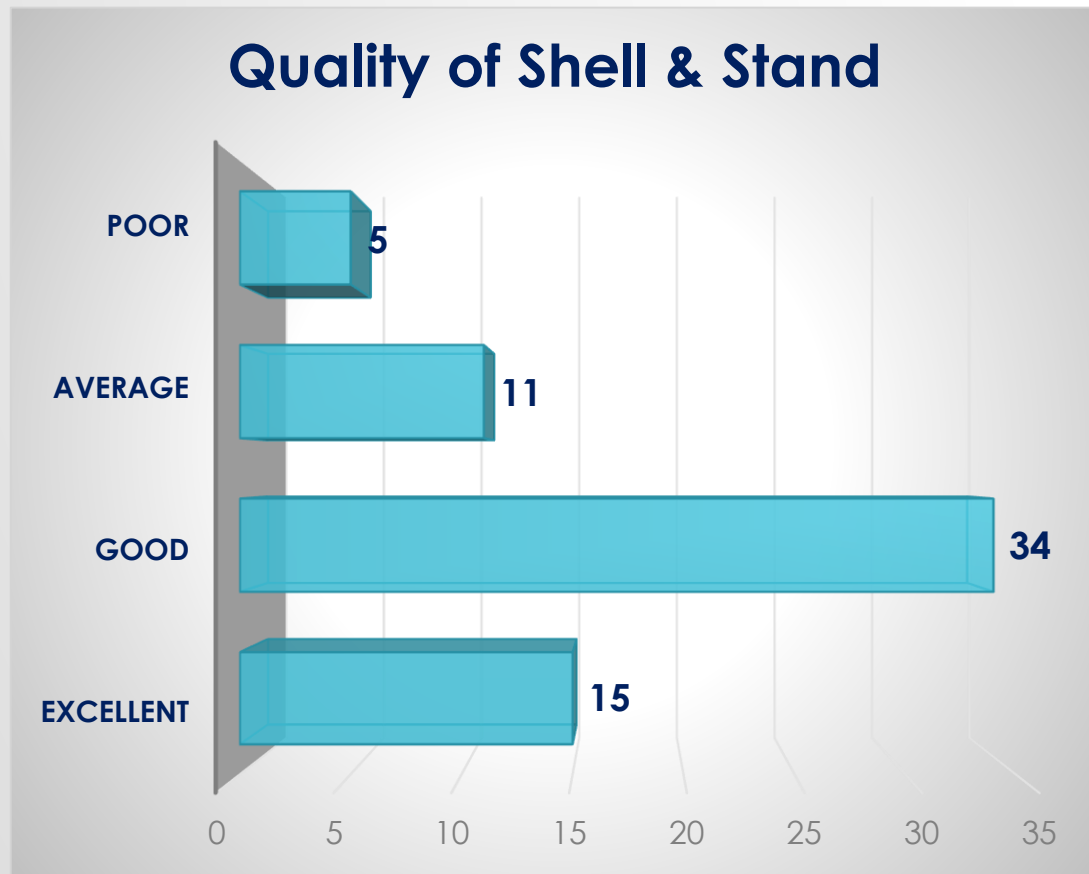
1.II. EVALUATION FEEDBACK



Obtaining leads & getting new contacts



1.II. EVALUATION FEEDBACK



2. INTERNATIONAL BUYERS PROGRAM

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2.INTERNATIONAL BUYERS PROGRAM



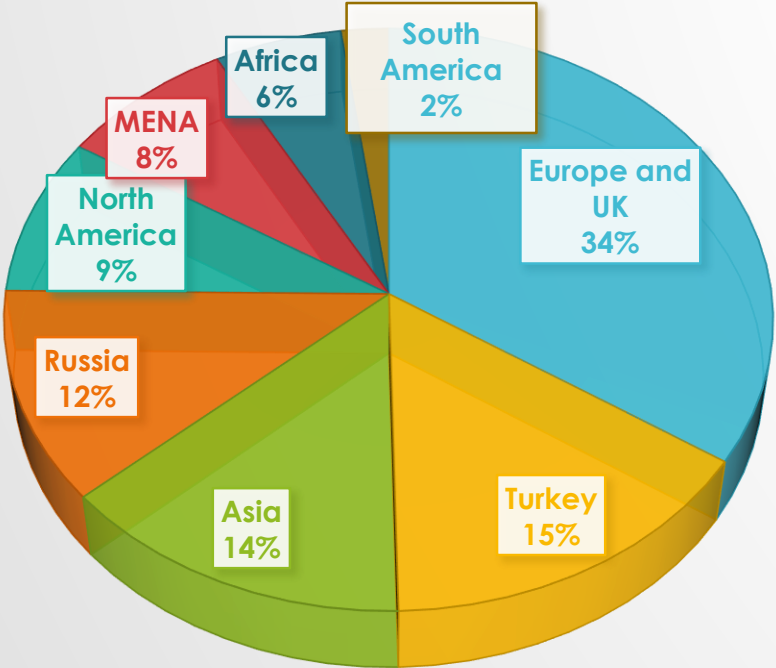
135 BUYERS ATTENDED REPRESENTING **101** COMPANIES AND **29** COUNTRIES.



