

Press release

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## **AFRICA SOURCING AND FASHION WEEK 2018**

Africa's leading exhibition and conference for the cotton, textile, apparel, home décor and technology industry

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**4<sup>th</sup> AFRICA SOURCING AND FASHION WEEK (ASFW) will open doors from 1<sup>st</sup> until 4<sup>th</sup> October 2018 to the entire cotton, textile, apparel, leather, technology and home décor industry incl. whole sale, retail, boutique stores and the hospitality industry.**

Currently the textile and apparel sector in Ethiopia employs 47.000 people. According to government plans the number of skilled labor will increase to 350.000 within the next 5 years in 12 industrial parks. Two of the already operating industrial parks are environmentally friendly. The Ethiopian government has declared economic initiatives through opening state owned companies to foreign investors or shareholders. This will help the country in professionalization of the state owned companies and bring in foreign currency. This initiative and the recent peace process with the neighbouring country Eritrea has brought positive echo from various governments of the world including the UN, IGAD (Intergovernmental Authority on Development) and Africa Union.

Ethiopia plans to establish itself as a new center for the international textile industry. For 2018, the government expects an export volume of \$ 1 billion. According to the plans of the Ethiopian government, by 2025 the country should reach a "middle-income status" and become the largest production hub in Africa. In addition, a lot of investments for the infrastructure are already made and are still planned. Tax advantages and cheap loans should attract investors. Europe and the U.S. are supporting trade with favorable customs conditions and infrastructure projects. Investors benefit from low wages and energy costs. ASFW's conference takes up the topic of investment by a panel presented by the government of Ethiopia.

At AFRICA SOURCING AND FASHION WEEK (ASFW) over 250 international manufacturers and exporters from 25 countries will showcase their products and innovations to over 4.000 trade professionals and sourcing industry from around the world. The show in 2017 has already grown more than 30% in exhibitor and more than 5% in visitor numbers. ASFW 2018 is not only a platform for manufacturers from the East African region but for manufacturers from the entire African continent. For the first time at ASFW, over 12 new South African manufacturers of leather products will present their expertise and products to international fashion brands and buyers. Launched at ASFW

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in 2017 the unique WALK FOR BUSINESS project will connect more than 25 high-end African designers from South, West and East Africa with international buyers and fashion brands for future collaboration. Known as Africa's only trade show for technology, ASFW offers a huge platform for famous machines for production of clothing, textiles as well as dyeing and finishing incl. suppliers of chemicals. ASFW consists of textile, apparel, technology, leather, footwear and home décor and fashion design. Textile, apparel and technology will be presented through TEXWORLD Addis Abeba, APPAREL SOURCING Addis Abeba and TEXPROCESS Addis Abeba.

Theme of 4<sup>th</sup> ASFW CONFERENCE will be "Sustainability in Production" and "Transformation in Technology". There will be a special conference on "Continental Free Trade in Africa". In addition, an Investment panel will highlight investment opportunities in Mauritius, Madagascar, Kenya and Ethiopia. Government of those countries will inform about current situation and their support. AFRICA SOURCING AND FASHION WEEK is organized in partnership with Messe Frankfurt Exhibition GmbH, Ethiopia Textile Development Institute (ETIDI) and Ethiopia Textile and Garment Manufacturers Association (ETGAMA). The event is endorsed by Ethiopian Government.

For more information please visit [www.asfw-online.com](http://www.asfw-online.com)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,400 employees at 30 locations, the company generates annual sales of around €669 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

ASFW

Addis Abeba, 1 to 4 October 2018