



#### TÜRKİYE ODALAR VE BORSALAR BİRLİĞİ



15.08.2022

Dumlupınar Bulvarı No:252 (Eskişehir Yolu 9. Km.) 06530 /ANKARA

www.tobb.org.tr - tobb@hs01.kep.tr

Tarih:

**Sayı** : E-34221550-720-8141 **Konu** : Destination Africa Hk.

TÜM ODA VE BORSALARA (Genel Sekreterlik)

İlgi: Mısır İstanbul Başkonsolosluğu'nun 11.08.2022 tarihli epostası.

İlgide kayıtlı yazıda,19-20 Kasım 2022 tarihleri arasında Mısır, Kahire'deki Royal Maxim Palace Kempinski Hotel'de "Destination Africa" etkinliğinin 6.sının düzenleneceği bildirilmektedir.

Yazıda devamla, bahse konu etkinliğin Mısır'da tekstil endüstrileri için yıllık uluslararası bir pan-Afrika B2B kaynak bulma etkinliği olduğu; Afrika Tekstil, Hazır Giyim ve Ev Tekstili üreticilerini uluslararası alıcılarla tek bir yerde buluşturarak iş fırsatlarını ve ticaret faaliyetlerini küresel düzeyde güçlendirmeyi amaçladığı ifade edilmektedir.

Etkinliğe ilişkin sektörel bazlı katılım formları ve broşür ekte sunulmakta olup, http://www.destination-africa.org/ adresinden detaylı bilgi alınması mümkündür.

Bilgilerinizi ve ilgili üyelerinize duyurulması hususunda gereğini rica ederim.

Saygılarımla,

#### e-imza

Ali Emre YURDAKUL Genel Sekreter Yardımcısı

#### EK:

- 1- Broşür (4 sayfa)
- 2- Konfeksiyon Katılım Formu (2 sayfa)
- 3- Ev Tekstili Katılım Formu (1 sayfa)
- 4- Tekstil Katılım Formu (2 sayfa)



Evrakı Doğrulamak İçin: https://belgedogrula.tobb.org.tr/belgedogrulama.aspx?eD=BSDB5U5JLC Tel: +90 (312) 218 20 00 (PBX) - Faks: +90 (312) 219 40 90 -91 -92... - E-Posta: info@tobb.org.tr Bilgi İçin: Sıla KOZANLI - Tel: +90 (312) 2182221 - E-Posta: sila.kozanli@tobb.org.tr



# THE NEW FRONTIER OF THE WORLD'S SOURCING DESTINATION FOR APPAREL, TEXTILE & HOME TEXTILES IN AFRICA

# 19 - 20 November 2022

Royal Maxim Palace Kempinski Cairo, Egypt



# AFRICA 2022

#### THE 6TH EDITION

**Destination Africa** is an annual international pan-African B2B sourcing event for the textile industries in Egypt. It brings together the African Textile, Apparel, and Home Textiles manufacturers in ONE place with the international buyers to strengthen the business opportunities and trade activities on a global level. The event consists of a regional exhibition with African countries pavilions.

**Destination Africa** has witnessed an outstanding success with a growth of visitors since 2016, resulting in an increase in the exhibitors' number, the exhibiting space and the number of local, regional and international visitors. Therefore the past editions' impact has been recognizable leading to spreading and highlighting "Destination Africa's" name among the international buyers and exhibitors.

Thank you for the very warm and great reception and experience we and our team had at the event. The event is a good platform for collaboration and easy touch points with all the players in the region. We are excited for the future and what is possible.

Li & Fung / FRC - USA

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

Adidas - Germany

## **EXHIBITORS**

#### African manufacturers and suppliers of :

- Apparel
- Denim garments and textiles
- Fashion brands and labels
- Clothing fabrics
- Yarns
- Home Textiles
- Trade / Textiles Associations

### **WHY DESTINATION AFRICA?**

- Network with hundreds of regional and international industry professionals.
- Capitalize on the global growing trend to make Africa the primary sourcing destination
- Compete in an expanding global economy and be part of Africa's economic growth
- Highlight Africa's Prime location, export opportunities and trade activities.
- Showcase the diversity and economic opportunities that Africa offers.
- Promote competition in quality of product, product variety, competitive prices and efficiency that meets the needs of the international buyers.
- Network with hundreds of regional and international industry professionals.

# **WHY VISIT?**

- Explore the African manufacturers, prices, efficiency and product variety.
- Stay updated with Africa's latest trends and challenges.
- Network with potential new sources and open business opportunities.
- Benefit from international agreements (COMESA, GAFTA, AGADIR, QIZ, GATT, GATS & Duty Free)





# **WHO SHOULD VISIT**



**Manufacturers** 



**Retailers** 



**Wholesalers** 



**Buyers** 



**Importers** 



Sourcing



All fairs and conferences were at a very high level. I can say that after visiting many such events around the world. Now we have a bigger idea of what is being produced in Africa and what shopping you can do here.

