

DESTINATION  
**AFRICA**

The New Frontier



# Executive Summary

## Destination Africa

### The New Frontier

**Destination Africa**, the first pan African sourcing event in the region, is organized by the Apparel, Textiles, Home Textiles Export councils and the Egyptian Exporters Association-ExpoLink.

**Destination Africa** has witnessed a great success in the first two editions in the growth of exhibitors, the exhibiting space, visitors and international buyers.

In **our 3<sup>rd</sup> edition of Destination Africa 2018** the event was held at The Royal Maxim Palace Kempinski Hotel on a period of three days. The B2B event was on the first two days in a space of 3,000 sqm and a net exhibiting space of 1,550 sqm followed by the international conference on the third day welcoming more than 236 audience members.

**Destination Africa** hosted 106 Egyptian and African manufacturers that displayed their high quality products to more than 250 international buyers from all over the world that are interested to source from the region. While during our 2<sup>nd</sup> edition the net exhibiting space was 936 sqm with more than 70 manufacturers and 205 international buyers.

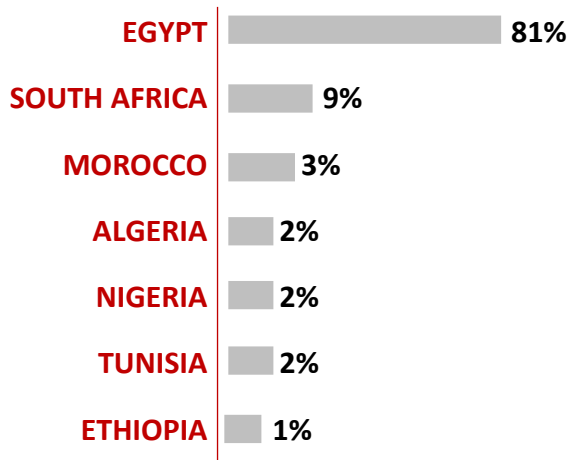
**Destination Africa** is the unique opportunity of exposing the products and services of the African manufacturers to the international market, together Africa will become the sourcing destination for the Apparel, Textiles and Home Textiles industries.

# Exhibitors



- Over a net exhibiting space of **1,434 sqm**, **106 Egyptian and African manufacturers** participated in the 3<sup>rd</sup> Edition of Destination Africa 2018.
- The Egyptian manufacturers occupied 1,176 sqm while the regional occupancy was 225 sqm.

**Table 2.1: Exhibitors division by country**





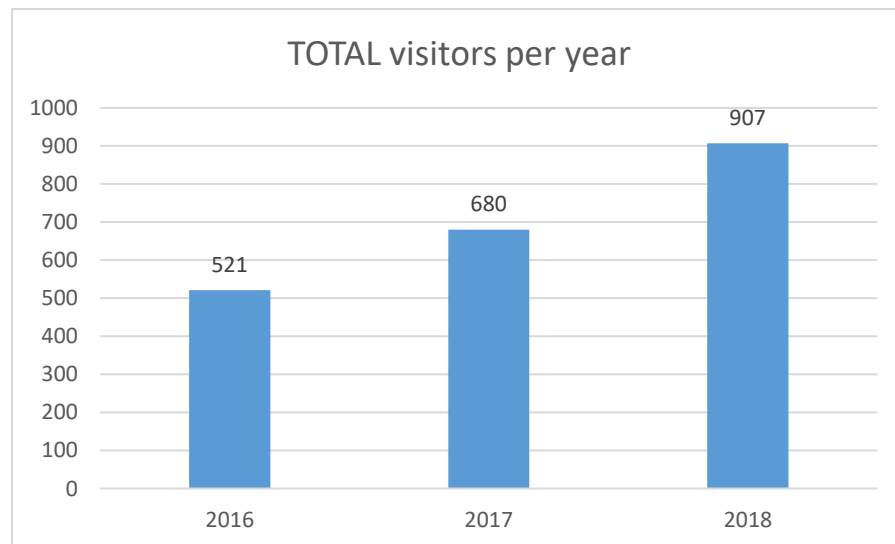
# Local Visitors

## TOTAL NUMBER OF VISITORS



- From a total of **908 visitors**, **251 international visitors** (Buyers speakers, consultants and other visitors) have attended Destination Africa with the **657 local visitors**.
- In comparison with the 2<sup>nd</sup> edition, Destination Africa has achieved a total growth of **33%** since 2017.