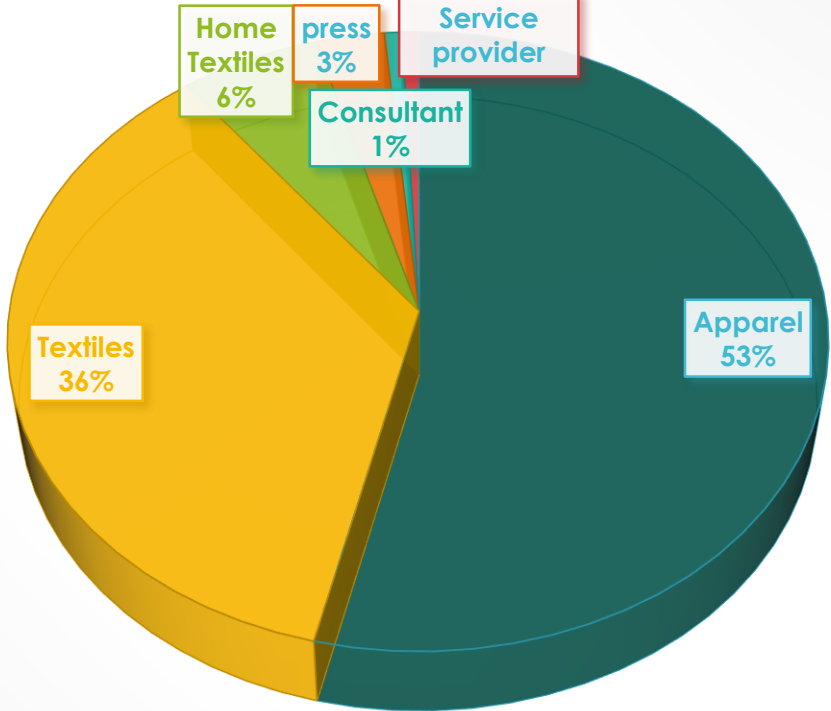
2.1. FACTS & FIGURES



BUYERS PER COUNTRY

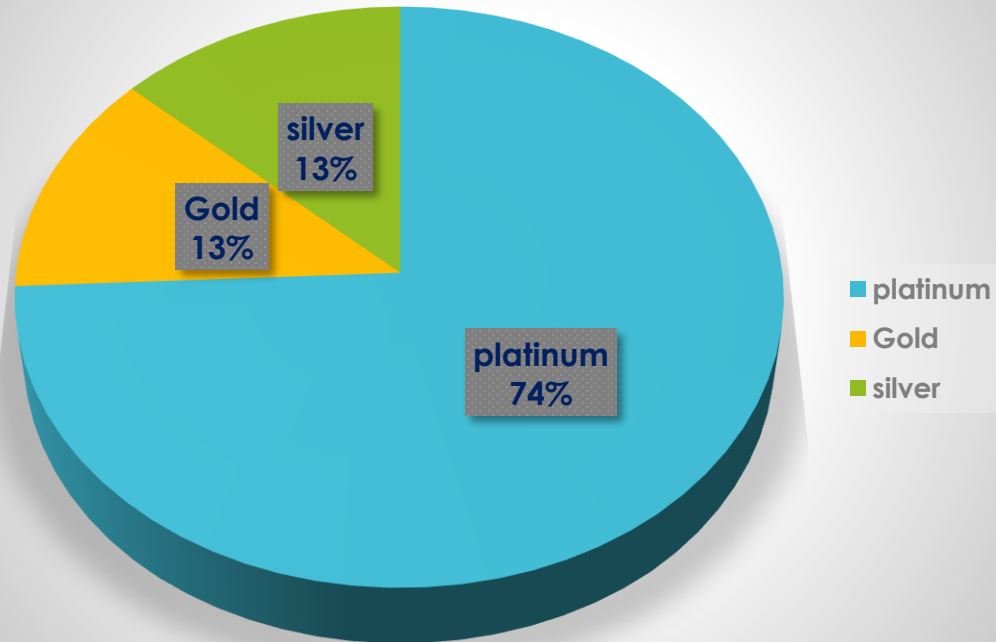


BUYERS PER SECTOR

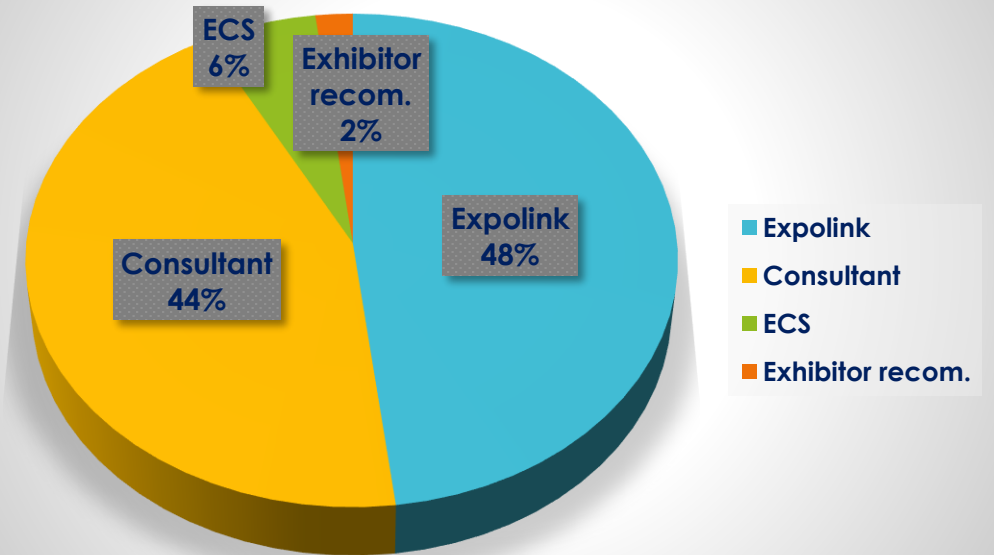


2.1. FACTS & FIGURES

Visitors per package



