



# allfashion sourcing

CAPE TOWN

VIRTUAL EDITION

3-5 NOVEMBER 2020

# ABOUT

allfashion sourcing Cape Town will open its 2020 edition onto a virtual platform. The online event is a business orientated market place for the textile and fashion industry combining African creativity, design and manufacturing with international sourcing options.

## BENEFITS

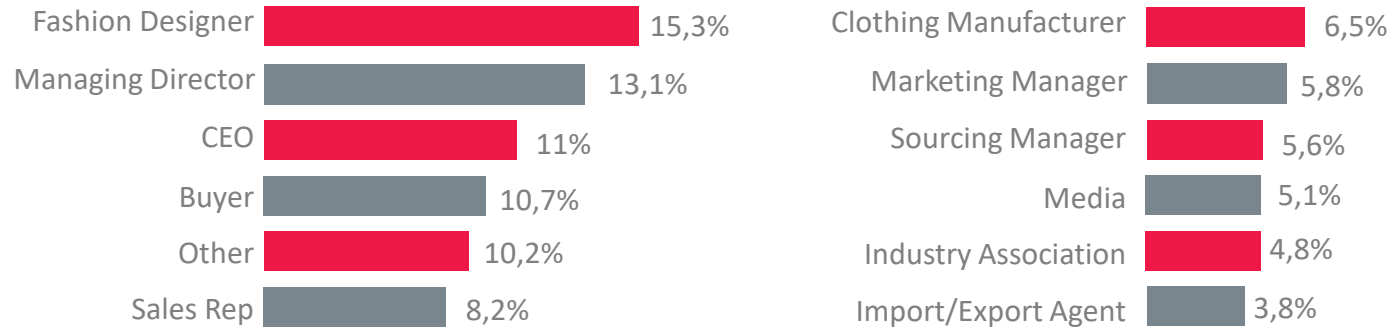
- Extend brand presence and visibility in the local and international market
- Garner more leads through a robust matchmaking program
- Contact and connect with previous and potential clients through videochat
- Showcase your latest products on your customizable profile page
- Reach new customers by captivating the audience from our well-attended sessions
- No logistics cost
- Branding and sponsorship opportunities



# VISITOR PROFILE

## WHO WILL YOU MEET?

- |                              |                               |
|------------------------------|-------------------------------|
| Manufacturers                | Retailers and Boutique Owners |
| Buyers and sourcing managers | Department Stores             |
| Private Labels               | Chain Stores                  |
| Designers                    | Hypermarkets/Supermarkets     |
| Agents                       | Merchandisers                 |
| Distributors/Wholesalers     | Mini Chains                   |