Figure 3.1: 2016, 2017 vs 2018 total visitors per year



## IBP – International Buyers Program

Destination Africa, a B2B event with only invited international buyer's, aims to make Africa the sourcing destination of the apparel, textiles and home textiles industries. For this year's third edition a total number of 251 international buyers representing 191 companies have visited the event.



Massimo Dutti team

**Table: 4.1: Attended buyers and companies per region**

<b>EUROPE</b>	<b>102 Buyers (44%) representing 79 companies (46%)</b>
<b>USA/CANADA</b>	<b>54 Buyers (23%) representing 36 companies (21%)</b>
<b>ASIA</b>	<b>32 Buyers (14%) representing 22 companies (13%)</b>
<b>AFRICA</b>	<b>20 Buyers (9%) representing 17 companies (10%)</b>
<b>TURKEY</b>	<b>14 Buyers (6%) representing 11 companies (6%)</b>
<b>SOUTH AMERICA</b>	<b>6 Buyers (2.6%) representing 4 companies (2%)</b>
<b>MIDDLE EAST</b>	<b>4 Buyers (1.4%) representing 79 companies (2%)</b>

**Table: 4.2: Attended buyers and companies per top country**

#	Country	Per Buyer	Per Company	% per Buyer	% per Company
1	USA	49	31	20.94%	17.82%
2	Spain	24	18	10.26%	10.34%
3	China	22	15	9.40%	8.62%
4	Germany	17	12	7.26%	6.90%
5	Italy	12	9	5.13%	5.17%
6	Turkey	14	11	5.98%	6.32%
7	France	10	10	4.27%	5.75%
8	Poland	10	7	4.27%	4.02%
9	Tunisia	8	7	3.42%	4.02%
10	Kenya	7	6	2.99%	3.45%
11	Brazil	6	4	2.56%	2.30%
12	Portugal	6	5	2.56%	2.87%
13	UK	6	5	2.56%	2.87%
14	Canada	5	5	2.14%	2.87%
15	Belgium	4	3	1.71%	1.72%

**Attended buyers per profession:**

- CEO, CFO, Chairman, Board member, Owners
- President, Executive directors, General Managers
- Sourcing, purchasing, merchandising managers and buyers





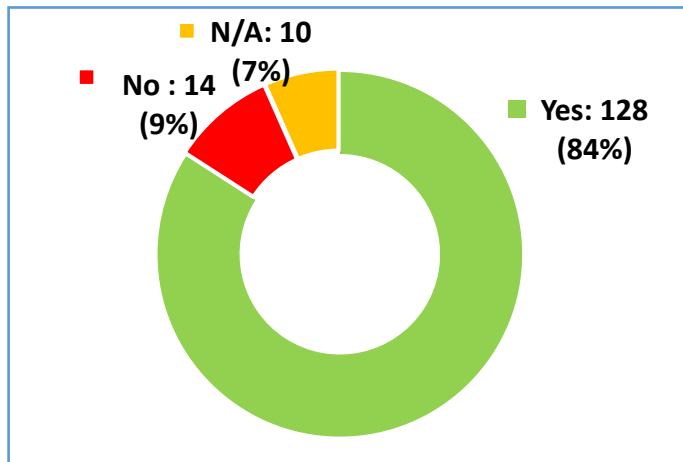
# IBP – Buyers Feedback



More than 76% international buyers are interested in attending the fourth edition.

## BUYERS FEEDBACK ANALYSIS

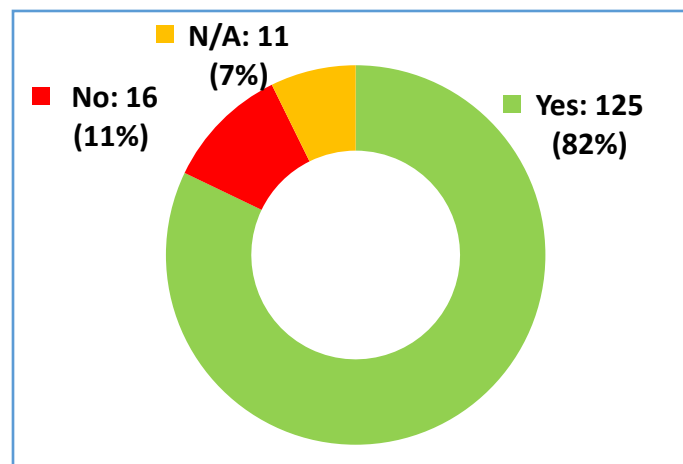
**Figure 5.1:**  
Will you source from Africa?