Buyers Sources



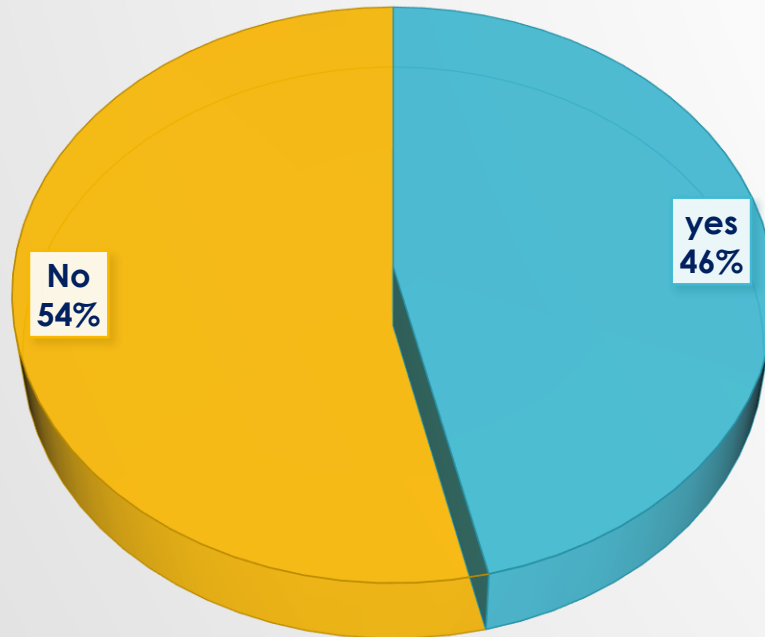


2.II. BRANDS

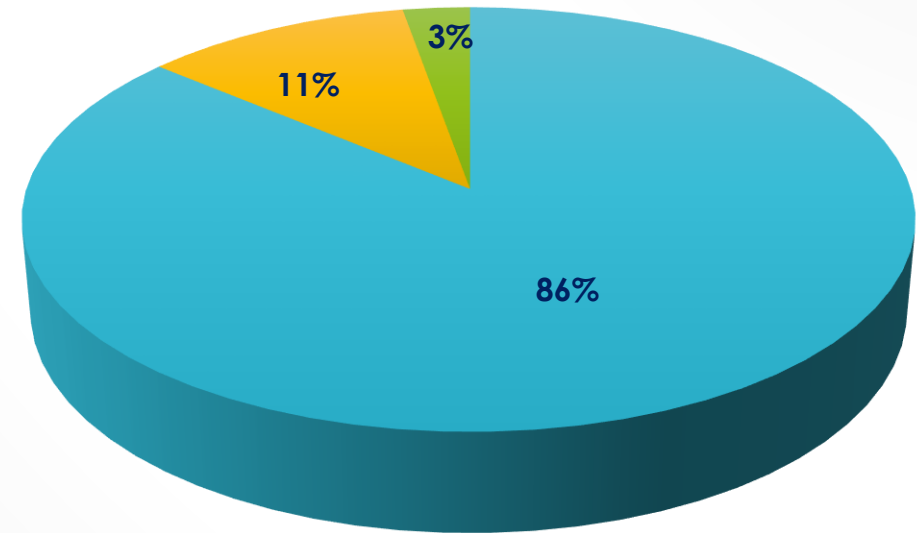
- Forever21
- Maxmara
- Stella MC cartney
- Lefties- Inditex
- Artsana
- PDS Limited
- Li & Fung
- Macy's
- C & A sourcing
- Ariat

