



2018 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

The most important sourcing
event for **textiles, apparel &
footwear** on the African continent

20-21 June 2018

Cape Town International Convention Centre
www.sourceafrica.co.za

Thank you from **Messe Frankfurt South Africa**

Thank you to all our sponsors, partners and exhibitors for their support at the first Messe Frankfurt run textile show in South Africa.

The show increased by over 200 square meters this year, we had over 150 exhibitors from 10 different countries and buyers from across the SADC Region at the show.

We are pleased to announce that the show was a success with the introduction of a number of industry focused seminars and workshops delivered by top industry experts, the launch of a Young Designer's competition and a Graduate Showcase.

This year we invested over 200% more on marketing, which included the introduction of new channels such as billboards, radio campaigns and a more focused digital campaign. We also had a dedicated research team who, over three months, researched and qualified new visitor data. During this period, over 1900 new records of retailers across Africa were added to our database.

These efforts paid off, with an increase of over 45% in the number of visitors attending the event and an 80% increase in total attendees (including exhibition staff).

We look forward to seeing you next year from 12-14 June 2019, at the Cape Town International Convention Centre (CTICC).



Thank you to our 2018 Sponsors & Partners

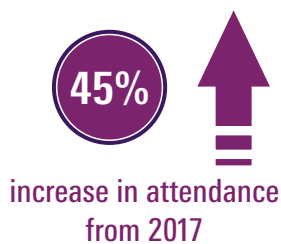
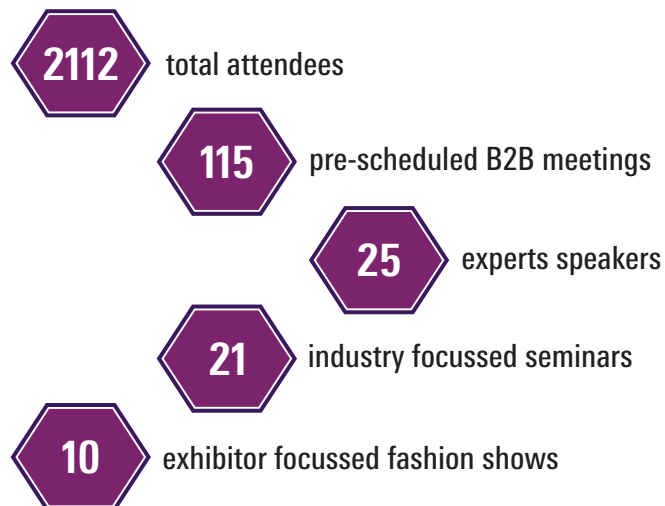


2018 featured country

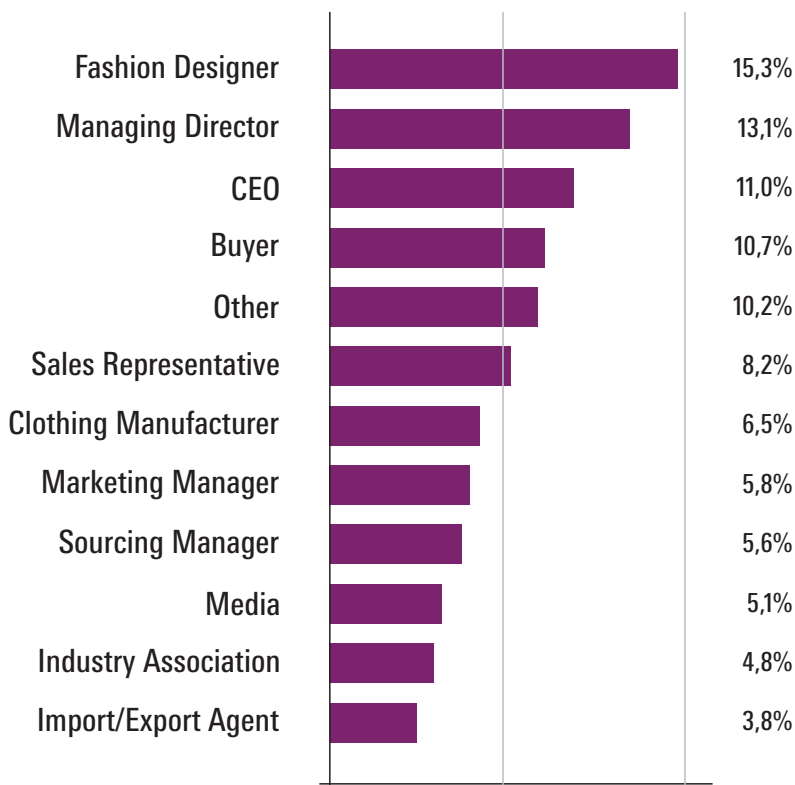


Official trend partner **WGSN**

2018 Facts and Figures



Who was in attendance?