**If Yes, from where?**

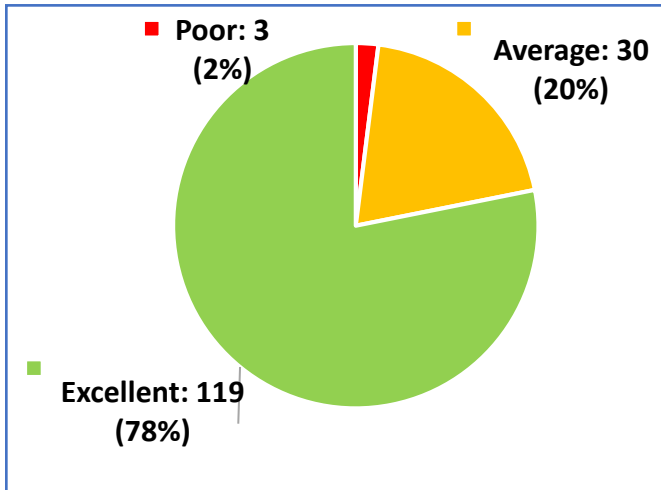
Egypt, Algeria, Ethiopia, Madagascar, Morocco, Tunisia, Ethiopia, Kenya and South Africa

**Figure 5.2:**  
Did you find the product(s) you were looking for?

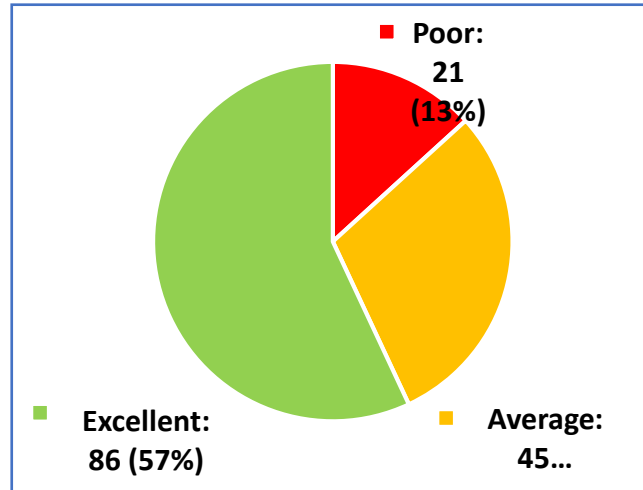


**GENERAL IMPRESSION ABOUT THE EXHIBITORS**

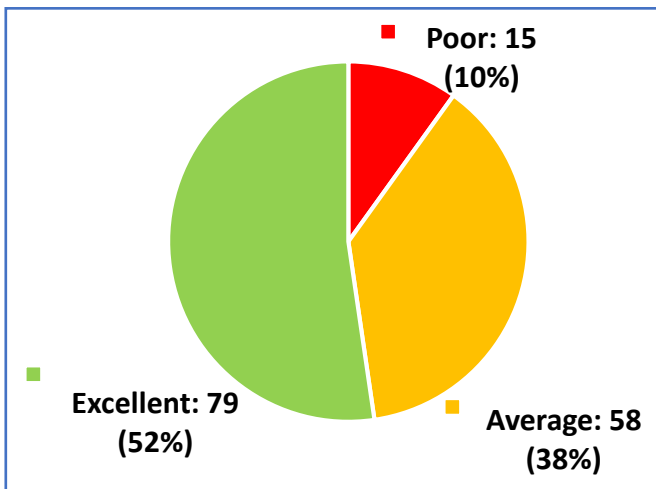
**Figure 5.3:  
Quality**



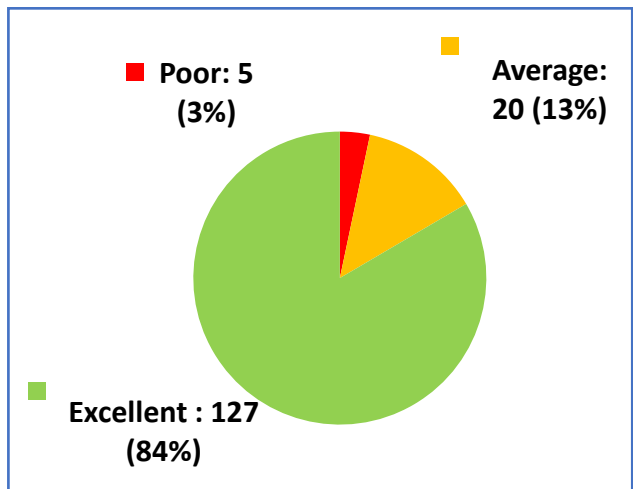
**Figure 5.4:  
Diversity of products**



**Figure 5.5:  
Price**



**Figure 5.6:  
General impression of the exhibition**





## Side Events

**GALA DINNER**



**CONFERENCE LUNCH**





## Thank you Emails



### **Mr. Jason Kra – President - Li& Fung / FRC - USA - Apparel**

“I wanted to thank all of you for the very warm and great reception and experience we and our team had at the event this year. We have a lot to work on and things are in action. So we are excited for the future and what is possible. This is a great start and we will be working on all in weeks to come. The event was a good platform for collaboration, and easy touch points w/ all the players in the region. Thank you again for the hotel / air accommodation and we look forward to attending the events into the future.”

### **Mr.Piotr Hillebrand – Export/Import Manager – Ferax - Poland – Apparel**

“Thank you very much for the organization of the trip. you were very professional. All fairs and conferences were at a very high level - I can say that after visiting many such events around the world. If it is only possible, we will gladly come to you next year - now we have a bigger idea of what is being produced in Africa and what shopping you can do there.”

### **Mrs.Amani Slassi – AMDIE – Morocco – Exhibitor**

“I would like to congratulate you about the quality of organization of Destination Africa.  
It was very successful for us.”

### **Mr. Haci Serbetci - Product Development - Iskur Iplik Mensucat Tic – Turkey - Textile**

“Thank You! Destination AFRICA

ONCE AGAIN I WOULD LIKE TO THANK EVERYONE FOR AN EXCELLENT JOB.

- 1) THE ORGANIZATION WAS WELL PLANNED WITHOUT FLAWS.

- 2) THE STAFF WAS EXTREMELY HELPFUL AND PROFESSIONAL
- 3) HIGH CLASS
- 4) DEFINATELY WILL RECOMMENDED”

**Mrs. Sophia Amanzi – Designer – Adidas – Germany - Apparel**

“Thank you for being a pioneer for Africa with this platform! For a future empowering the next generation on this continent”