2.III. BUYERS FEEDBACK

ALREADY SOURCING FROM AFRICA



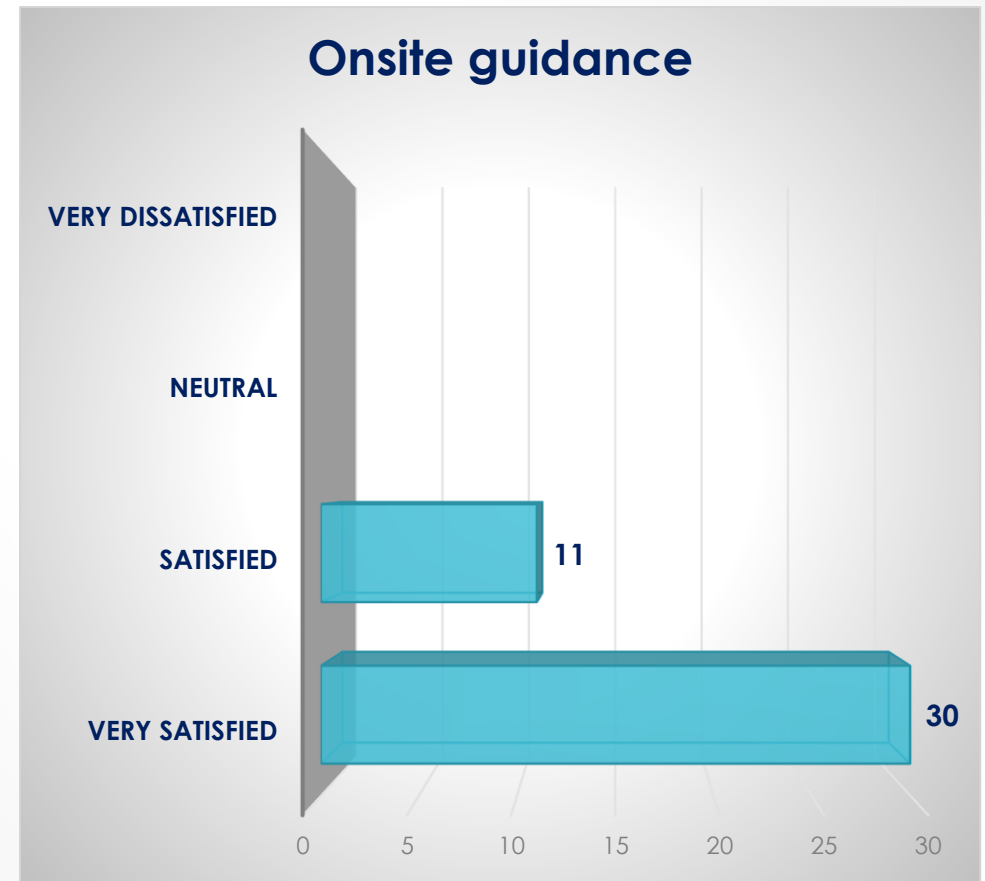
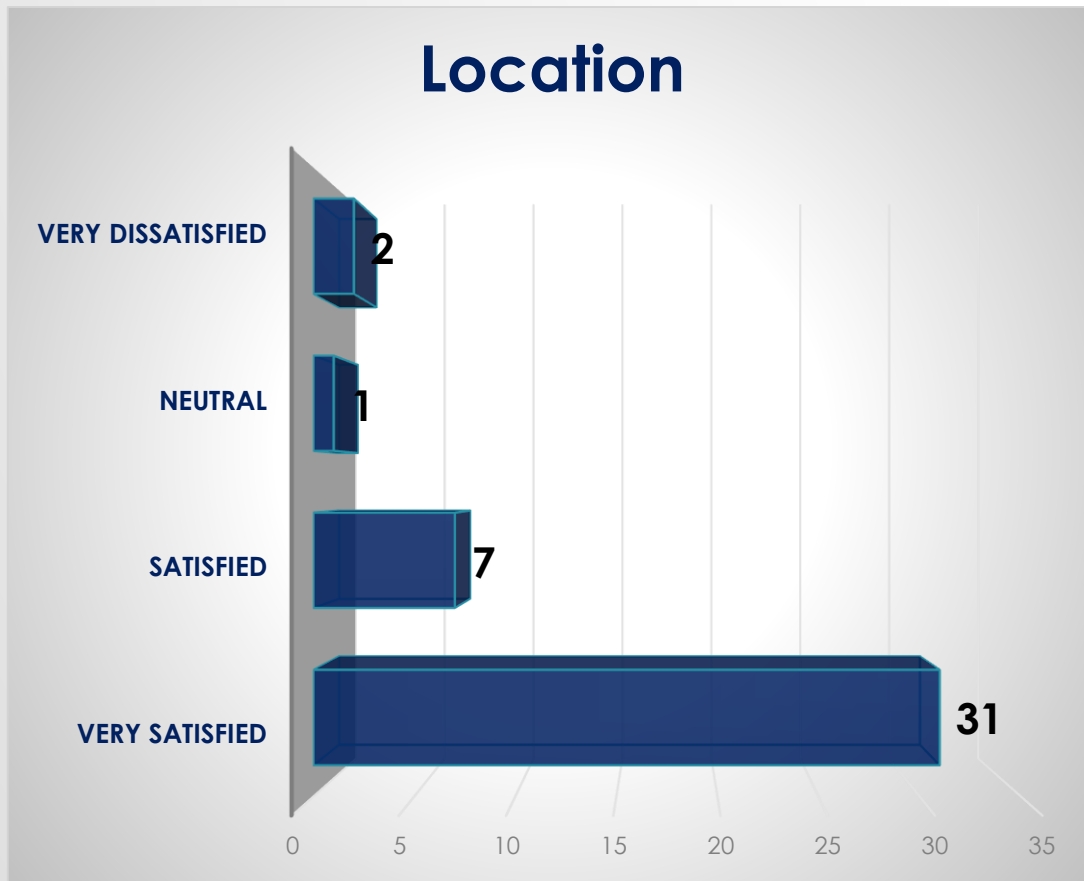
Length of the fair



