

allfashion sourcing

CAPE TOWN

THE PREMIER SOURCING
EVENT FOR APPAREL,
TEXTILES, FOOTWEAR,
LEATHER & LIFESTYLE

13–15 OCT
2020

CAPE TOWN
INTERNATIONAL
CONVENTION CENTRE



messe frankfurt

**A BUSINESS ORIENTED MARKET PLACE
FOR THE TEXTILE AND FASHION INDUSTRY
COMBINING AFRICAN CREATIVITY,
DESIGN AND MANUFACTURING WITH
INTERNATIONAL SOURCING OPTIONS.**



REASONS TO EXHIBIT

- + South African Retail grew by 8.5% in 2017 to reach a value of US\$ 9,348 mio
- + Clothing market worth of US\$ 3,568 mio. (2019)
- + Opportunity in niche markets for smaller manufacturers
- + Stepping stone for business with other Sub-Saharan countries
- + Inter-regional trade agreements facilitate trade flow and reduce costs (AGOA, FTA with EU, SADC, Mozambique, Zimbabwe)
- + High demand on imports for consumer goods
- + Largest and most advanced retail sector in Africa
- + Highest number of shopping malls in Africa including inter-regional shopping malls

ALLFASHION SOURCING FACTS AND FIGURES 2019

300+ EXHIBITORS

TOP 5 EXHIBITORS COUNTRIES:

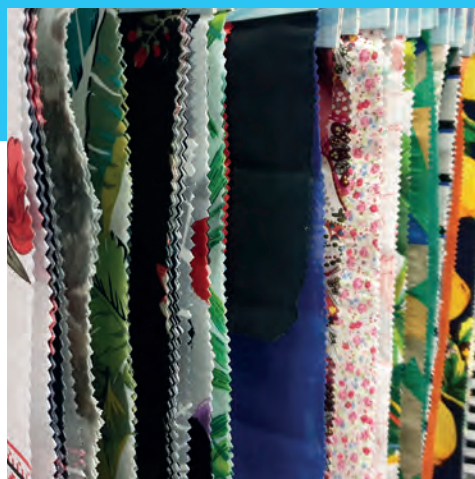
China

South Africa

Mauritius

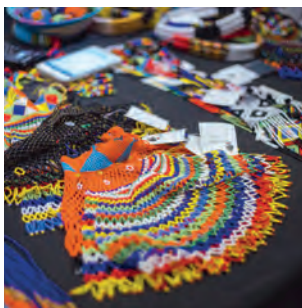
Lesotho

Zambia



PRODUCT GROUPS

- + Women ready-to-wear
- + Intimates (underwear, swimwear)
- + Sports and Leisure
- + Kidswear
- + Menswear
- + Knitwear
- + Workwear and uniforms
- + Shawls and Scarves
- + Fashion Accessories
- + Leather
- + Footwear
- + Home textiles
- + Fabric
- + Trims and accessories
- + Technology and processes
- + Organisations, Associations, Institutions



3046 VISITORS IN 2019

WHY VISIT?

- + Make contact with African manufactures and designers
- + Make contact with international suppliers
- + Explore business opportunities in Africa and internationally
- + Reinforce business with existing customers

VISITORS PROFILE

Manufacturers

Private Labels

Designers

Agents

Distributors/Wholesalers

Retailers and Boutique owners

Department Stores

Chain stores

Hypermarkets/Supermarkets

Merchandisers

Mini Chains

SOME OF THE BUYERS IN ATTENDANCE:

Ackermans + Bata + Cape Union Mart Group + Edcon
Dunn's + K-Way Manufacturer + Pepkor + Pick'n Pay Clothing
The Foschini Group + Truworths + Woolworths