**Mr. James Sampson – Owner – The Sourcing Company – USA - Apparel**

“I would like to thank you for the amazing show. It was really good to attend and connect with many factories at the exhibition. We are looking forward to starting working in Egypt”

**Mr.Toni Mahfoud – Commercial Manager - Jatexma – Spain - Textile**

“It was a great pleasure to visit the event. We could contact reliable suppliers for weaving yarns during the exhibition and very much hope to build up a long-lasting business relationship with the Egyptian companies in spinning and textile sector. We are really very eager to participate in the next year event as well.

Thanking you very much for your warm welcome to us and for your hospitality as well as for your positive assistance.”

**Mr.Jaroslav Ziomek – Export Manager – Wola – Poland - Textile**

“Dear Destination Africa Team,

Thank you for invitation.

Time spent in Cairo was a great opportunity for me to get to know the new offers and establish new contacts. I believe that in the future they will result in good business.

Thank you again for your care and perfect organization of meeting.”

**Mr.Halil İbrahim Kahyatepe – Buyer - Denizlipek Tekstil San. Tic. Ltd.Şti. – Turkey - Textile**

“Greetings from Turkey. The exhibition was very nice. You have made us very nice guest”



**Mr. Felipe Tranjan - Director Manager - Filo Rosso Industria Textil – Brazil - Textile**

“ I would like to thank you and congratulation for the fair and all professional structure around it. I did some contacts in there and I believe it will become great business.”

**Mr.Anis – Buyer - BMBGI Feelbrod – France – Home Textiles**

“Bonjour Reem,

J'espère que vous allez bien je suis bien arrivé le matin à Paris à 6h du matin et je viens d'arriver chez moi à Lyon je suis au bureau déjà on a commencé à bosser sur le projet d'achat d'Égypte. Je voulais te remercier toi et toute l'équipe pour cet accueil je suis ravi de faire votre connaissance vraiment merci merci beaucoup pour tout ce que vous avez fait pour moi. J'espère vous voir bientôt inshallah passe une bonne journée et bonjour à tout le monde s'il te plaît n'oublie personne à très bientôt.”



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