98%

VISITORS FROM AFRICA

3,046



ATTENDEES



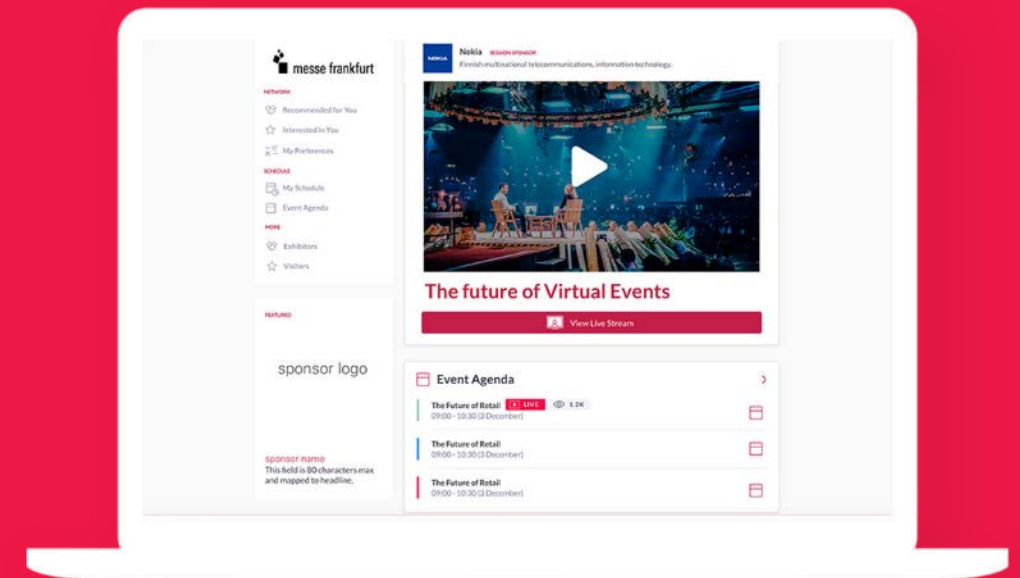
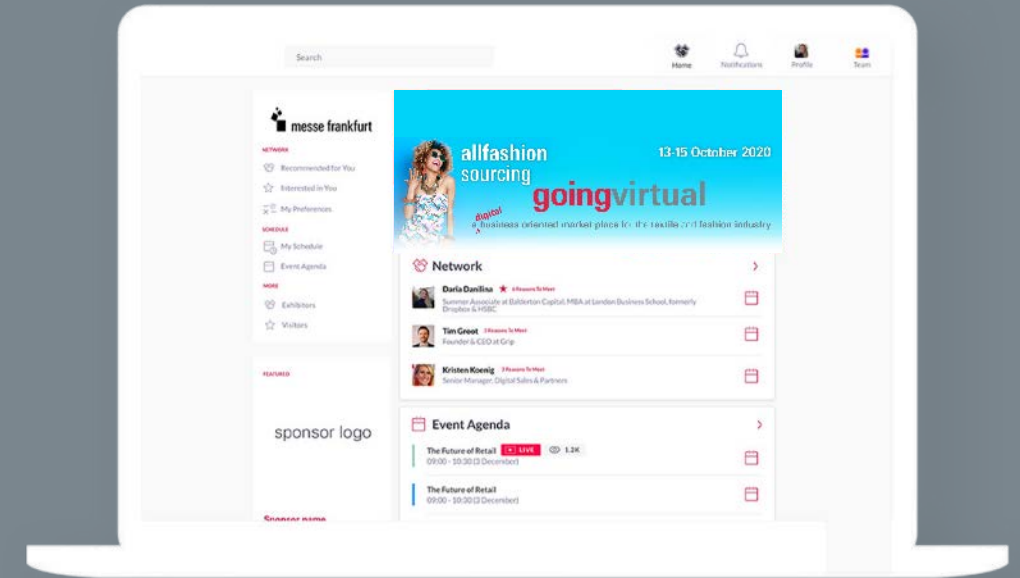
39%

MAKE PURCHASING DECISIONS

# THE PLATFORM

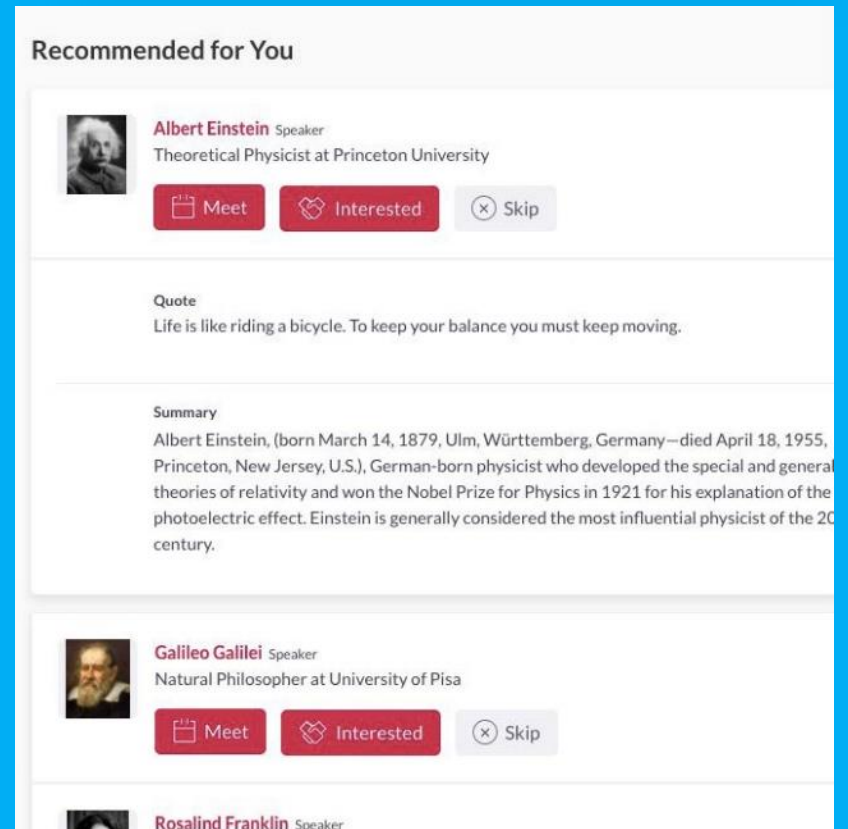
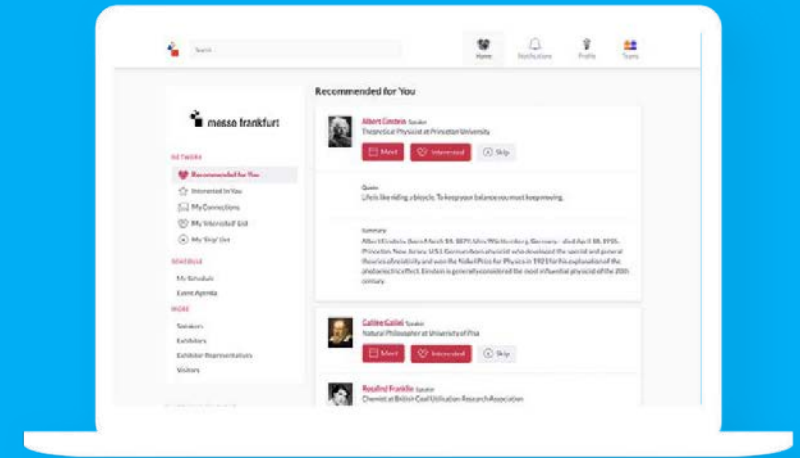
## KEY FEATURES AT A GLANCE

