



6TH ASFW

AFRICA SOURCING AND FASHION WEEK

**AFRICA'S BIGGEST
TRADE SHOW
FOR FASHION,
SUSTAINABILITY
AND INNOVATION**

31 Oct – 3 Nov 2020

Addis Ababa, Ethiopia
Millennium Hall

www.asfw-online.com

incl.

TEXWORLD
ADDIS ABABA

apparelsourcing
ADDIS ABABA

texprocess
ADDIS ABABA

co-located with



AFRICA'S TEXTILE AND GARMENT INDUSTRY

At present, Africa has a population of 1.2 billion people. The future estimates of the growth of the population is 2 billion by 2050 and 4 billion by 2100. This gives a huge opportunity in the form of a large market size for investors to leverage on. Fashion brands with the right marketing strategy have good chances to flourish. Another important demographic feature about Africa is that there are about 200 million people between 15 and 24 years old, which makes Africa the youngest continent in the world.

In addition, the rapid increase in African middle-class households has increased the market for luxury goods as there is demand for better quality products due to growing disposable income. The African markets are moving from basic commodities to modern lifestyle economies. This change in African buying habits has caused a boost to the sales of the fashion brand segment, and provides vast opportunities for investors, fashion houses as well as fashion and beauty professionals looking to expand internationally.

The textile and clothing industry presents a lot of potential for value added benefits and job creation. It is estimated that up to 600% of value can be created along the cotton value chain: from cotton production, spinning and twisting into yarn, to weaving and knitting into fabric, followed by

dyeing, printing and designing. The fashion industry is a very profitable sector, from production to marketing, and additional jobs and wealth can be created every step of the way. Furthermore, this industry is composed of a majority of micro, small and medium enterprises (MSMEs), which can rapidly generate decent jobs - both skilled and unskilled - especially for youth and women.

International textile manufacturers are turning to Africa as a new source of labor - and - as a growing consumer market. Africa is clearly and quickly taking on a greater role in the global fashion value chain.

Ethiopia is a great example. With the objective of generating USD 30 billion in export revenue from the textile apparel and accessories sector by 2030, the country is investing in industrial parks to accelerate textile production and the country's productivity as well as developing a heavy industry that will allow its full industrialization by 2025. In addition to Ethiopia, the garment sector has been growing in South Africa, Mauritius, Madagascar and across North African countries.



AFRICA SOURCING AND FASHION WEEK

AFRICA SOURCING AND FASHION WEEK is Africa's largest meeting platform for fashion, sustainability and innovation. Africa's fashion and manufacturing industry meets with international Investors, brands, whole sale and retail. There is no show in Africa that comes close to ASFW where Africa's sourcing strategy is discussed by high level international sourcing industry. High level brands discuss about future sourcing trends and at the fairground.

IN 2020 ASFW IS HIGHLIGHTING THE FOLLOWING TOPICS:

- **AFRICAN DESIGNS** for International Market
- **REGIONAL INTEGRATION** in Trade
- **SUSTAINABILITY** in Production
- **EMPOWERING** Women
- **SUPPORTING** Youth

THE SHOW CONSISTS OF THE FOLLOWING PILLARS:

ASFW EXPO: In four days over 350 well-known manufacturers of textile, apparel and technology present their goods and expertise to over 5,000 international trade visitors.

ASFW CONFERENCE: Over 100 experts will present and discuss important topics with over 800 participants. ASFW CONFERENCE is known as Africa's biggest textile and garment discussion platform. Presenters speak about topics e.g. Sustainability – Finance – Empowerment – Manufacturing – Logistics and Investment Opportunities.

MATCHMAKING / B2B: At Africa's biggest B2B Platform for the textile and garment industry, over 400 trade buyers meet with over 120 exhibitors.

DESIGNER SHOWCASE: ASFW presents WALK FOR BUSINESS where African designers present their newest collection at a special dedicated area as well as the catwalk.

TRENDS: Discover what is new and trendy for 2020. Visitors will have the opportunity to take a peek into the newest color and textile offerings for the next season.



MESSE FRANKFURT TEXPERTISE NETWORK

The comprehensive Messe Frankfurt Texpertise Network covers the entire textile value chain, including research, development, yarns, fabrics, apparel, fashion, contract production, home and interior textiles, technical textiles, processing and cleaning technologies.