■ just right ■ too short ■ too long

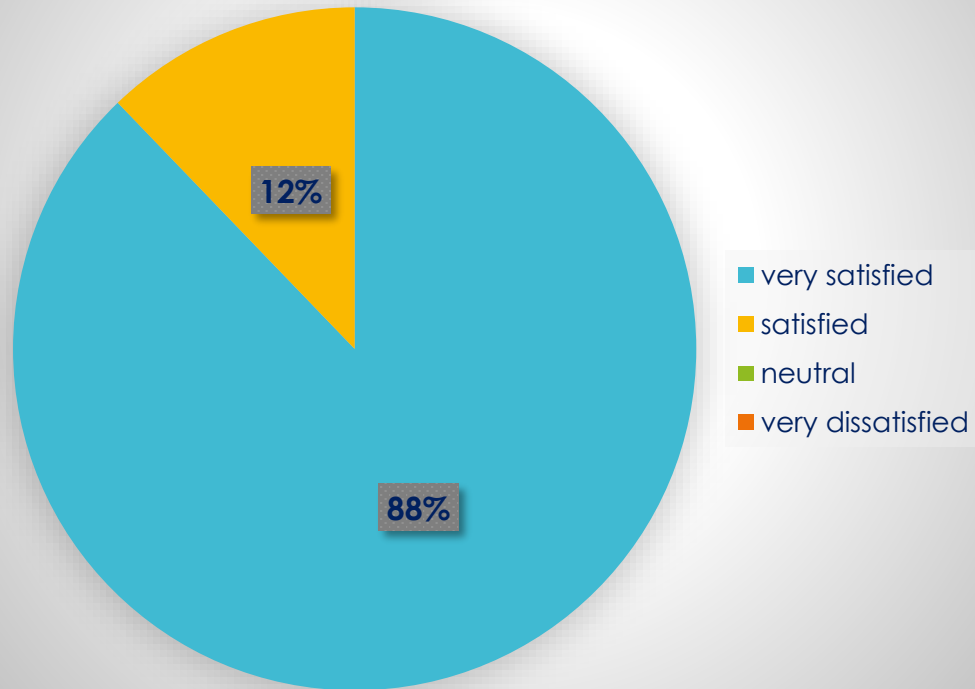
- *This is a sample of 41 companies till receiving the rest of evaluation forms*