Ferax - USA



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.

The Sourcing Company - USA

# **FACTS & FIGURES**

The 4th edition of Destination Africa (2019) was held at The Royal Maxim Palace Kempinski Hotel in Cairo on a period of three days. The B2B event was on the first two days followed by factory visits. In a space of 3,000 sqm and a net exhibiting space of 1,550 sqm, the Egyptian and African manufacturers displayed their high quality products to the attending international buyers interested in sourcing from the region.







More than

84%

of the international visitors are likely to recommend **Destination Africa** to others

More than

76%

of the international visitors are interested in attending the following edition

More than

84%

of the international buyers will source from Africa

More than

82%

of the international visitors found the product(s) they were looking for

More than

88%

of the international visitors found the product quality to be excellent





**Egypt** 



Algeria



**South Africa** 



Nigeria



Morroco



Ethiopia



**BUYERS** 

- Adidas
- Ralph Lauren
- Huao Boss
- ◆ Benetton
- ◆ C&A Chantelle
- ◆ Macy's Massimo Dutti
  - Defacto
- ◆ Hela Clothing
- Era Iplik ◆ Circulo
- ◆ LC Waikiki
  - ◆ Li & Fung Jerry Leigh
- ◆ Kipas Pazarlama
  - Dollarama
  - Discount Center

**VISITING** COUNTRIES







**Spain** 



Germany



Italy



Turkey



Canada



Be part in making Africa the new frontier of the world's sourcing destination

(+20) 2527 1010, Ext: 145 - 172

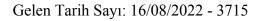
www.destination-africa.org

**EXHIBIT** 

exhibit@destination-africa.org

VISIT

ibp@destination-africa.org

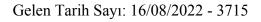




19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

# **Apparel Buyer's Profile**

CONTACT INFORMATION:
Company Name*:
Contact Name*:Occupation*:
Country*:City:
Address:
Work Phone*: (Country code)(No)
Mobile Phone*: (Country code)(No)
E-mail*:
Company Website*:
(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org) ***
COMPANY PROFILE:
Year of Establishment*: No. of Employees*:
Annual Turnover in US\$*: Annual Value of Imports in US\$*:
Countries currently buying from:
Are you importing from Africa now? * 🔲 Yes 🗖 No If yes, from which countries?
Are you working through an agent?*   Yes   No
What is the target market segment of your products? * 🔲 Upper 🔲 Middle 🔲 Low
COMPANY TYPE OF ACTIVITY *:
☐ Wholesaler ☐ Department Stores ☐ Manufacturer ☐ Retail Chain ☐ Hypermarket ☐ Discount Stores
☐ Importer ☐ Agent ☐ Brand ☐ Mail Order
Other:
TYPE OF BUSINESS COOPERATION REQUIRED WITH THE AFRICAN EXHIBITOR *:
☐ Outsourcing ☐ Investment ☐ Joint Venture ☐ Import ☐ Others:
Controlled Controlled
- Codesouroing - Investment - Some venture - Inmport - Source - So
The following section is mandatory to complete





19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

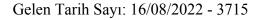
PRODUCT CATEGORY: ☐ Men ☐ Women ☐ Children ☐ Babies						
PRODUCT RANGE YOU ARE INTERESTED IN:						
Hosiery:						
Full Body:   Jumpsuits  Rompers						
Dresses & Gowns:						
Jackets & Coats: Cape Coat Jacket Denim Jacket						
Pullovers & Sweaters: ☐ Bolero ☐ Cardigan ☐ Pullover ☐ Turtleneck Sweater ☐ Twinset ☐ Sweatshirt ☐ Hoodie						
Shirts & Tops: Blouse Dress Shirt Polo T-Shirt Vest Casual Shirt Tank Top						
Skirts: Skirt						
Suits: ☐ Blazer ☐ Jacket ☐ Pantsuit ☐ Tailcoat ☐ Trousers ☐ Tuxedo/Smoking ☐ Uniform						
Trousers: ☐ Chinos ☐ Leggings ☐ Jeans ☐ Pants ☐ Shorts ☐ Sweat Pants						
Traditional:  Abaya						
Underwear: ☐ Bathrobe ☐ Boxer Shorts ☐ Briefs ☐ Pajamas ☐ Panties ☐ Sleepwear ☐ Thermalwear						
Accessories: ☐ Belt ☐ Gloves ☐ Hat ☐ Scarf ☐ Tie						
Garment Accessories: ☐ Zippers ☐ Buttons ☐ Threads ☐ Labels ☐ Hangers						
Other:						
Terms & Conditions Apply						
* Buyers who do not meet the qualifying criteria are welcomed to attend as an international visitor, benefit from our discounted hotel rate, receive a meet and assist service, a free admission to the B2B event and catalogue.						
discounted noterrate, receive a meet and assist service, a nee admission to the DZD event and catalogue.						
Signature: Date:						



