DESTINATION AFRICA 2022
6TH EDITION

19-20 NOVEMBER

POST SHOW REPORT

Presented by:
Apparel, Textile & Home Textiles Sector
Expolink
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1. EXHIBITORS
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- 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: 83%
- Regional Manufacturers: 11%
- Export Councils: 2%
- Unsold: 4%

DIVISION BY SECTOR

- Apparel: 61%
- Textile: 15%
- Home Textile: 7%
- Regional: 11%
- Rising Stars: 2%
- Unsold: 4%
1.II. EVALUATION FEEDBACK

Value of Your participation in DA

<table>
<thead>
<tr>
<th>Quality</th>
<th>Count</th>
</tr>
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<tbody>
<tr>
<td>Excellent</td>
<td>18</td>
</tr>
<tr>
<td>Good</td>
<td>39</td>
</tr>
<tr>
<td>Average</td>
<td>4</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
</tr>
</tbody>
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Quality of DA

<table>
<thead>
<tr>
<th>Quality</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>27</td>
</tr>
<tr>
<td>Good</td>
<td>36</td>
</tr>
<tr>
<td>Average</td>
<td>3</td>
</tr>
<tr>
<td>Poor</td>
<td>1</td>
</tr>
</tbody>
</table>
1.II. EVALUATION FEEDBACK

**Quality of Visitors**
- Poor: 1
- Average: 15
- Good: 38
- Excellent: 13

**Quantity of Visitors**
- Poor: 3
- Average: 27
- Good: 27
- Excellent: 10
1.II. EVALUATION FEEDBACK

Obtaining leads & getting new contacts

- **Poor**: 5
- **Average**: 19
- **Good**: 30
- **excellent**: 12

Interaction with organizers

- **excellent**: 55%
- **Good**: 37%
- **Average**: 6%
- **Poor**: 2%
1.II. EVALUATION FEEDBACK

Quality of Shell & Stand

- POOR: 5
- AVERAGE: 11
- GOOD: 34
- EXCELLENT: 15

Cleaning & Electrical services

- POOR: 3
- AVERAGE: 8
- GOOD: 36
- EXCELLENT: 19
2. INTERNATIONAL BUYERS PROGRAM
2. INTERNATIONAL BUYERS PROGRAM

135 BUYERS ATTENDED REPRESENTING 101 COMPANIES AND 29 COUNTRIES.
2.1. FACTS & FIGURES

BUYERS PER COUNTRY

- South America: 2%
- Europe and UK: 34%
- Turkey: 15%
- Asia: 14%
- Russia: 12%
- North America: 9%
- MENA: 8%
- Africa: 6%
- South America: 2%

BUYERS PER SECTOR

- Apparel: 53%
- Textiles: 36%
- Home Textiles: 6%
- Consultant: 1%
- Service provider: 1%
- Press: 3%
2.1. FACTS & FIGURES

Visitors per package:
- Platinum: 74%
- Gold: 13%
- Silver: 13%

Buyers Sources:
- Expolink: 48%
- Consultant: 44%
- ECS: 6%
- Exhibitor recom.: 2%
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

- Yes: 46%
- No: 54%

Length of the fair

- Just right: 86%
- Too short: 11%
- Too long: 3%

- This is a sample of 41 companies till receiving the rest of evaluation forms
2. III. BUYERS FEEDBACK

**Location**

- Very Satisfied: 31
- Satisfied: 7
- Neutral: 1
- Very Dissatisfied: 2

**Onsite guidance**

- Very Satisfied: 30
- Satisfied: 11
- Neutral: 0
- Very Dissatisfied: 0
2.III. BUYERS FEEDBACK

Organization/coordination of logistics

- very satisfied: 88%
- satisfied: 12%

Found products you were looking for

- yes: 92%
- no: 8%
2. III. BUYERS FEEDBACK

**FOUND SUFFICIENT POTENTIAL EXHIBITORS**

- Very much so: 18%
- Yes: 41%
- Neutral: 31%
- Not at all: 2%
- No: 8%

**Recommend DA to others**

- Very likely: 56%
- Likely: 44%
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.
3. MEDIA & PRESS
3. MEDIA & PRESS - INTERNATIONAL

- La Moda Channel
- Fashion Network
- Paul Cochrane - Journalist
3. MEDIA & PRESS - NATIONAL

- Newspapers & websites
- Weekly & Monthly magazines
- Websites
- Newswires
4. SEMINARS
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.”
5. OPENING CEREMONY & VIPS
5.1. OPENING CEREMONY

- Public Enterprises Sector Minister, Mr. Mahmoud Esmat
5.11. 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
6. SPONSORS

- Main Sponsor - ATMS
- Platinum Sponsor - OETI
- Gold Sponsor - INTERTEK
7. B2B MATCHMAKING TOOL
7.I. B2B MATCHMAKING TOOL

- 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.
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 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
9.1. SUGGESTIONS

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