AFRICA SOURCING AND FASHION WEEK CONSISTS OF THE FOLLOWING SHOW GROUPS:

FABRICS

TEXWORLD*
ADDIS ABABA

Discover at Texworld Addis Ababa those „little things“ which will make your collections unique! Here you will find fabrics

e.g. Cotton, Denim, Embroidery, Lace, Functional fabrics, Knitted fabrics, Linen, Hemp, Prints, Shirting, Silk, Silky aspect, Wool, wool blends manufacturers from over 13 countries.

The presence of a “Small Order Itinerary” which lists the exhibitors who can sell small quantities to designers is a real asset for small brands and capsule collections. Discover also the trends of tomorrow for a sourcing closer to Fashion!

Texworld Addis Ababa is proud member of the Texworld Family - the worldwide meeting place for fabrics, but also for trims and accessories!

FASHION

apparelsourcing*
ADDIS ABABA

Apparel Sourcing Addis Ababa is your meeting place to find the best solutions in fashion and fashion accessories sourcing.

Considering the keen interest in garment manufacture at the heart of Texworld Addis Ababa, African clothing manufacturers as a whole, with the addition of fashion accessory manufacturers present their designs at Apparel Sourcing area. Apparel Sourcing Addis Ababa takes place on the same dates and at the same location as Texworld Addis Ababa in the interests of saving time and limiting distances for visitors.

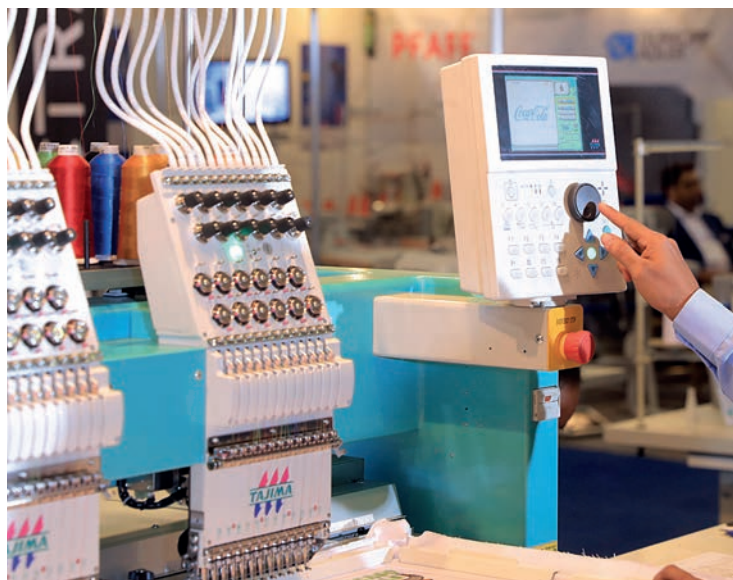
Apparel Sourcing Addis Ababa is proud member of Apparel Sourcing Family.

**More information on Texpertise Family:
www.textpertise-network.com**



TECHNOLOGY PRESENTED BY TEXPROCESS

Texprocess Addis Ababa is Africa's leading trade fair for the international garment-manufacturing and textile processing industry.



TECHNOLOGY

texprocess*

ADDIS ABABA

Under the motto **"BEST TECHNOLOGY FOR SUSTAINABLE PRODUCTION"**, all major

technology exhibitors present

the latest machines, plants, processes and services for the processing of textile and flexible materials to trade visitors. As new industrial zones are opened in various East African countries regularly, the interest and need for new textile machines is very high.

WHY TEXPROCESS ADDIS ABABA IS EXACTLY THE RIGHT PLACE FOR YOU:

- **COMPLETE TEXTILE PROCESS CHAIN:** Here, you can find all the technologies involved, from design, cutting, sewing, knitting and embroidery to finishing, refining, IT and logistics.
- **CREATIVITY AND HIGH-TECH:** The technologies for processing textiles at Texprocess Addis Ababa inspire new designs.
- **INTERNATIONAL TOP DECISION-MAKERS:** Around 70% of the trade visitors who attend make purchasing decisions for their companies.
- **HIGH DEMAND FOR TECHNOLOGIES** within Africa (especially Ethiopia)

Texprocess Addis Ababa is member of the Texprocess Family which is the leading show taking place in Frankfurt / Germany.

More information on Texpertise Family:
www.texpertise-network.com

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HOME / CARE / SERVICE



Africa's premier platform for the home décor and home textiles industry at home expo africa. Exhibitors present home textiles, decor, crafts, gifts and decoration accessories to international and regional trade visitors.