2.III. BUYERS FEEDBACK

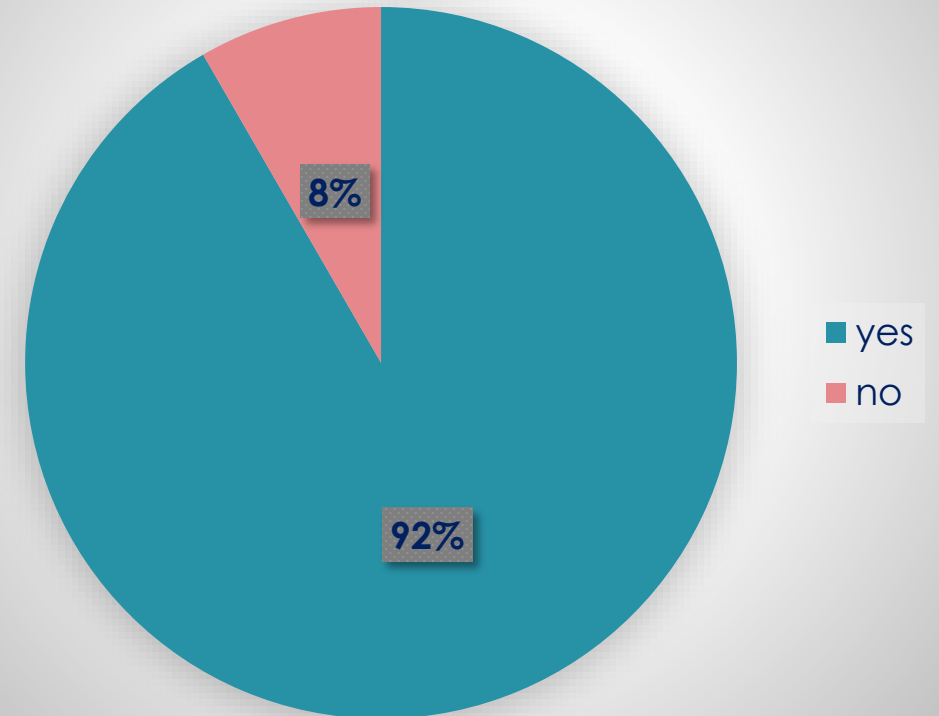


2.III. BUYERS FEEDBACK

Organization/coordination of logistics



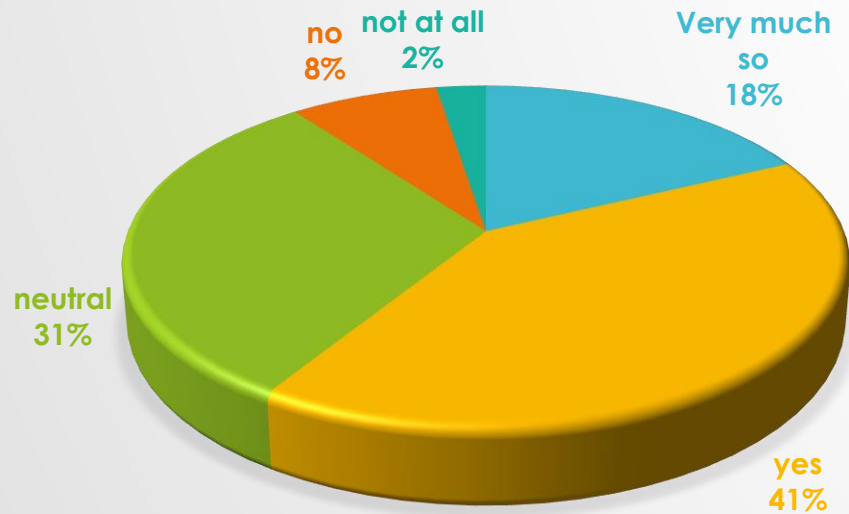
Found products you were looking for



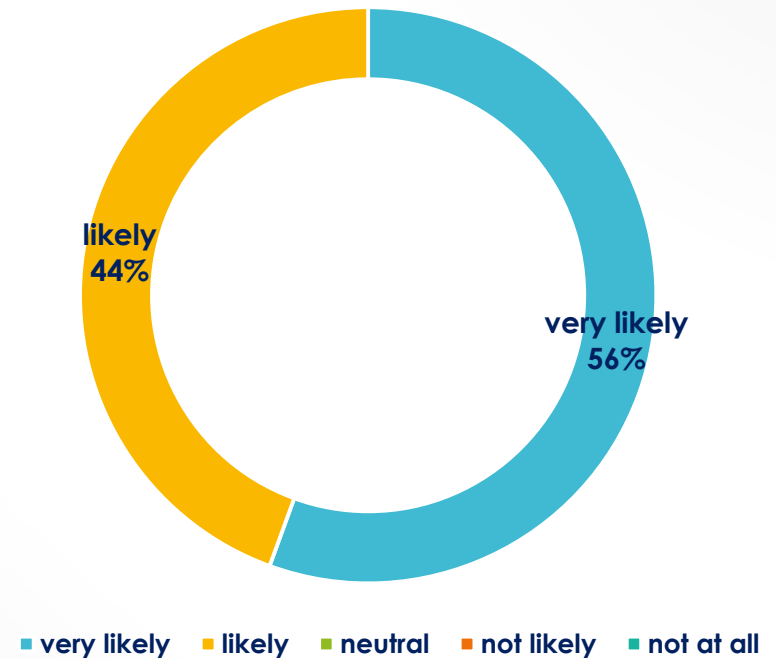
2.III. BUYERS FEEDBACK



FOUND SUFFICIENT POTENTIAL EXHIBITORS



Recommend DA to others



2.IV. BUYERS RECOMMENDATIONS



- To have more Regional exhibitors and products diversifications.
- To include information about opportunities in the region and success stories about companies that have successfully started sourcing from the region.
- Government support to facilitate Visa issue. Having the conferences back
- To have Conference.
- To include Factories visits in the event's agenda.