- Ai-powered Matchmaking
- Personalized Exhibitor Page
- 1:1 Video Calls
- Chat Functionality
- Meeting + Agenda Scheduling Tool
- Integrated Live Streaming
- Seamless User Experience



# AI POWERED MATCHMAKING

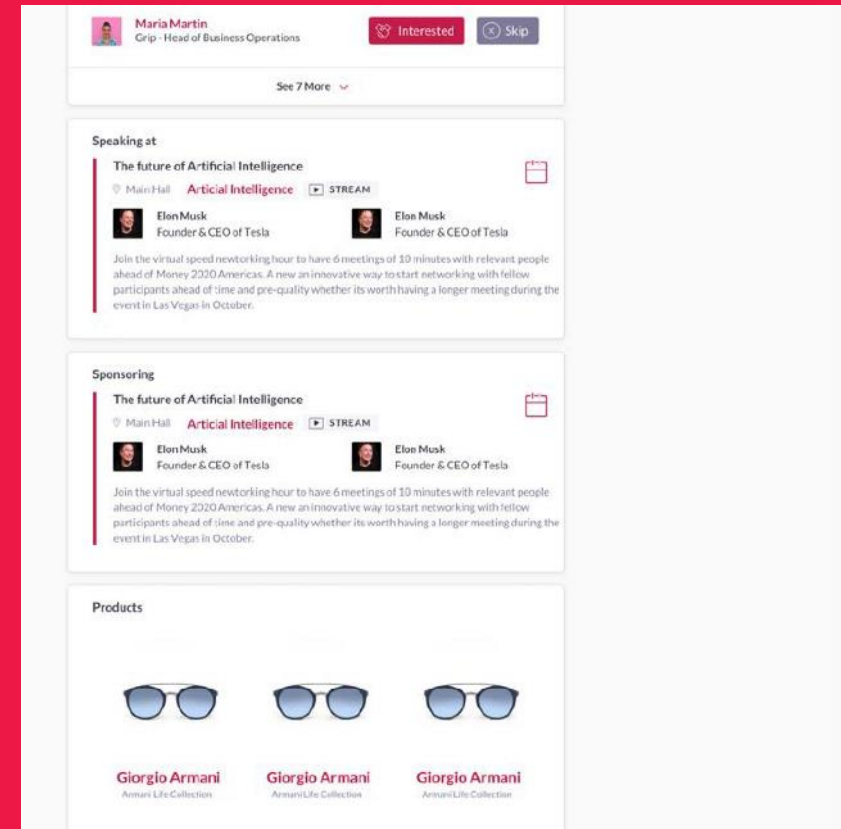
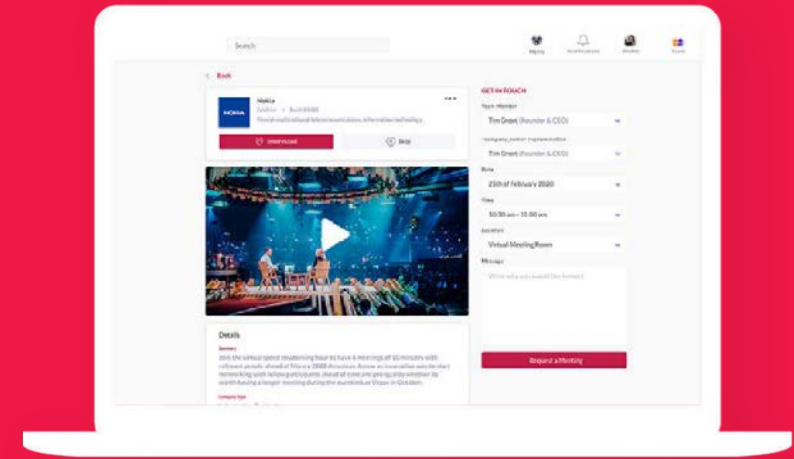
- The platform uses an Artificial Intelligence- powered networking engine that delivers smart recommendations of people to meet, exhibitors to visit and sessions to attend
- The platform's AI-powered matchmaking engine is a self-learning system that will continually deliver more intelligent recommendations the more users engage with the platform
- This is a pre-planning tool that will help people get a massive return on users time by enabling users to connect and meet the most relevant people
- The platform will remain open for networking 45 days after the event



# PERSONALIZED EXHIBITOR PAGE

EXHIBITORS WILL BE ABLE TO PERSONALISE AND ADD :

- Company description
- List products offered
- Website and other relevant links
- Embed a promotional video
- Showcase your product listings
- Add links to product brochures
- Set up meetings during the event
- Review and control meeting calendar as needed
- Manage company staff (assign admin and team members)



# 1:1 VIDEO CALLS

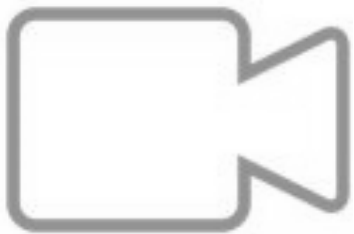
The virtual platform's powerful 1:1 meeting scheduling solution is seamlessly embedded in the platform. No need to download any extra software and works across both web and mobile.



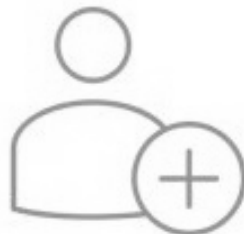
Browser Based (No Downloads)



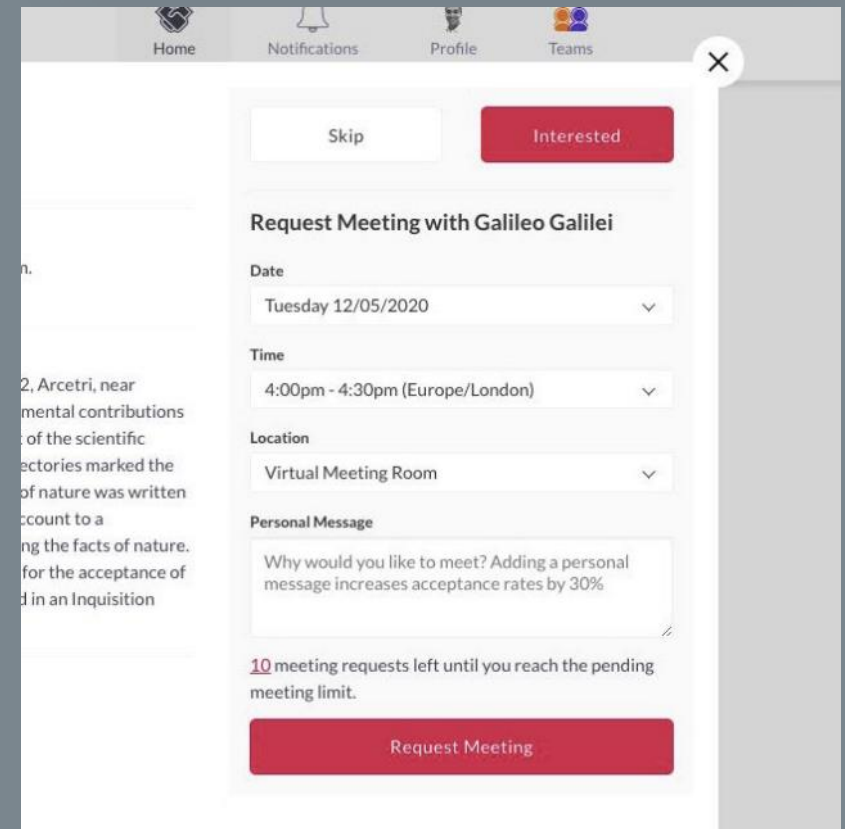
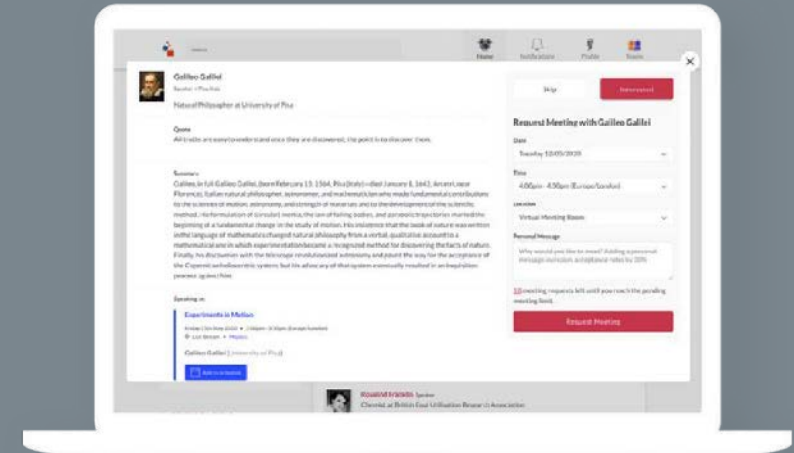
Screen Sharing Support



Video & Audio Support



Person Joined Notifications



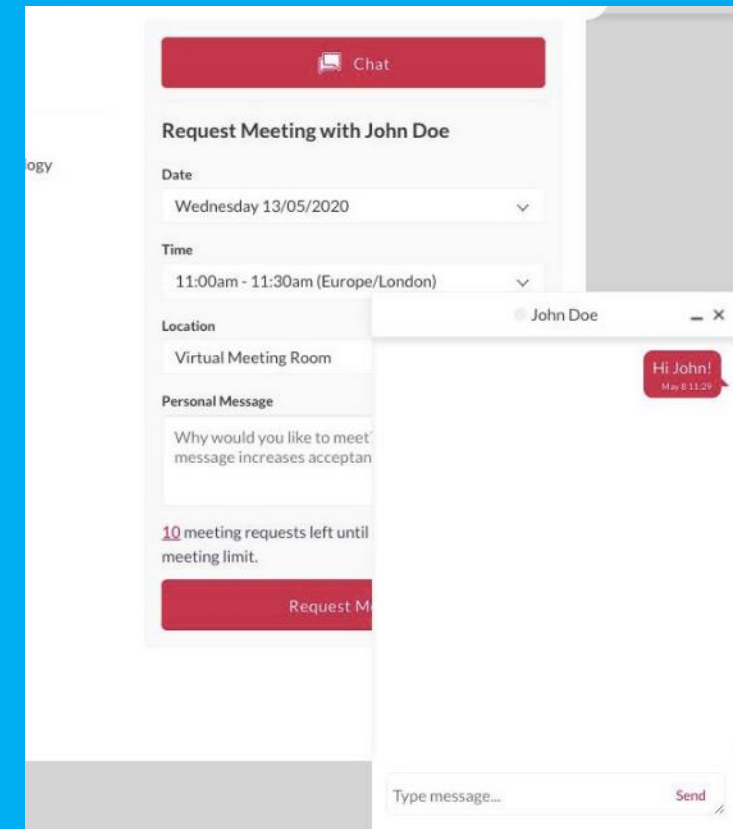
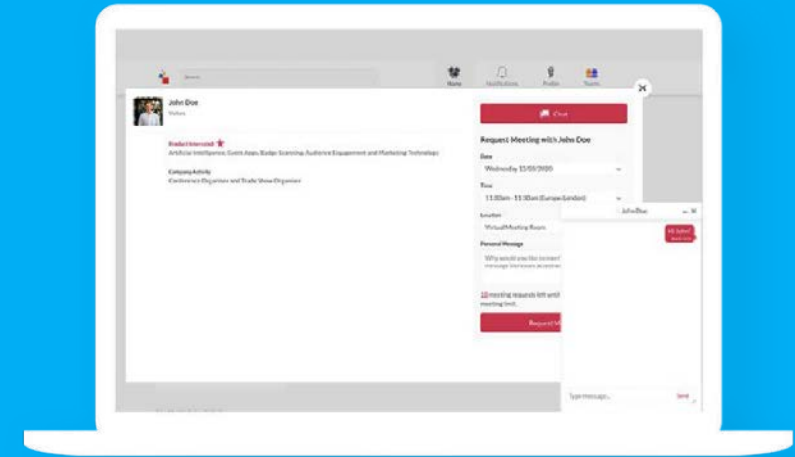
# CHAT FUNCTIONALITY

