

allfashion
sourcing
CAPE TOWN



VIRTUAL EDITION

3-5 NOVEMBER 2020

POST SHOW REPORT



THANK YOU FROM MESSE FRANKFURT SA

On behalf of the Messe Frankfurt South African team, we would like to thank our exhibitors, sponsors, partners and attendees for their participation at the first ever allfashion sourcing virtual event.

Covid-19 has stretched the limits of anyone's imagination, but that stretch had resulted in innovation and the use of technology as a powerful tool to empower economic recovery. Businesses and buyers alike were searching for cost effective means to market and source quality products at good prices.

The virtual edition of allfashion sourcing facilitated the quest to continue supporting the apparel, textile, footwear, leather and fashion industries in Southern Africa.

Thank you again for the continued support and for your help in making this event possible.



Joshua Low
Managing Director
Messe Frankfurt South Africa



Kathryn Frew
Portfolio Director
Messe Frankfurt South Africa

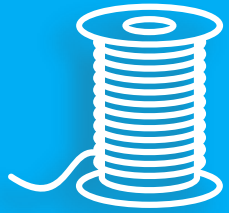


Mr. Xu Yingxin
Vice President, China National
Textile and Apparel Council

Thank you to our 2020 Sponsors, Partners and Pavilions



FACTS & FIGURES



7,145

TOTAL PRODUCTS

2018

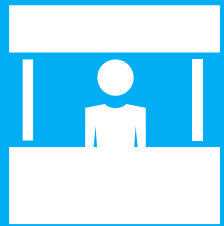


TOTAL MEETINGS



78%

VISITORS WHO
MAKE/INFLUENCE
PURCHASING
DECISIONS



194

TOTAL EXHIBITORS



2,742

TOTAL ACTIVE USERS



726

TOTAL CONNECTIONS



15,969

TOTAL RECOMMENDATIONS

IN ATTENDANCE

JOB TITLES

Buyer Clothing Manufacturer Import/Export Agent Marketing Manager Sales Rep
CEO Fashion Designer Managing Director Media Sourcing Manager

REGISTERED COMPANIES

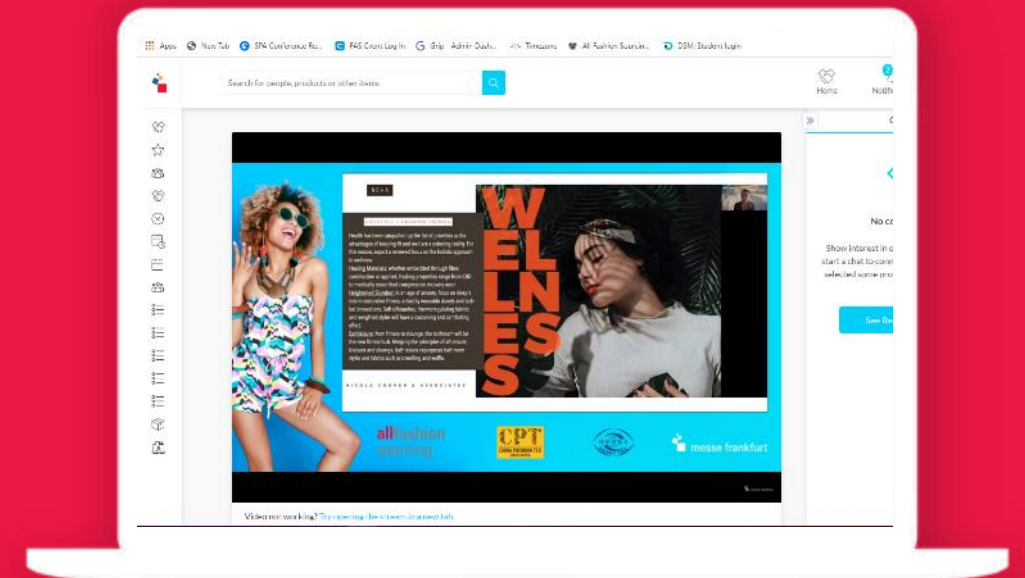
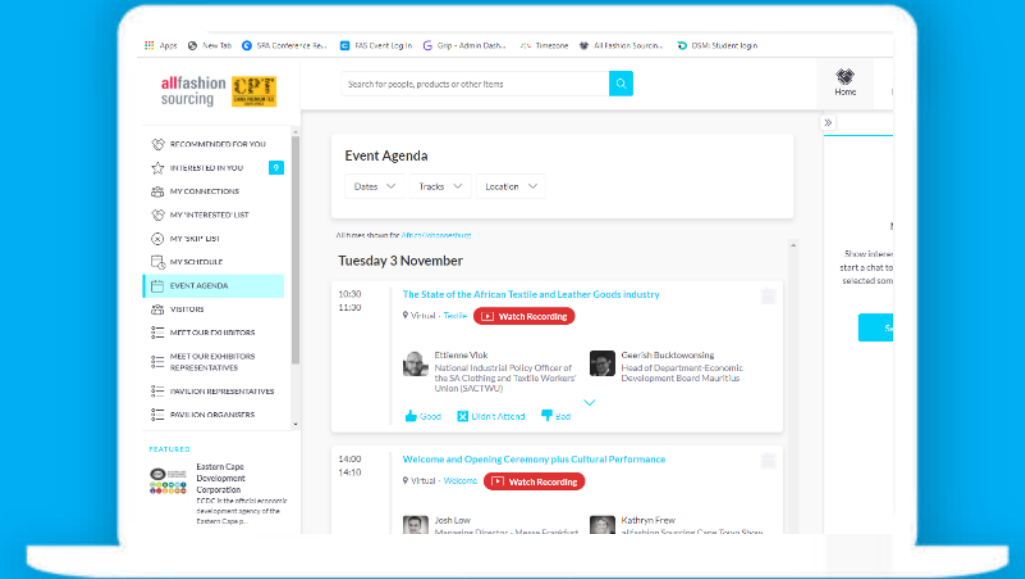
Barron Cotton on Group Amazon Woolworths Dolce Vita Modern Fabrics Queenspark Sissy Boy Zip-Code
Jet The Foschini Group Edgars Ackermans Pep Africa Linen for Africa Superbalist Studio 88