The textile care industry has great potential in Africa due to demand for care products and innovation. At

ASFW CARE, you will find the entire textile and cotton care sector. Important international manufacturers and services providers present innovative products and future-oriented services.



Africa's textile and fashion industry has huge demand for the service industry, e.g. specialised IT, logistics and transportation. At

ASFW SERVICE you will find international partners presenting solutions for this particular industry. African manufacturers will meet with international service providers.



SPECIAL: WALK FOR BUSINESS

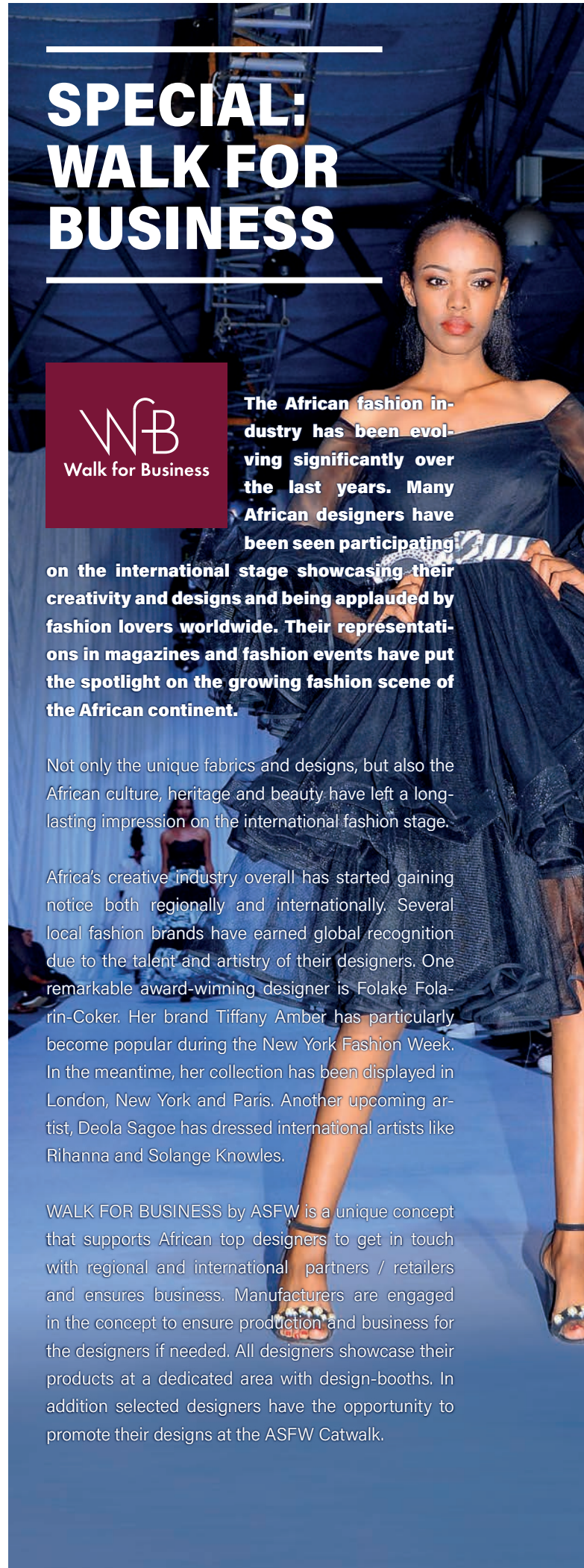


The African fashion industry has been evolving significantly over the last years. Many African designers have been seen participating on the international stage showcasing their creativity and designs and being applauded by fashion lovers worldwide. Their representations in magazines and fashion events have put the spotlight on the growing fashion scene of the African continent.

Not only the unique fabrics and designs, but also the African culture, heritage and beauty have left a long-lasting impression on the international fashion stage.

Africa's creative industry overall has started gaining notice both regionally and internationally. Several local fashion brands have earned global recognition due to the talent and artistry of their designers. One remarkable award-winning designer is Folake Folarin-Coker. Her brand Tiffany Amber has particularly become popular during the New York Fashion Week. In the meantime, her collection has been displayed in London, New York and Paris. Another upcoming artist, Deola Sagoe has dressed international artists like Rihanna and Solange Knowles.

