

incl.

TEXWORLD
ADDIS ABEBA

apparel sourcing
ADDIS ABEBA

texprocess
ADDIS ABEBA

ASFW

AFRICA SOURCING AND FASHION WEEK

Millennium Hall
Addis Ababa, Ethiopia
9 – 12 November 2019

Exhibitor & Visitor Results

291 from **27**
Exhibitors Countries

5,010 from **52**
Trade Visitors Countries

Afghanistan
Algeria
American Samoa
Angola
Australia
Austria
Azerbaijan
Bangladesh
Belgium
Brazil
Burkina Faso

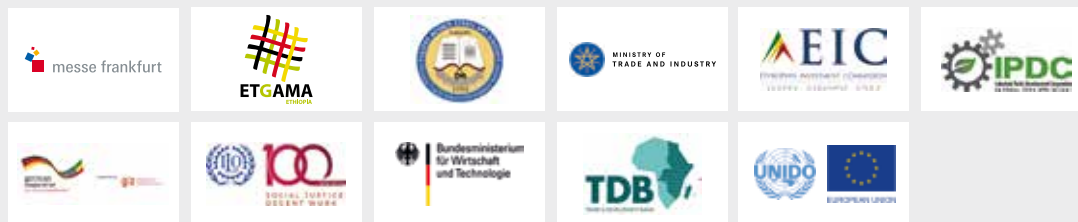
Canada
China
Czech Republic
Denmark
Egypt
Eritrea
Ethiopia
France
Gambia
Germany
Ghana

India
Indonesia
Israel
Italy
Japan
Jordan
Kenya
Korea
Liberia
Malawi
Mauritius

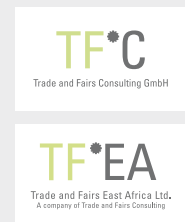
Netherlands
Nigeria
Pakistan
Peru
South Africa
Spain
Sri Lanka
Sweden
Switzerland
Tanzania
Thailand

Turkey
Uganda
UK
UAE
USA
Virgin Island (British)
Zambia
Zimbabwe

Partners:



Organizers:



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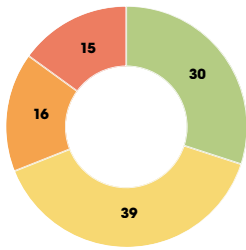
31 Oct – 3 Nov 2020

Further information on:
www.asfw-online.com

ASFW / AALF Exhibitor Questionnaire

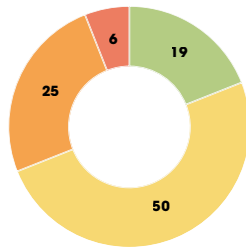
What are your principal marketing objectives and reasons for exhibiting and how do you rate these objectives?

Generate new sales leads



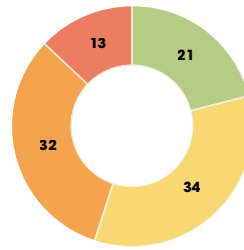
Excellent
Good
Fair
Poor

Launch new products/services



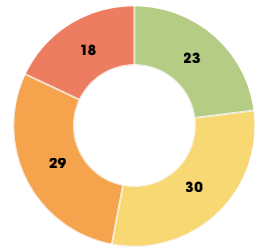
Excellent
Good
Fair
Poor

Meet existing clients



Excellent
Good
Fair
Poor

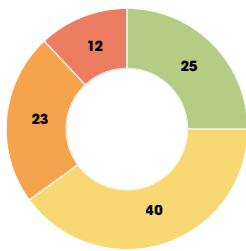
Secure orders at show



Excellent
Good
Fair
Poor

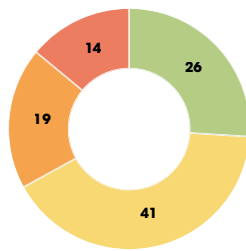
What are your principal marketing objectives and reasons for exhibiting and how do you rate these objectives?

Feedback on products/services



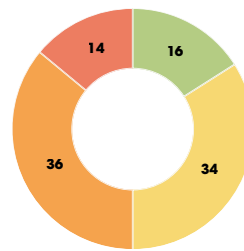
Excellent
Good
Fair
Poor

Promote corporate image



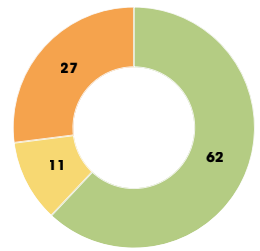
Excellent
Good
Fair
Poor

Recruit agents/distributors



Excellent
Good
Fair
Poor

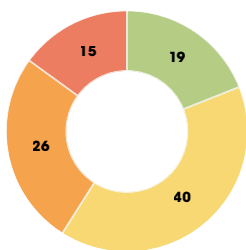
Are you planning to exhibit at ASFW/AALF 2020?



Yes
No
Not decided yet

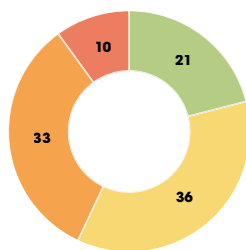
How do you rate the attendance to the show:

Quality of visitors?



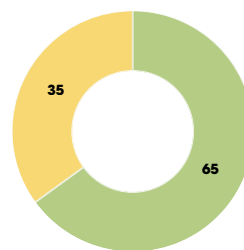
Excellent
Good
Fair
Poor

Number of visitors?



Excellent
Good
Fair
Poor

Did you meet your target groups at ASFW/AALF?



