

# Post Show Report 2016 Edition Coverage



11-12 November 2016

The Nile Ritz Carlton, Cairo, Egypt

[www.destination-africa.org](http://www.destination-africa.org)

Organized by:



# 2016 Exhibition Coverage



Destination Africa is a major international specialized B2B sourcing event for the textile industries in Africa. The first edition took place on November 11 & 12, 2016, at the Nile Ritz Carlton Hotel – Cairo, Egypt.

Destination Africa 2016 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.

77 manufacturers from 11 African countries exhibited their products over an area of 808 square meters.

Destination Africa 2016 was visited by 127 international buyers from major companies in USA & the EU, for example: VF, Uniqlo, Jordache, Levi's, G-Star, Ralph Lauren, The Children's Place, Dogi International Fabrics S.A., Pimkie, Weberlace, Martinelli, and many others.





# Conference Coverage



**The international conference took place on the 2<sup>nd</sup> day of the event and it covered the following sessions:**

1. Africa is ready to take off
2. Ethical and sustainable Textile Industry
3. Cotton in Africa
4. The Role of FDI in Production Transformation

**The Conference was conducted by 15 International & 7 Egyptian speakers and moderators.**





DESTINATION  
**AFRICA**  
The New Frontier

# Destination Africa in Numbers



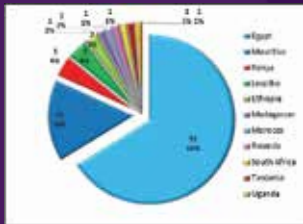
**Destination Africa in Numbers**  
77 Exhibitors  
8085qm  
11 African Countries  
127 International visitors



# Exhibiting Countries

## Exhibiting Countries

- 1 - Egypt
- 2 - Mauritius
- 3 - Kenya
- 4 - Lesotho
- 5 - Ethiopia
- 6 - Madagascar
- 7 - Morocco
- 8 - Rwanda
- 9 - South Africa
- 10 - Tanzania
- 11 - Uganda



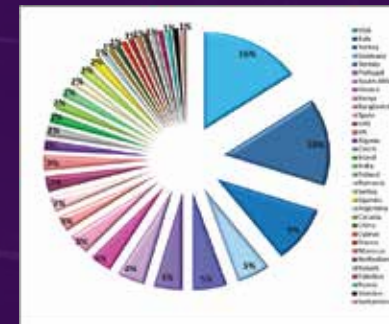
# Conference Coverage



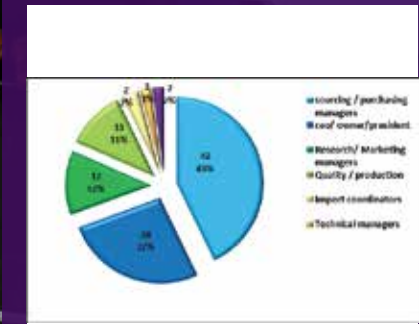
**Based on a captured written feedback for the international buyers (70 out of 127), very positive results were achieved as follows:**

- 96 % of the international buyers will source from Africa
- 80 % of the international buyers were satisfied with the exhibited products
- 90% of the international buyers were satisfied with the diversity
- 70 % of the international buyers were satisfied with the prices.
- 93% of the international buyers were satisfied with the quality of the Trade Fair.

**Visitors Countries of Origin**



**Classification of Visitors**





# 2016 Edition Sponsors

Destination Africa was sponsored by 8 international sponsors as follows:





# Testimonials

**Dear team of the Destination Africa event,**

I want to thank all of you, also in the name of my wife, for the brilliant event organization. It was a pleasure to be in the lovely city of Cairo and we hope to be back next year.

Best regards

**Christian Barthel**

Director - Supply Chain Management  
AID BY TRADE FOUNDATION

**Oumesh Prithipaul**- Exhibitor from Enterprise Mauritius

“ The objective has been met. For the first edition it was well organised and we met International Buyers”.

**Clay Hickson**- Vice President Strategy and Business Development- WRAP

“We participated in the Conference, Trade Show and also as a sponsor for the conference. This has been a very good first event for Egypt and for Africa, we have enjoyed the people we have met Factories, Manufacturers, Buyers, Brands and the Retailers and have met new people7 new contacts “.

**Pamela Wong** - Buyer from Jerry Leigh Los Angeles

“It has been really a great event to understand better the environment, to see the suppliers. We learned a lot about printing capabilities from suppliers we didn't know they exist in the region. It is very well organized and it is going to be very successful”.





# *Hurry Up*

Book you space at  
**Destination Africa 2017**

Book your space Now

Please visit our website on  
**[www.destination-africa.org](http://www.destination-africa.org)**  
or contact us on the following:  
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