WALK FOR BUSINESS by ASFW is a unique concept that supports African top designers to get in touch with regional and international partners / retailers and ensures business. Manufacturers are engaged in the concept to ensure production and business for the designers if needed. All designers showcase their products at a dedicated area with design-booths. In addition selected designers have the opportunity to promote their designs at the ASFW Catwalk.

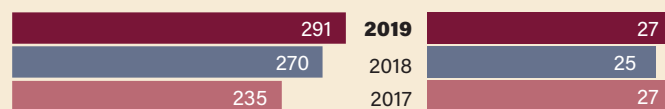


ASFW 2019 FACTS & FIGURES

EXHIBITOR QUESTIONNAIRE

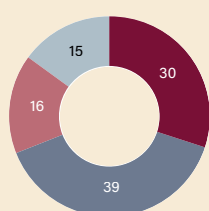
(in %)

291 exhibitors from **27** countries



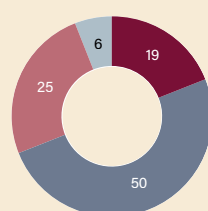
What are your principal marketing objectives and reasons for exhibiting and how do you rate these objectives?

Generate new sales leads

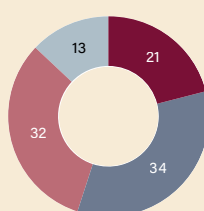


Excellent Good Fair Poor

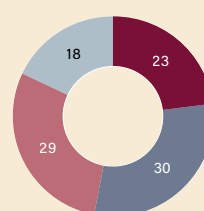
Launch new products/services



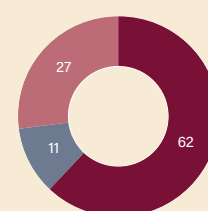
Meet existing clients



Secure orders at the show



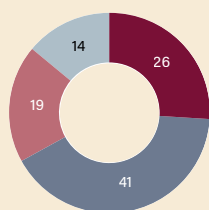
Are you planning to exhibit at ASFW/AALF 2020?



Yes No Not decided yet

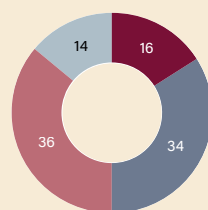
What are your principal marketing objectives and reasons for exhibiting and how do you rate these objectives?

Promote corporate image



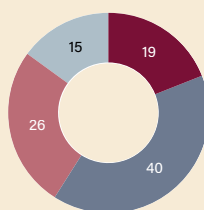
Excellent Good Fair Poor

Recruit agents/distributors

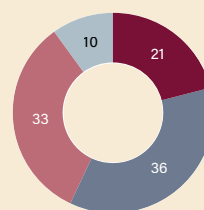


How do you rate the attendance to the show:

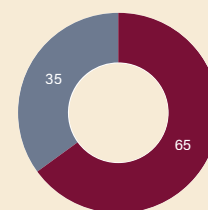
Quality of visitors?



Number of visitors?



Did you meet your target groups at ASFW/AALF?



Yes No

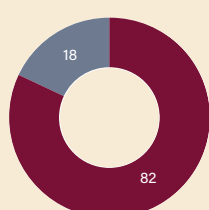
VISITOR QUESTIONNAIRE

(in %)

5,010 Visitors from **52** Countries

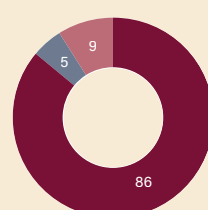


Have your expectations to ASFW / AALF 2019 been fulfilled?

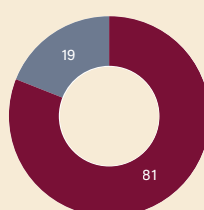


Yes No Not decided yet

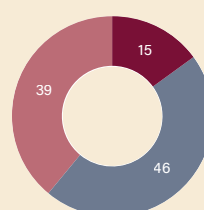
Are you planning to visit ASFW / AALF 2020?



Have you had any valuable business contacts at the fair?

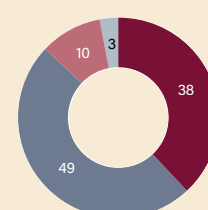


Have you placed any orders or do you intend to do so?



I placed orders I intend to place orders I did not place orders

How do you rate the product range of exhibits at ASFW / AALF 2019?



Excellent Good Fair Poor

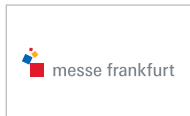


PARTNERS AND SUPPORTERS

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