Excellent
Good
Fair
Poor

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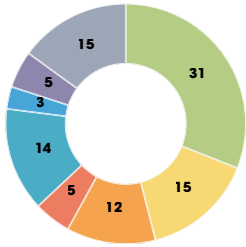
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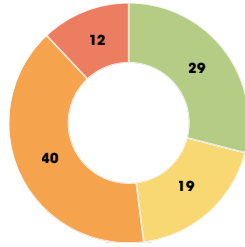
ASFW / AALF Visitor Questionnaire

What economic sector does your company belong to?



- Textile
- Apparel / Fashion
- Leather Material / Tannery
- Finished Leather
- Technology
- Finance
- Consultancy
- Service, IT, Publishing

What role do you play in the purchasing decisions of your company/your organization?



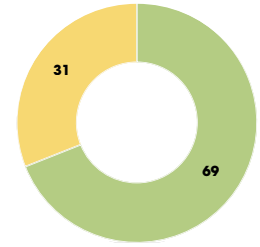
- Decisive
- Co-decisive
- Advisory
- Not involved

How did you hear about ASFW / AALF?



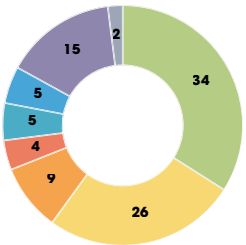
- Advertisement in printed trade media
- Ad in public newspaper
- mailing / fax of organizer
- invitations by exhibitors
- invitations by associations e.g KML, AAK
- Billboards/Roadside banners
- internet
- Personal Invitations
- Press releases
- Others

Have you visited ASFW / AALF for the first time?



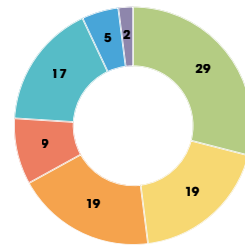
- Yes
- No

Which of your objectives did you reach visiting the ASFW / AALF 2019?



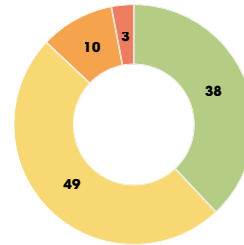
- General information / market orientation
- Getting new business contacts
- Getting info about innovation / trends in the branch
- Concluding contracts
- Keeping appointments that were made before the fair
- Preparation for making purchases / Investments
- networking business contacts
- Others

Which group of exhibits is most important to you?



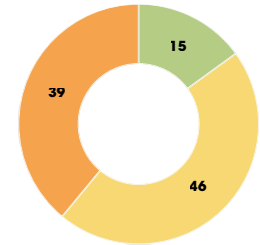
- Textile & Fabrics
- Fashion
- Leather / Tannery
- Finished Leather Goods / Foot sector
- Technology / Machinery
- Service, IT, Publishing
- Others (Silk)

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



- Excellent
- Good
- Fair
- Poor

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



- Yes, I have already placed orders on site
- Yes, I intend to place orders on site
- No, I did not place order

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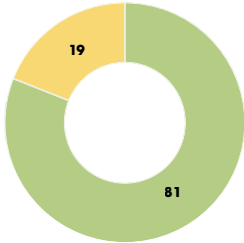
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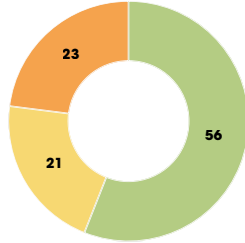
ASFW / AALF Visitor Questionnaire

Have you had any valuable business contacts at the fair?



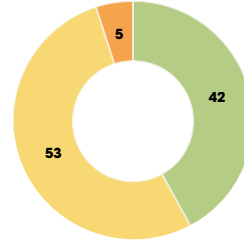
Yes
No

As a result of information gained here at ASFW / AALF 2019, are you planning to buy or order goods or to do any other kind of business at a later date?



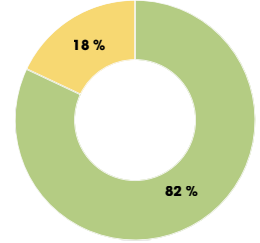
Yes
No
Perhaps

How would you describe the near future in your line business?



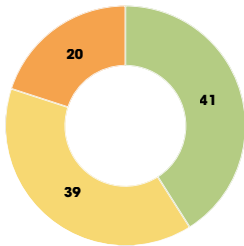
Economic upward trend
Steady
Economic downward trend

Have your expectations to ASFW / AALF 2019 been fulfilled?



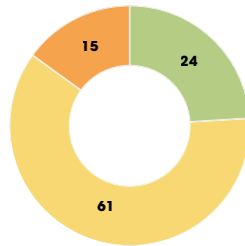
Yes
No

Did you take part in match-making?



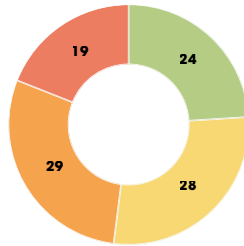
Yes
No
Not Yet

Did you also take part in the Conference Program?



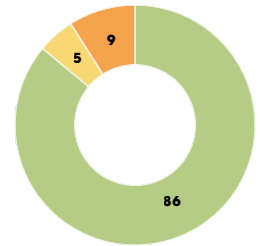
Yes
No
Not Yet

At which day(s) do you visit ASFW / AALF 2019?



Sat, 9 Nov 2019
Sun, 10 Nov 2019
Mon, 11 Nov 2019
Tue, 12 Nov 2019

Are you planning to visit ASFW / AALF 2020?



Yes
No
Not decided yet

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