19-20 November 2022 Royal Maxim Palace Kempinski Hotel Cairo, Egypt www.destination-africa.org

# **Home Textiles Buyer's Profile**

All fields are mandatory to complete and submitted to: lbp@destination-africa.org
CONTACT INFORMATION*:
Company Name*:
Contact Name*: Occupation*:
Country*: City:
Address:
Work Phone*: (Country code) (No)
Mobile Phone*: (Country code) (No)
E-mail*:
Company Website*:
(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org) ***
COMPANY PROFILE:
Year of Establishment*: No. of Employees*:
Annual Turnover in US\$*: Annual Value of Imports in US\$*:
Countries currently buying from:
Are you importing from Africa now? * $\square$ Yes $\square$ No If yes, from which countries?
Are you working through an agent?*
What is the target market segment of your products? *   Upper   Middle   Low
COMPANY ACTIVITY TYPE *:
☐ Wholesaler ☐ Department Stores ☐ Manufacturer ☐ Retail Chain ☐ Hypermarket ☐ Discount Stores
☐ Importer ☐ Agent ☐ Brand ☐ Others:
TYPE OF BUSINESS COOPERATION REQUIRED*:
☐ Outsourcing ☐ Investment in Egypt ☐ Joint Venture ☐ Import ☐ Others:
Outsourting Children in Egypt Choint Venture Children Children Children
PRODUCT RANGE YOU ARE INTERESTED IN THE FAIR*:
Home Hotels & Hospitals
Bathrobes Beach Towels Kitchen Towels Terry Towels Pillows
Quilts Blankets Table Linen Bed Linen Hand Made Carpets & Rugs
☐ Curtains ☐ Upholstery ☐ Machine Made Carpets & Rugs
Terms & Conditions Apply
* Buyers who do not meet the qualifying criteria are welcomed to attend as an international visitor, benefit from our discounted hotel rate, receive a meet and assist service, a free admission to the B2B event and catalogue.
Signature: Date:





19-20 November 2022 Royal Maxim Palace Kempinski Cairo – Egypt www.destination-africa.org

# **Textile Buyer's Profile**

All fields are mandatory to complete and submitted to: ibp@destination-africa.org

All helds are mandatory to complete and submitted to. lbp @destination-arrica.org			
CONTACT INFORMATION:			
Company Name*:			
Contact Name*:Occupation*:	Occupation*:		
Country*: City:			
Address:			
Work Phone*: (Country code) (No)			
Mobile phone*: (Country code) (No)			
E-mail*:			
Company Website*:			
(Note: If a website is not available, kindly send a complete company profile to ibp@destination-africa.org)***			
COMPANY PROFILE:			
Year of Establishment*: No. of Employees*:			
Annual Turnover in US\$*: Annual Value of Imports in US\$*:			
Countries currently buying from:			
Countries currently selling to:			
In which country/ies are you active?			
Are you importing from Africa now? *			
If No, did you import form Africa before? * 🗖 Yes 🧧 No If yes, from which countries?			
Are you working through an agent?*   Yes  No			
What is the target market segment of your products? *  Upper  Middle  Low			
COMPANY TYPE OF ACTIVITY *:			
☐ Wholesaler ☐ Manufacturer ☐ Buying Office ☐ Importer ☐ Agent Others:	_		
TYPE OF BUSINESS COOPERATION REQUIRED WITH THE AFRICAN EXHIBITOR *:			
Outsourcing Investment Investment Import Others:			
PRODUCT RANGE YOU ARE INTERESTED IN*:			
☐ Fibers ☐ Yarns ☐ Sewing Threads ☐ Woven Fabrics ☐ Knitted Fabrics			
Denim Fabrics	or Fabrics)		
Dyeing, Printing & Finishing Other:			
Selected products details:			



19-20 November 2022 Royal Maxim Palace Kempinski Cairo – Egypt www.destination-africa.org

Terms	&	Con	ditions	Apply
-------	---	-----	---------	-------

\* Buyers who do not meet the qualifying criteria are welcomed to attend as an international visitor, benefit from our discounted hotel rate, receive a meet and assist service, a free admission to the B2B event and catalogue.

Signature:	Date: