

2019 Post Event Report

trims
apparel
casualwear footwear
workwear training yarn
denim thread knits & wovens
menswear fashion accessories
trims & fasteners home fabrics
machinery and components

**Source
Africa**

belts
cotton
bags
apparel textiles
womenswear
interlinings & labels
non wovens hosiery
childrenswear
sportswear
fashion brands
mohair
jeans

Co-located with



sourceafrica.co.za

atfexpo.co.za

12-14 June 2019

Cape Town International
Convention Centre



In partnership with



Organized by



messe frankfurt

THANK YOU FROM MESSE FRANKFURT

SOUTH AFRICA

Dear Exhibitors

On behalf of the Messe Frankfurt South African team, we would like to thank our exhibitors, sponsors and partners for attending the 5th edition of Source Africa and the 19th edition of ATF/CPT Expo at the Cape Town International Convention Centre.

It gives me great pleasure in announcing that our visitor numbers for the show have increased significantly compared to the 2018 show by 21%. The show was much larger than the 2018 event with over 3500 sqm in exhibition space and more than 300 exhibitors from 18 different countries.

Save the date for the 2020 edition of Source Africa and ATF/CPT Expos which will be taking place from 2nd to the 4th of June 2020 at the Cape Town International Convention Centre.

Thank you again for your continued support and for your help in making these events the biggest Textile, Apparel, Footwear and Home Textile shows on the Africa continent.

Kathryn Frew

Portfolio Director, Messe Frankfurt South Africa



*Kathryn Frew - Portfolio Director,
Messe Frankfurt South Africa*



THANK YOU TO OUR 2019 SPONSORS AND PARTNERS



2019 FEATURED COUNTRY



2019 FACTS AND FIGURES

3046

Total attendees

10

Industry focused seminars

21%

Increase in attendance from 2018

270

Pre-scheduled B2B meetings

18

Industry Expert speakers

20

Exhibitor focused fashion shows

300+

Total exhibitors

1179

Number of visitors make/influence purchasing decisions

WHO WAS IN ATTENDANCE?

Buyer/Sourcing Manager	17%
Fashion Designer	15%
CEO	13%
Managing Director	13%
Sales Representative	11%
Clothing Manufacturer	7%
Import/Export Agent	5%
Marketing Manager	4%
Media	3%
Industry Association	2%

SOME OF THE COMPANIES IN ATTENDANCE

- Ackermans • At Home • Bata • Busby • Cape Cobra Leathercraft • Cape Linen • Cape Union Mart Group
- Cavalli • Cotton SA • De Jagers • Designer Buttons • Edcon • Eddels Shoes • Fashion Fusion • Frogie
- Homechoice • Kevro • K-Way Manufacturer • Levi Strauss • Markhams • Pepkor • Pick 'n Pay Clothing
- Queenspark • Runwaysale • Saint&Summer • Sissy Boy • Sparks & Ellis • Superbalist • The Foschini Group
- Truworths • WGSN • Woolworths • Zando

VISITORS FROM 19 DIFFERENT COUNTRIES

	Bangladesh		Germany		Namibia		South Africa
	Botswana		Hong Kong		Nigeria		Spain
	Canada		India		Pakistan		United Kingdom
	China		Lesotho		Qatar		United States of America
	Democratic Republic of Congo		Mauritius		Singapore		

EVENT HIGHLIGHTS



Business Matchmaking Meetings

Over 200 pre-scheduled meetings took place in the designated business-to-business matchmaking lounge, which gave buyers the opportunity to meet with exhibitors at the event. These meetings proved to be a huge success at the 2019 event.



Product Showcase

Visitors had the opportunity to network with leading industry suppliers, manufacturers, service providers and buyers at this premier sourcing event and to compare from a variety of local and international exhibitors displaying an array of apparel, textile, home textile and footwear products.

Exhibitor Fashion Shows

Twenty extravagant fashion shows took place alongside the exhibition which formed an essential element to the seminar area. This feature gave exhibitors a chance to showcase their latest products and apparel.



*"A wonderful display of apparel, textiles and footwear.
With lots of sourcing opportunities. The fashions shows were great."*

Roger Daniels, Buyer, Colibri Toweling

Seminar Highlights

A big pull for this year's event was the AGOA (The African Growth and Opportunity Act) panel discussion whereby each panelist discussed their view of the value offered by the AGOA act to their specific country.



Trend Forums

Over the 3-days, visitors were impressed by the high-quality seminar discussions delivered by industry expert speakers and trend forecasters – WGSN. Polly Walters, the editor of fashion and beauty at WGSN, delivered a talk on predicting the Mens and Womenswear S/S20 trend forecast. Visitors gravitated towards this mind-blowing session on Days 1 & 2 of the trade fair.



Source Africa Young Designer Competition

Ha Eun Bae won the Young Designer Competition, walking away with over R85 000 in prizes and an opportunity to showcase her impressive designs on a global stage at Texworld Paris, in September 2019.



"It was an amazing show to meet and network with new suppliers for our brand."

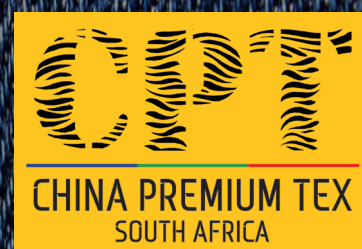
Hoosen Mahomed Randeree, Buyer, Fashion Fusion HQ

SEE YOU NEXT YEAR

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www.sourceafrica.co.za

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2-4 June 2020

Cape Town International Convention Centre

The premier sourcing event for Apparel,
Textiles & Footwear on the African continent

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MESSE FRANKFURT SOUTH AFRICA 2019 CALENDAR OF EVENTS



12 - 14 June 2019

CTICC, Cape Town



12 - 14 June 2019

CTICC, Cape Town



4 - 6 July 2019

Wonderboom
National Airport, Tshwane



26 - 28 July 2019

Kyalami Grand Prix Circuit,
Johannesburg



22 - 25 Aug 2019

Kyalami Grand Prix Circuit,
Johannesburg



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg



18 - 21 September 2019

Expo Centre, Nasrec,
Johannesburg



28 - 29 September 2019

Emerald Casino,
Vanderbijlpark, Gauteng



18 - 20 October 2019

V & A Waterfront,
Cape Town

Dates:

2-4 June 2020

Location:

Cape Town International Convention Centre

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