FRINGE PROGRAM

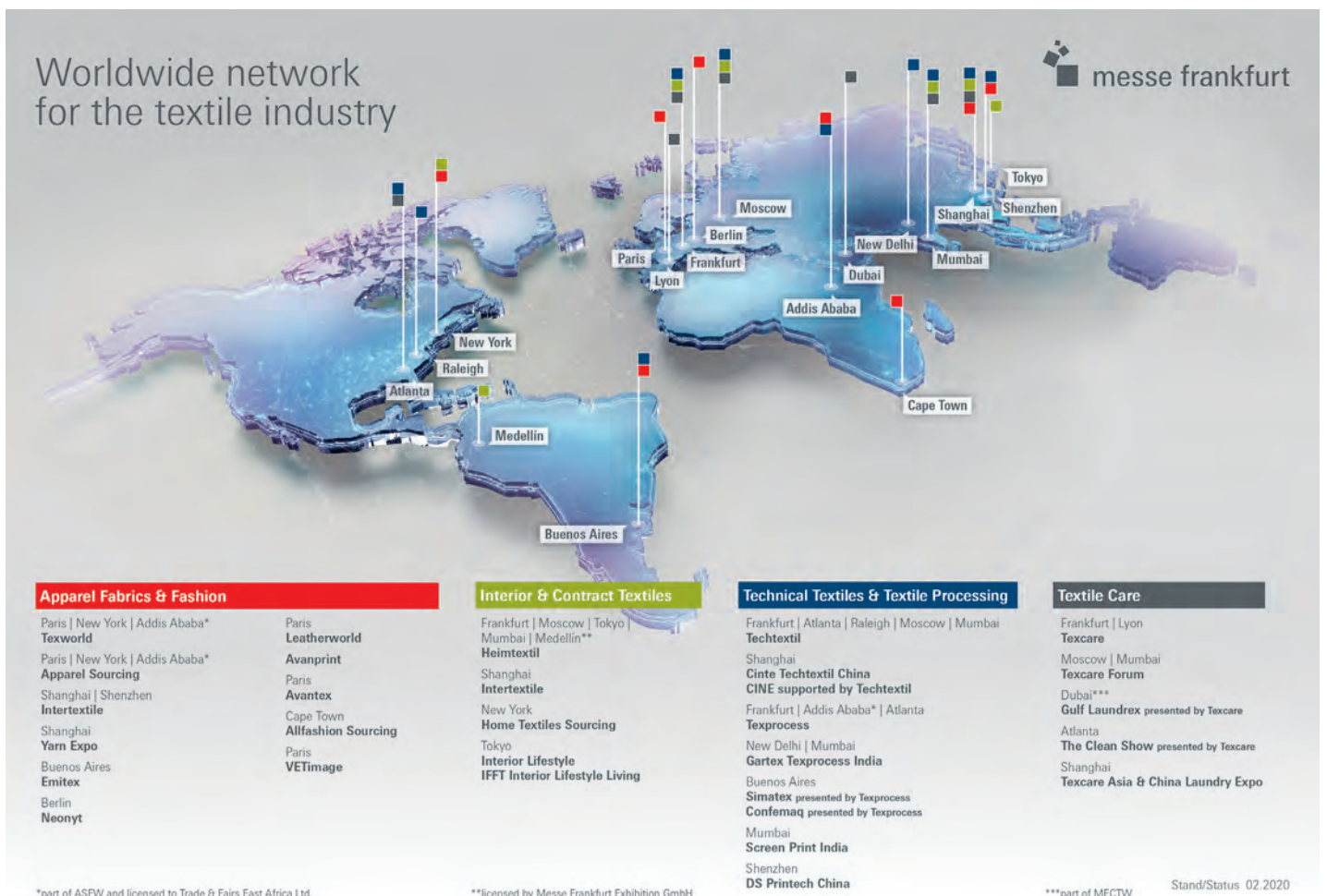
- + Exhibitor Fashion Shows
- + B-B Matchmaking
- + Young African Designers Competition
- + Industry focused seminars
- + Trend Talks
- + Special product showcases
- + Workshop on Sustainability

TEXPERTISE NETWORK MAP

The Messe Frankfurt Texpertise Network is a combination of the world's most important textile trade fairs. At over 50 events across the globe we showcase what is driving the industry. A total of 23,000 exhibitors and more than 600,000 visitors from all points of the globe are attracted by the latest themes, trends and contacts. In Frankfurt, Paris, Shanghai, Moscow, New York, South Africa and elsewhere we provide impetus to the entire textile value added chain.

Find out more about us now. www.textpertise.messefrankfurt.com

The entire industry under one roof



DATES

13 – 15 October 2020

LOCATION

Cape Town International
Convention Centre

ADMISSION

Trade visitors only – free of charge

CONTACT

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with China
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