The chat functionality (IM), makes it more convenient for visitors that have matched to reach out to each other immediately.

Enable chat option when:

- Buyers and exhibitors can set a scheduled meeting with each other
- Exhibitors offerings meet buyers' qualifications and specifications

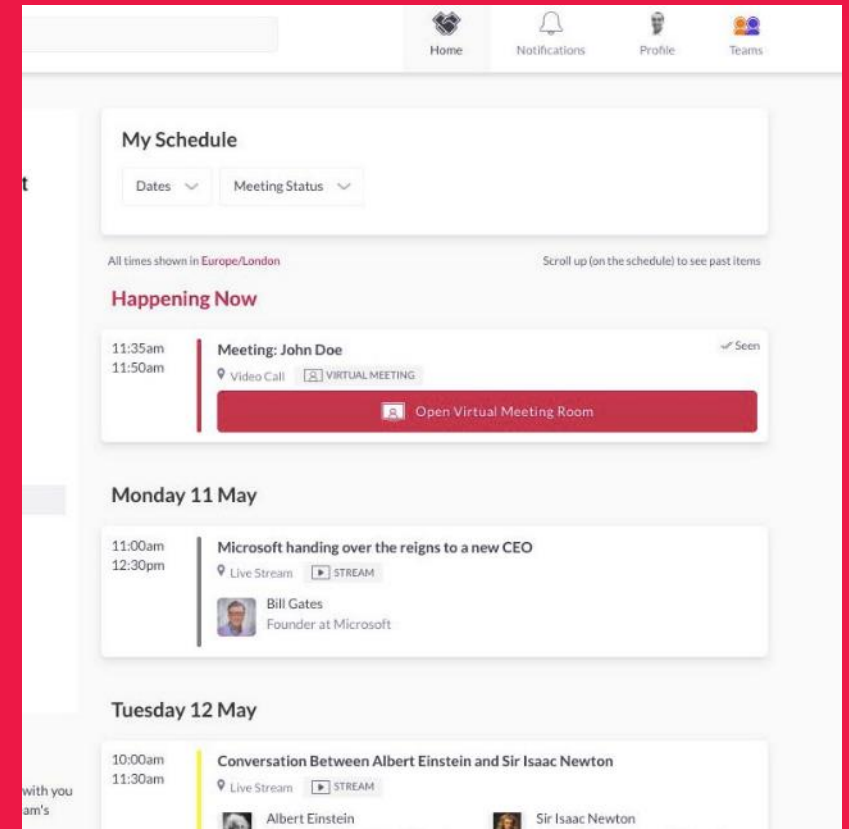
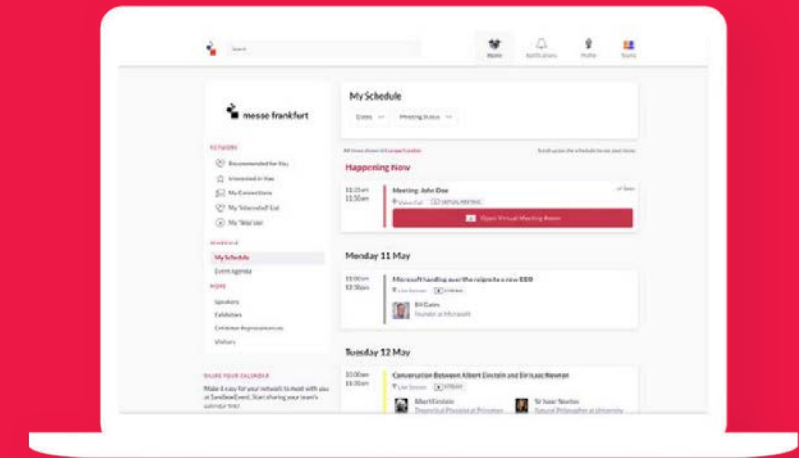
Once there is a scheduled meeting or a mutual interest with visitors, all chat connections will be available in the section "My Connections".