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3. MEDIA & PRESS

3. MEDIA & PRESS - INTERNATIONAL

➤ [La Moda Channel](#)

➤ [Fashion Network](#)

➤ Paul Cochrane - Journalist



LAMODACHANNEL
El reflejo de una sociedad marcada por la tendencia



FASHION
— NETWORK —

3. MEDIA & PRESS - NATIONAL

➤ Newspapers & websites



الوطن



➤ Weekly & Monthly magazines



➤ Websites

NokhbahNews.com
إلكترونية • شاملة • مستقلة



بوابة الاقتصاد
اقتصادية مصرية يومية



➤ Newswires



4. SEMINARS

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4. SEMINARS



➤ ITC Seminar- Day 1

“Connecting Climate smart businesses for the net-zero transformation.”



➤ ATMS Seminar- Day 2

“Emerging Textile & Apparel Eco System
“West Africa” & Arise’s Vertical Integrated
Textile parks & factories.”





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5. OPENING CEREMONY & VIPS

5.I. OPENING CEREMONY



- **Public Enterprises Sector Minister** , Mr. Mahmoud Esmat



5.II. VIPS



- **Tunisia Ambassador**, Mr. Mohamed Ben Youssef
- **Cameroon Ambassador**, Mr. Mohamadou Labarang
- **Afreximbank** , Mrs. Oluranti Doherty
- The **International Textile Manufacturers Federation (ITMF)**, Mr. Olivier Zieschank
- The **African Cotton and Textile Industries Federation (ACTIF)**, Mr. Emmanuel Mukua



6. SPONSORS

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6. SPONSORS

➤ Main Sponsor- ATMS

➤ Platinum Sponsor- OETI

➤ Gold Sponsor- INTERTEK





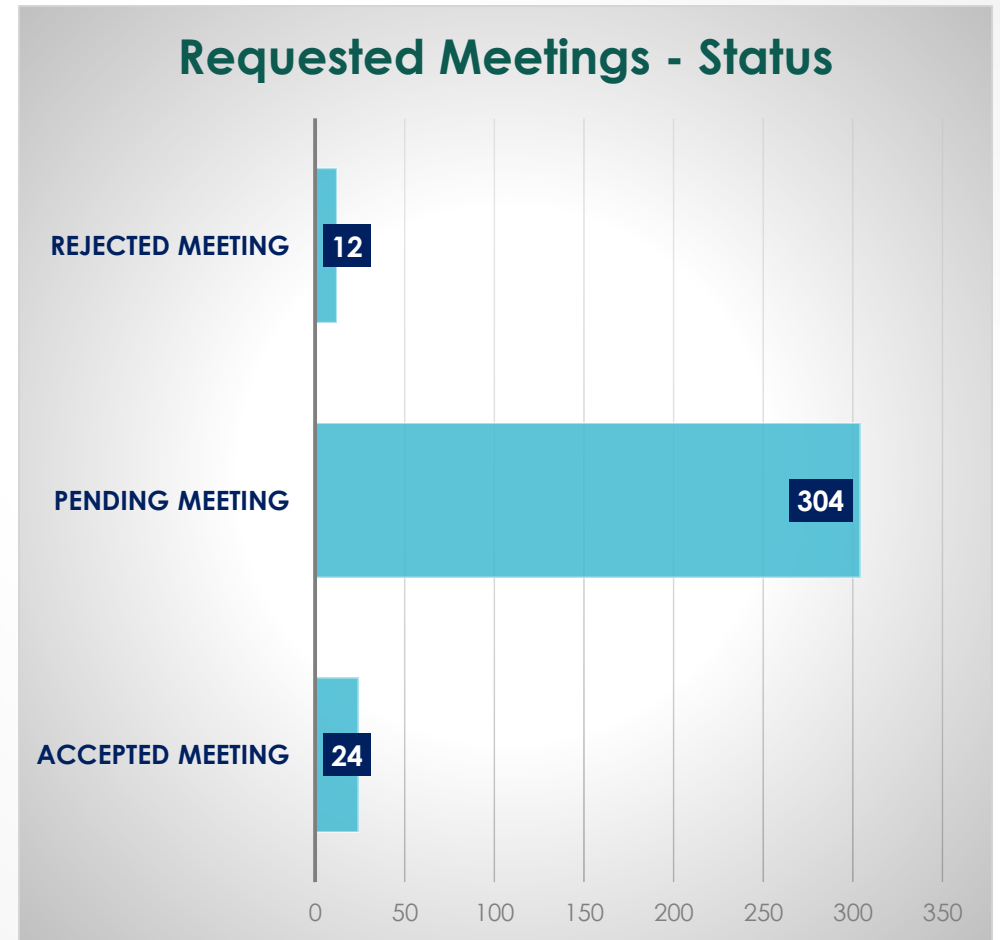
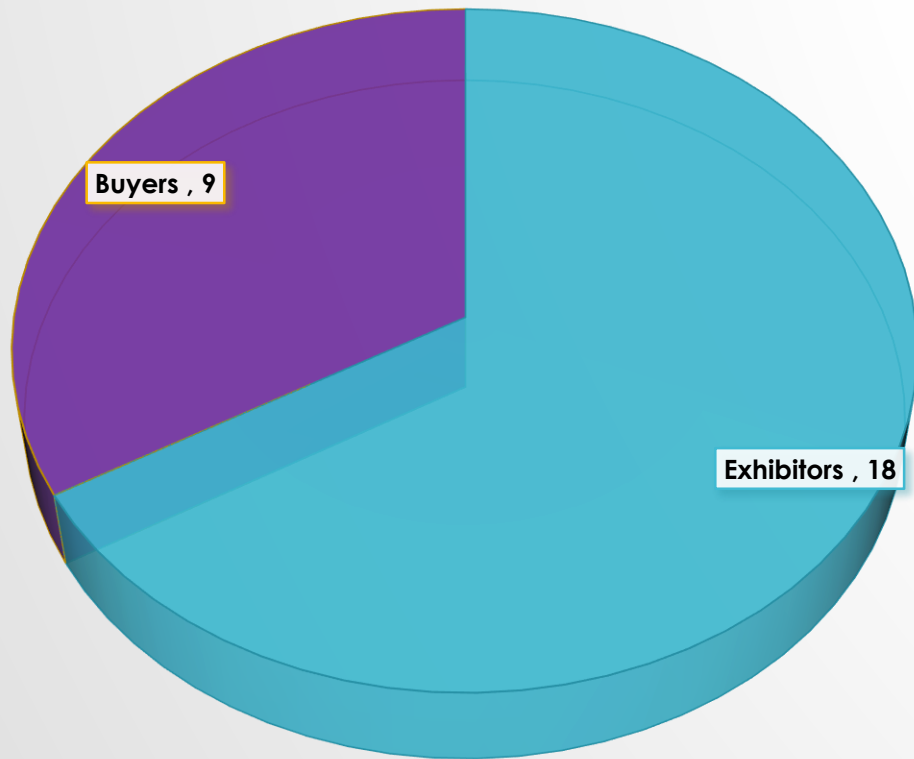
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7. B2B MATCHMAKING TOOL