COUNTRIES



SEMINAR FOCUS

The seminar sessions strengthened the benefits of the virtual marketplace platform, and the content was a key driver of audience engagement. The content was carefully crafted to enhance the visitor experience and deliver insights which created dialogue between industry stakeholders, and for businesses to apply insights to their businesses. With 10 seminar sessions that took place at the virtual event, allfashion sourcing saw a total of 601 seminar session attendees over the 3-days.



#YDC20 FOCUS

The winner of the third allfashion sourcing Young Designer Competition by Messe Frankfurt South Africa was Sinazo Janda with Hannah Wilson as runner-up. Cape Town based Sinazo won an all expenses paid opportunity to participate at Texworld Paris in February 2021 (or later in the year depending on travel restrictions), and a R15 000 cash prize. Runner-up Hannah Wilson won herself R5 000 in cash.

1st
Place



Runner
Up

MESSE FRANKFURT SA

2021/2022 CALENDAR OF EVENTS



Hobby-X

29 April - 2 May 2021
Kyalami Grand Prix Circuit,
Johannesburg
hobby-x.co.za



**allfashion
sourcing**

1 - 3 June 2021
CTICC, Cape Town
allfashionsourcing.com



**AERO
SOUTH AFRICA**

8 - 10 July 2021
Wonderboom National
Airport, Pretoria, Tshwane
aerosouthafrica.com



**FESTIVAL OF
MOTORING
JOHANNESBURG**

26 - 29 August 2021
Kyalami Grand Prix Circuit,
Johannesburg
safestivalofmotoring.com



**ESF
Emerald Speed Fest**

1 - 3 October 2021
Emerald Casino,
Vanderbijlpark, Gauteng
emeraldspeedfest.com



**boatica
CAPE TOWN**

22 - 24 October 2021
V & A Waterfront,
Cape Town
boatica.co.za



**SOLAR
POWER AFRICA**

24 - 25 November 2021
CTICC, Cape Town
solarpowerexpo.co.za



**automechanika
JOHANNESBURG**

9 - 11 March 2022
Johannesburg
automechanikasa.co.za



**futuroad expo
JOHANNESBURG**

9 - 11 March 2022
Johannesburg
futuroad.co.za



**scalex
JOHANNESBURG**

9 - 11 March 2022
Johannesburg
scalex.co.za