# MEETING & AGENDA SCHEDULING TOOL

- Easy calendar integration
- Conveniently keeps schedules of visitors all-in-one place
- Ability to preview schedule
- Manage daily meetings
- Collaborate with buyers in real time
- Intuitive to use
- Overview team productivity



# INTERGRATED LIVE STREAMING

allfashion sourcing Cape Town sessions will be streamed live straight in the platform while enabling visitors to join the session chat or network with other visitors.

Exhibitors will have the opportunity to sponsor one or multiple sessions.

All sessions will be available for users to stream for **45 days** after the show.

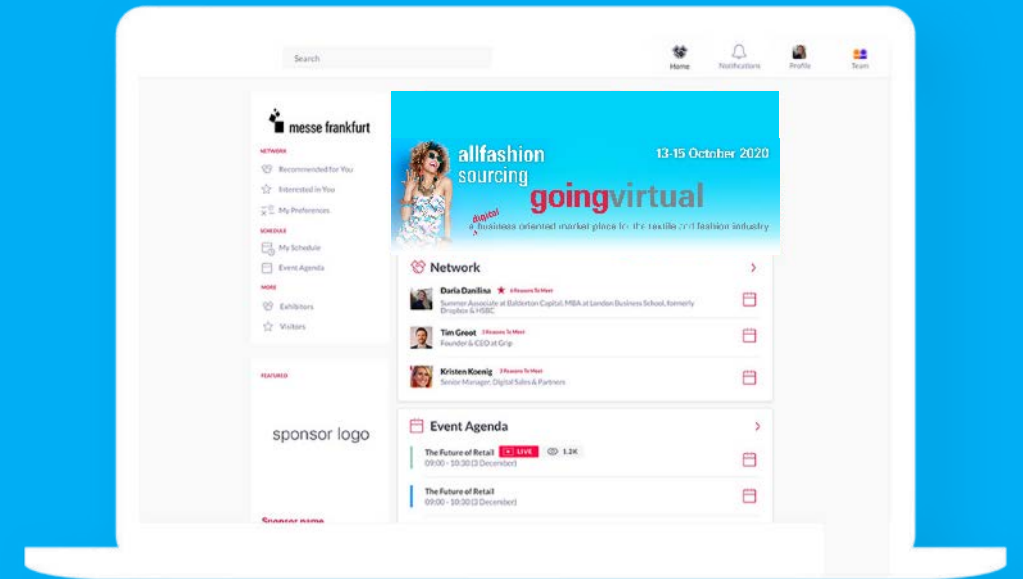


# SEAMLESS USER EXPERIENCE

The virtual platform was developed with networking at its core. Combining an engaging user interface with smart personalized recommendations to drive truly productive events.

The intuitive networking system lets exhibitors and visitors make valuable connections without the drawbacks of wading through thousands of unwanted messages.

The virtual platform will be available to use on web and mobile devices.



## DATES

3 – 5 November 2020

## CONTACT

Kathryn Frew Portfolio Director  
Kathryn.Frew@za.messefrankfurt.com  
+27 (0) 10 599 6171

## ORGANISER

Messe Frankfurt South Africa Building 22A,  
The Woodlands Office Park  
20 Woodlands Drive, Woodmead Sandton, 2191, Gauteng, RSA  
+27 (0) 10 599 6171

[www.allfashionsourcing.com](http://www.allfashionsourcing.com)

CO-LOCATED WITH  
CHINA PREMIUM TEX

