

# 11<sup>TH</sup> ASFW ADDIS

30.10. - 2.11.25

CONGRESS CENTER  
SKYLIGHT HOTEL  
ADDIS ABABA, ETHIOPIA

AFRICA'S BIGGEST  
TRADE SHOW PROMOTING  
THE VALUE CHAIN IN  
TEXTILE AND LEATHER  
INDUSTRY

including

**texworld\***  
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# CIRCULARITY AND INNOVATION: AFRICA'S MANUFACTURING TRANSFORMATION



At ASFW, the focus on Sustainability in Manufacturing & Design and Circulation in Fashion takes center stage. Africa continues on this transformative journey in sustainable manufacturing with the aim to align economic growth with environmental responsibility.

The textile and garment sectors are evolving, prioritizing eco-consciousness, circularity, and economic viability. These efforts not only drive growth but also preserve Africa's cultural heritage. For example, East Africa alone recorded impressive milestones in textile and apparel exports, contributing significantly to its economic success.

With the global fashion industry generating over 2.1 billion tons of greenhouse gas emissions annually, Africa has a unique opportunity to lead in reshaping the industry's environmental footprint. Countries like Kenya and Ethiopia are already at the forefront of sustainable practices in the leather industry supported by commitments from international organizations like UNIDO.

By 2025, the global sustainable fashion market is projected to grow to \$9.81 billion, presenting Africa with an opportunity to redefine its image. ASFW 2025 will showcase these advancements, focusing on innovative technologies, recycling and up-cycling practices, and renewable energy integration in manufacturing etc.

Through prioritizing sustainable and circular practices, Africa is not just contributing to the global conversation but is paving the way for a conscious, ethical, and thriving fashion industry.



## THE ROLE OF AfCFTA:

The African Continental Free Trade Area (AfCFTA) emerges as a catalyst for change. Operational since 2021, AfCFTA creates an expansive market, encouraging intra-African trade. This agreement is a gateway for sustainable products from Africa to reach a broader audience.



# AFRICA SOURCING AND FASHION WEEK 2025



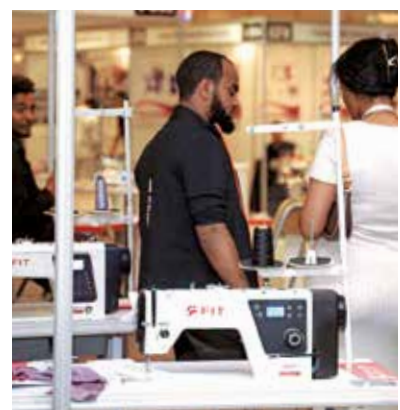
The 11th Africa Sourcing and Fashion Week Addis (ASFW) continues to be the heartbeat of Africa's textile, leather and fashion evolution. Celebrating a decade of innovation and progress, ASFW 2025 anticipates the annual convergence of over 7,000 industry enthusiasts and stakeholders, ready to make a lasting impact on the African textile and fashion landscape. **We invite you to be part of this celebration and exploration of Africa's boundless potential in textile and fashion.**

## The Journey so far

From fostering regional integration in trade to promoting sustainability in manufacturing and design, ASFW has been at the forefront of shaping important industry dialogues. The past ten editions have etched a remarkable legacy, promoting Africa's textile and leather industries, empowering women, and creating thousands of jobs. The promise for the 2025 edition is to elevate these achievements to new heights.

