



DESTINATION  
**AFRICA**  
**2023**

<sup>th</sup>  
**7 Edition**

**THE NEW FRONTIER OF THE WORLD'S SOURCING DESTINATION**

**FOR APPAREL, TEXTILE & HOME TEXTILES IN AFRICA**

**14 – 15 November 2023**

**Cairo, Egypt**



[www.destination-africa.org](http://www.destination-africa.org)

ORGANIZED BY

**expolink**  
EGYPTIAN EXPORTERS ASSOCIATION  
جمعية المصدرين المصريين

**ECE**  
**APPAREL**  
EXPORT COUNCIL OF EGYPT  
الهيئة المصرية للتصدير والتجارة الخارجية

**EGYPT TEXTILES & HOME  
TEXTILES EXPORT COUNCIL**  
مجلس المصدرين من المنسوجات  
والمفروشات المنزلية



# DESTINATION AFRICA 2023

THE 7<sup>TH</sup> 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.

**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.

Just wanted to say a big thank you for all" the effort into organizing this great event – I believe I have met some great vendors in Egypt with great business potential for the ".future, hope we can do it next year 2023

**Mrs. Suzanne Vermaas – "Foschini GP",  
South Africa**

I want to thank you and the rest of the" Destination Africa Team for a wonderful event, I always enjoy participating in this event. I appreciate all the arrangements and amazing hospitality and giving us the opportunity to explore, meet partners and expand our business in the region. The event as always was ".perfectly organized in all aspects

**Mr. Tugrul Tekin – "Li & Fung", Hong Kong**

## EXHIBITORS

African manufacturers and suppliers of :

- ⊕ Apparel " including Menswear, Womenswear and Children's wear"
- ⊕ Denim garments and textiles
- ⊕ Fashion brands and labels
- ⊕ Clothing fabrics
- ⊕ Yarns
- ⊕ Home Textiles
- ⊕ Trade / Textiles Associations

## WHY DESTINATION AFRICA?

- 1** Network with hundreds of regional and international industry professionals
- 2** Compete in an expanding global economy and be part of Africa's economic growth
- 3** Explore Africa ,export opportunities and trade activities

I was absolutely blown away at what i saw" here, there is a lot of opportunities at fleeces, polyesters, denim, as if i source from any Asian country then there is a duty factor which is not the case in Egypt, the exhibition was fabulous, very well organized, i saw a wide variety of products and African countries, everything was just .here

**Mr. Akhil Kumar, Revise Clothing, USA**

# FACTS & FIGURES

The 6th edition of Destination Africa 2022 was held at The Royal Maxim Palace Kempinski Hotel in Cairo for two days in a space of 3,000 Sqm and a net exhibiting space of 1,286 Sqm. It hosted more than 75 Egyptian and African manufacturers that displayed their high quality products to more than 120 international buyers from all over the world that are interested to source from the region.

**757**

**Local & International  
Visitors**

**78**

**African Exhibitors**

**3337**

**Total number of Visitors  
all editions**

More than

**98%**

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

More than

**96%**

of the international  
visitors were satisfied  
with the on-site guidance  
and assistance

More than

**92%**

of the international  
visitors were satisfied with the  
location.

More than

**92%**

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

More than

**88%**

felt there were  
a sufficient number  
of potential partners.

## TOP EXHIBITING COUNTRIES



Egypt



Tunisia



Morocco



Lesotho



Ethiopia

## TOP BUYERS

◆ Forever 21

◆ Maxmara

◆ Stella MC cartney

◆ Lefties- Inditex

◆ Artsana

◆ PDS Limited

◆ Li & Fung

◆ Macy's

◆ C & A sourcing

◆ Ariat

## TOP VISITING COUNTRIES



USA



Turkey



Italy



Spain



Russia



India



Saudi Arabia

SCAN TO VISIT



[ibp@destination-africa.org](mailto:ibp@destination-africa.org)

SCAN TO EXHIBIT



[exhibit@destination-africa.org](mailto:exhibit@destination-africa.org)

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



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



[www.destination-africa.org](http://www.destination-africa.org)

# WHY VISIT?

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



# WHO SHOULD VISIT



Manufacturers



Retailers



Private Labels



Wholesalers



Buyers



Importers



Sourcing



Thank you very much, I find the event very helpful and perfectly organized. I got lots of nice contacts and now we are negotiating with more than 10 factories, I hope we can start to work with your area

**Mrs. Polina Filonenko – “Fashion °Continent” , Russia**



Thank you for the opportunity to attend the event. It was great to meet with so many people from the industry and had some fruitful conversations. Thank you for your support during this visit

**Mr. Shriram Jatar – “PDS Limited”, UK**