



9TH **ASFW**
AFRICA SOURCING
& FASHION WEEK **ADDIS**

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

3 – 6 Nov. 2023

Congress Center
Skylight Hotel
Addis Ababa, Ethiopia

www.asfw-online.com

incl.

TEXWORLD*

ADDIS ABABA

apparel sourcing*

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texprocess*

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AFRICA: CONTINENT WITH GREAT POTENTIAL

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.** And about 200 million people between 15 and 24 years old make 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.

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.

SPECIAL – AFRICAN COTTON:

There are approximately **50 million small-holder farmers** who grow a wide range of crops, both inter-cropped and in rotation. **Cotton remains an extremely important crop** in most parts of Africa for a number of reasons:

- The cotton industry's supply chain is a large scale and last mile delivery network of extension services and input providers which are frequently leveraged to support the whole farm;
- Cotton has a developed trading and logistics infrastructure that benefits farmers and complementary crops grown on the farm;
- Cotton is an important source of foreign exchange revenues for more than 20 African countries; and
- Cotton production is required to spur a textile industry which can serve as the "first rung" on the industrialization ladder to create employment and build a middle class.

AFRICA SOURCING AND FASHION WEEK offers variety of cotton from West and Central Africa.

AFRICAN CONTINENTAL FREE TRADE AREA (AfCFTA)

AfCFTA is the world's largest free trade area bringing together the 55 countries of the African Union (AU) and eight Regional Economic Communities (RECs) to create a single market for the continent. The aim is to enable the free flow of goods and services across the continent and boost the trading position of Africa in the global market. ASFW supports and promotes this agreement through dedicated conferences for interested foreign participants.



9TH AFRICA SOURCING AND FASHION WEEK

AFRICA SOURCING AND FASHION WEEK (ASFW) is Africa's largest meeting platform for fashion, sustainability and innovation. Here major foreign buyers, investors, brands and retail industry meet with Africa's leading fashion and manufacturing industry to discuss sourcing. ASFW is largest and a must-to-attend event for the world's cotton, textile and garment industry who **discuss** current issues, solution and future visions in Africa.

IN 2023 ASFW IS HIGHLIGHTING THE FOLLOWING TOPICS:

- Regional Integration in Trade
- Sustainability in Manufacturing
- Environmental Protection

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 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**.
- **MATCHMAKING / B2B:** At Africa's biggest B2B platform for the cotton, textile and garment 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 as well as the catwalk.
- **TRENDS:** Discover what is new and trendy for 2024 and later. 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.



MESSE FRANKFURT TEXPERTISE NETWORK – PARTNER OF ASFW

The comprehensive Messe Frankfurt Textpertise 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.

ASFW CONSISTS OF THE FOLLOWING SHOW GROUPS:

FABRICS

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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

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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 Textpertise 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

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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 will 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.

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. 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 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.

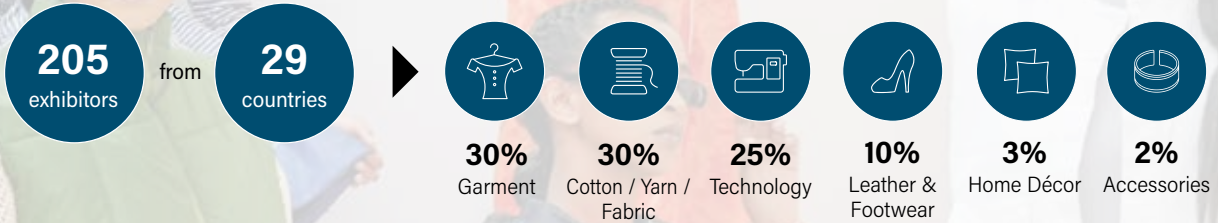
Not only the unique fabrics and designs, but also the African culture, heritage and beauty have left a long-lasting impression on the international fashion stage.

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.



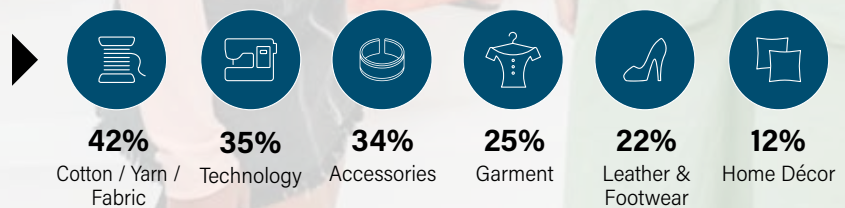
FACTS & FIGURES ASFW 2022



TRADE VISITORS



INTEREST OF VISIT (multiple choices)



DATE OF ENTRY



CONFERENCE



BUYERS BREAKFAST

(By invitation only)



FACTORY TOUR (Bole Lemi)



PERSONAL B2B MEETINGS





TEXAROUND AFRICA

ASFW is member of TEXAROUND AFRICA which connects textile expertise within Africa. Here you will find all important African textile and fashion events as well as leading international textile trade fairs. At those listed exhibitions you will find your selected market, product, partner and even detailed information through the Knowledge-Center.

Whether Lagos, Abidjan, Addis Ababa, Nairobi or Frankfurt, Paris, Shanghai, Moscow, Las Vegas or New York – we generate impulses for the entire African textile value chain. And you will find news about our worldwide activities concentrated here!

For more information please visit

www.texaroundafrica.com

ORGANIZERS, CONTACT:



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