## Benefit from Africa's Biggest Exhibition, Conference and B2B Platform:

- **After Asia, Africa is the most important sourcing continent** for the entire textile value chain.
- **Africa as the youngest continent is a major magnet for companies** who want to sell and do business.
- **AfCFTA will bring more business opportunities for international companies** who engage with African counterparts.
- **The rise of middle-income society is a huge potential** for textile, garment and other fashion products.
- **ASFW EXPO:** In four days **leading manufacturers** of cotton, textile, apparel, leather goods and technology present their goods and expertise to **over 7,000 international trade visitors.**
- **ASFW CONFERENCE:** Over 100 experts will present and discuss important topics with over 1000 participants. ASFW conference is **Africa's biggest textile and garment discussion platform.**
- **MATCHMAKING / B2B:** At Africa's **biggest B2B platform** for the cotton, textile, garment and leather goods industry, **over 400 trade buyers meet with over 120 suppliers.**
- **DESIGNERS SHOWCASE:** ASFW presents WALK FOR BUSINESS where **African designers present their newest collection** at a special dedicated area.
- **ELEGANCE FASHION SHOW:** ASFW hosts an exclusive invite only fashion show **featuring the most talented apparel and accessory designers** from all over Africa ready to compete on the runway for the coveted grand prize.
- **TRENDS:** Discover what is **new and trendy for 2025 and beyond.** Visitors will have the opportunity to take a peek into the newest colour and textile offerings for the next season.
- **FACTORY TOURS:** ASFW offers **tours through state of the art factories** on the last event day.



# ASFW PRODUCT GROUPS



## Messe Frankfurt Texpertise Network – Partner of ASFW

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.

More information on Texpertise Family: [www.texpertise-network.com](http://www.texpertise-network.com)

### FABRICS



### FASHION



**Discover the unique textiles that make collections unforgettable!** ASFW offers an extensive selection of fabrics, including cotton, denim, embroidery, lace, functional fabrics, knitted textiles, linen, hemp, prints, shirting, silk, and wool. With exhibitors from over 20 countries, ASFW provides access to materials of the highest quality, perfect for both large-scale production and niche designers. The Small Order Itinerary further enables smaller brands and capsule collections to source efficiently, fostering inclusivity and collaboration in the fashion industry.

**Your gateway to sourcing fashion and accessories solutions.** African clothing manufacturers and fashion accessory creators showcase their expertise in the Apparel Sourcing area, offering top-tier talent from across the continent. From ready-to-wear collections to bespoke pieces, the fashion segment highlights the innovation and artistry of our African designers.

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### TECHNOLOGY



### LEATHER



Stay at the forefront of innovation with the latest technology and services tailored for the textile, leather, and fashion industries. From state-of-the-art production machinery to IT solutions, exhibitors showcase tools that enhance efficiency and sustainability. Whether it's cutting-edge textile machines or specialized services, this segment supports industrial growth and modernization across Africa.

Explore the extraordinary potential of Africa's leather industry with ASFW's diverse range of leather exhibitors.

This segment features a rich variety of leather and leather products, including footwear, handbags, belts, gloves, and artisanal accessories, that caters to both classic and modern tastes. The showcase unites tanneries, manufacturers, and skilled artisans in a bid to emphasize Africa's dedication to sustainability and innovation in leather production. Visitors can explore eco-friendly tanning techniques, creative designs, and the top quality that defines African leather, solidifying its place on the global stage as a leader in craftsmanship and sustainable practices.



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# FASHION ACCESSORIES / HOME / CARE / SERVICE

## FASHION ACCESSORIES



**Think sleek watches, chic sunglasses, statement handbags, and bold scarves.** Don't forget about stylish hats, dazzling jewelry, and comfortable yet fashionable shoes. At ASFW you find your perfect finishing touches to elevate your style and make a statement.

## HOME



**Dive into the world of home textiles,** where creativity meets quality. ASFW serves as Africa's premier platform for home décor and textiles, featuring exhibitors who present a range of products from soft furnishings to decorative accents. This segment caters to international and regional buyers, providing unique solutions for the growing home and lifestyle

## CARE



**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.

## SERVICE



**Africa's textile and fashion industry has huge demand for the service industry, e.g. specialized 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 undergone a significant transformation over the years, firmly establishing itself on the global stage. African designers continue to captivate international audiences with their exceptionally creative designs. From magazine features to prominent appearances on global runways, African designers are shining a spotlight on the continent's rich cultural heritage and talent.

More than just unique fabrics and designs, African fashion reflects its rich culture and beauty. The rise of Africa's creative industry is evident, with local fashion brands achieving global recognition. Talented designers like Fola-ke Folarin-Coker of Tiffany Amber, whose collections have wowed audiences in New York, London, and Paris, and Deola Sagoe, known for dressing international icons, are just a few examples of the continent's creative process.

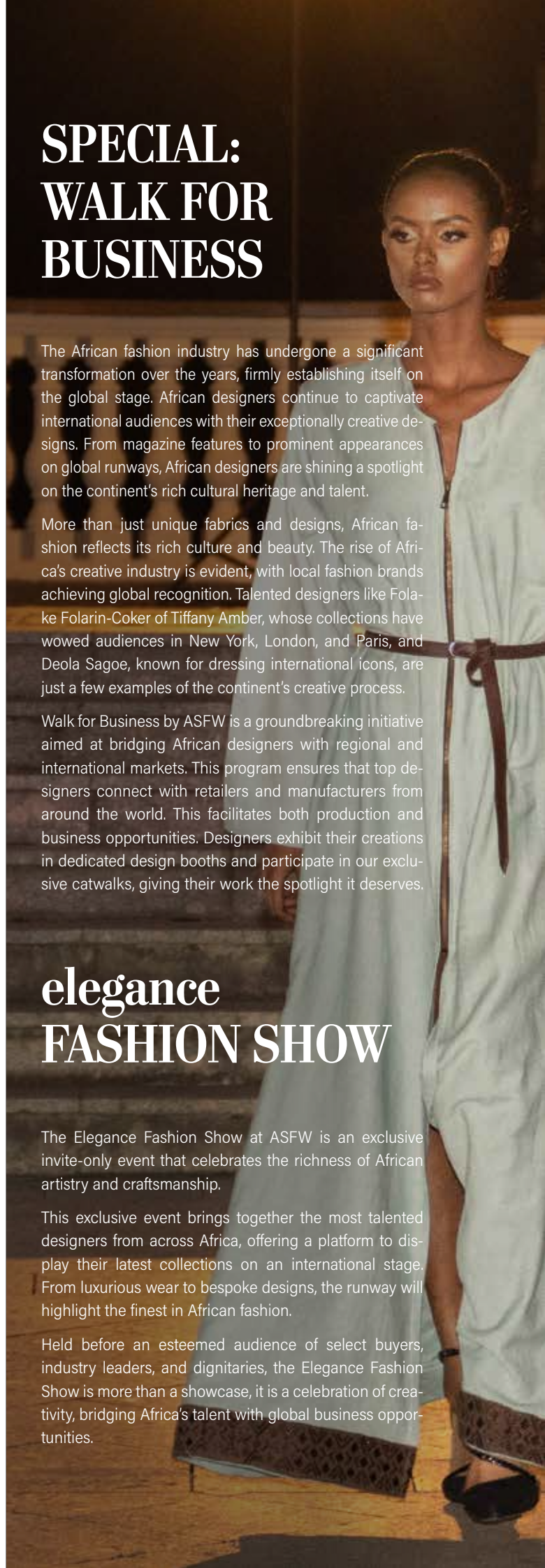
Walk for Business by ASFW is a groundbreaking initiative aimed at bridging African designers with regional and international markets. This program ensures that top designers connect with retailers and manufacturers from around the world. This facilitates both production and business opportunities. Designers exhibit their creations in dedicated design booths and participate in our exclusive catwalks, giving their work the spotlight it deserves.

# elegance FASHION SHOW

The Elegance Fashion Show at ASFW is an exclusive invite-only event that celebrates the richness of African artistry and craftsmanship.

This exclusive event brings together the most talented designers from across Africa, offering a platform to display their latest collections on an international stage. From luxurious wear to bespoke designs, the runway will highlight the finest in African fashion.

Held before an esteemed audience of select buyers, industry leaders, and dignitaries, the Elegance Fashion Show is more than a showcase, it is a celebration of creativity, bridging Africa's talent with global business opportunities.