7.1. B2B MATCHMAKING TOOL



COMPANIES REQUESTED MEETING



- 257 out of 304 pending meeting upon buyers response.

7.II. TOOL RECOMMENDATIONS



- Sharing Matchmaking tool 2 weeks before the event
- Extending the tool availability for 1 week after the event.
- Communicating with more media channels all over the world to promote for the event.
- If the buyer/exhibitor rejects the meeting then this should be appeared to the other party.
- Categorizing by Subsector the buyers to facilitate navigation & process.



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8. THANK YOU EMAILS

- Thank you very much, I find event very helpful and perfectly organized. I got lots of nice contacts and now we are negotiating with more than 10 factories, I hope we can start to work with your area

- Mrs. Polina Filonenko – “**Fashion Continent**”

- Thank YOU for a most precious support in a most interesting event! God bless you. I was happy and honored to meet you and I hope, InchAllah, that we'll have a fruitful future cooperation!

- Mr. “Michael Orloff”

- Many thanks Rim for your always help, went a very interesting and good fair. We hope see you again next year. Anything what you need do not hesitate, we are ready to you.

- Mr. Rafael Peris – “**RPL**”

- Just wanted to say a big thank you for all the effort into organising this great event - I believe I have met some great vendors in Egypt with great business potential for the future, hope we can do it next year 2023

- Mrs. Suzanne Vermaas – “**Foschini GP**”

- I made it well back to Zurich. Thank you very much Rim for the organisation, I appreciated the exhibition very much.

- Mr. Olivier Zieschank - “**ITMF**”

- I wanted to reach out & say thank you Dina for organizing this trip for Amy & I. I'm sure it wasn't easy! I personally got a lot out of it and loved getting the opportunity to travel to Egypt & meet some great vendors. Thank you again & hopefully we will be back soon!

- Mrs. Brittini Slay – “**Forever 21**”

9. 2023

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9.I. SUGGESTIONS

- 3 days event from November 11th till November 13th
- B2B event for 2 days
- Factory visits/Conference for 1 day.
- Exhibition space 3000 Sqm. to have more suppliers as requested