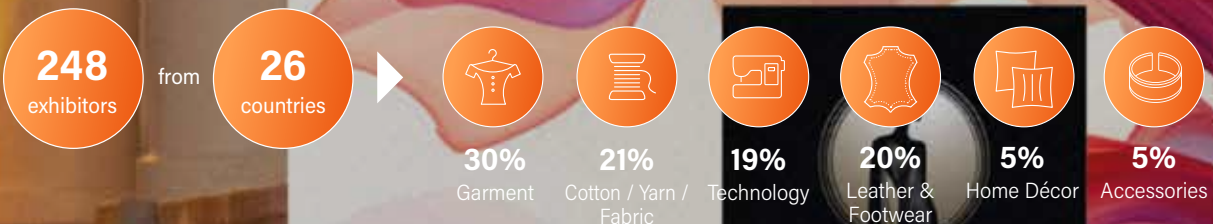


# FACTS & FIGURES ASFW 2024

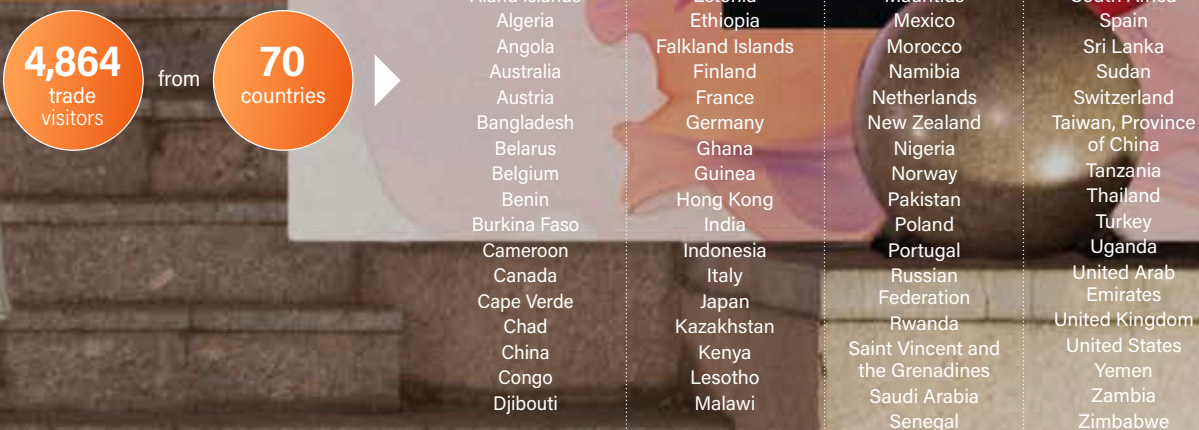
# TFG

Trade and Fairs Group

## EXHIBITORS

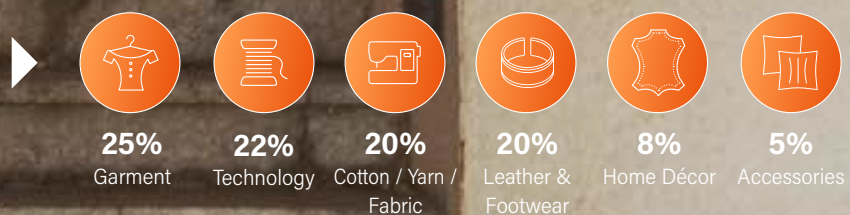


## TRADE VISITORS

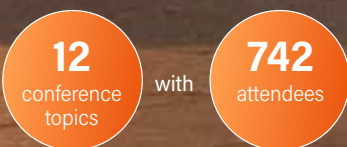


## INTEREST OF VISIT

(multiple choices)



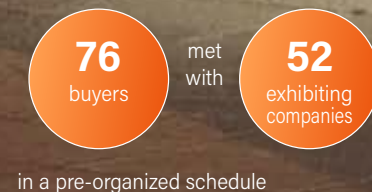
## CONFERENCE



## BUYERS BREAKFAST



## PERSONAL B2B MEETINGS





## EXCELLENCE IN TEXTILE AND LEATHER VALUE CHAIN



Premier Event dedicated to Textile & Leather Value Chain.  
**24 - 26 April 2025**  
[www.asfw-nairobi.com](http://www.asfw-nairobi.com)



West Africa's most prominent event for the Fashion Industry and a meeting platform for West and Northern African manufacturers & designers of Cotton, Textile and Leather.  
**26 - 28 March 2026**  
[www.asfw-dakar.com](http://www.asfw-dakar.com)

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## TEXAROUND AFRICA

Important information platform about African textile and fashion events as well as leading international textile trade fairs. In addition Texaround Africa is a knowledge transfer with information about Africa's textile and leather industry.  
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