Companies in attendance

- Ackermans • Aeon Trading & Sourcing • Barron • Bloch & Levitan • Blue Peacock
- Cape Union Mart Group • Clicks • Duesouth • Fossil Group Inc • H&M • House of Monatic • Jet Zim • K-Way • Markham • Media 24 • Mossop-Western Leathers
- Pepkor • Performance Brands • Pick n Pay Clothing • Queenspark • Reliance Clothing • SACTWU • Sheraton Textiles Holdings • Spree.co.za • Superbalist • The Foschini Group • Tourvest Destination Retail • Woolworths • Zando

International visitors from 23 different countries outside South Africa

- Angola
- Australia
- Austria
- Bangladesh
- Botswana
- China
- Ethiopia
- Germany
- Ghana
- India
- Iran
- Kenya
- Lesotho
- Mauritius
- Namibia
- Netherlands
- Philippines
- Senegal
- Taiwan
- Uganda
- U S A
- Zambia
- Zimbabwe

Event Highlights

Exhibitor Fashion Shows

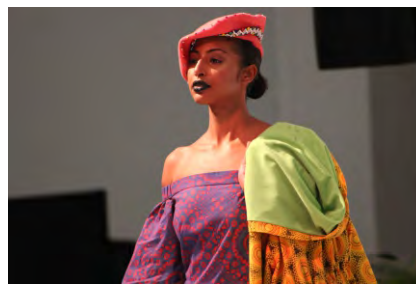
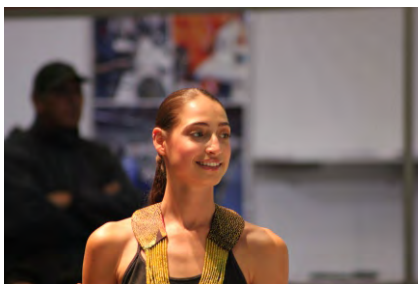
This year's event saw an extensive array of products showcased by exhibitors from various African countries:

Fine Textiles and Tex Services from Mauritius.

Kemet Design and Creative, Jadal Africa, Bozza Design/Lesotho Fashion Accessories from Lesotho Chimpel and FSP Collection from South Africa.

Paramount Garments and Ticoz Enterprises from Zimbabwe.

Golden Spider Web and KOIKOI clothing and The Young Designers Competition Finalists.



Product Showcase

The Source Africa exhibition showcased products and services across all aspects of the textiles, apparel and footwear industries.

Visitors had the opportunity to meet and network with over 150 leading industry suppliers and experienced the latest technologies available to the African market.



Business Matchmaking Lounge



The Business Matchmaking Lounge introduced buyers to sellers through a targeted matchmaking programme. There were over 115 pre-scheduled business meetings that took place between exhibitors and visitors over the 2 days.

Young Designers Competition

Source Africa 2018 collaborated with WGSN – Global Trend Forecast experts, to find the best Young Designer in the Western Cape. Using the A/W 2019 trend of “WorldHood,” designers were briefed to create a single, retail ready, Women's Wear look.

This newly launched Young Designers Competition featured the finalists from 6 of SA's top design colleges who had the opportunity to showcase their incredible talent, with **Tara Simeon** taking the top spot with her multifunction-ensemble at the event. Tara walked away with over R40,000 worth of prizes, which included:

- Sewing machine from Brother
- Figure Form mannequin
- R10,000 in cash from Messe Frankfurt South Africa
- A trip to “Texworld Paris” sponsored by Messe Frankfurt France



“Source Africa delivered a wealth of value to all who attended. From an extensive array of service providers representing all aspects of the textile industry, to cutting edge business and trend presentations. It is truly the source of the future textile industry.”

Jesse Langemann from 220 Clothing

Graduate Showcase

Source Africa was pleased to announce a Graduate Showcase in collaboration with the Cape Town Fashion Council. This initiative served as a platform for graduates to be awarded the opportunity to network, and present themselves and their designs to both national & international industry stakeholders.



“The event is ever changing. There is always something new to experience.”

Ziyanda Zembe from Cape Union Mart

Seminar Highlights

The first day at Source Africa commenced with a panel discussion analysing "Online vs Traditional vs Omni-channels", a session that unpacked retail platforms and finding the right balance between online and traditional platforms, to target your consumer market. Other topics that were discussed, included: Assisting Creative Entrepreneurs, Investment Opportunities, Trade Agreements between African countries and insights on the availability of funding to assist industry development.



One of the keynote addresses included the worlds trend authority, WGSN - trend partners for Source Africa, providing an authoritative view on tomorrow based on trend intelligence, retail analytics and consumer insights. Sara Maggioni, the Director of Retail and Buying, delivered the trend keynote that provided the ultimate checklist of the seasons key messages, items, colours, fabrics and print direction for womenswear and menswear.

Daniel Silke, the highly regarded and well-respected political and economic futurist delivered a keynote which provided a macro-economic and social trend overview of the African continent. His presentation was essential for all businesses exposed to the African market and for those considering an expansion into new territories.



"With a line-up of over 20 high-caliber speakers and a host of local and international exhibitors, Source Africa is the ideal platform for buyers, sourcing managers, technologists and retailers to benefit and learn from each other through interactive discussions and networking opportunities."

Kathryn Frew, Show Director of Source Africa.

See you next year



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12-14 June 2019

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To book your space in 2019,
contact one of our team members below

Kathryn Frew | Kathryn.Frew@za.messefrankfurt.com | +27 (0) 10 599 6171
Melisia La Cock | Melisia.LaCock@za.messefrankfurt.com | +27 (0) 10 593 0782

 messe frankfurt

ATF
trade exhibition

20 - 22 November 2018

Cape Town International Convention Centre

www.atfexpo.co.za

Textpertise Network
by Messe Frankfurt

International Apparel, Textile and Footwear trade exhibition

Over the past nineteen years, ATF has become the premier sourcing event on the African Continent bringing together international suppliers, manufacturers, service providers and buyers all under one roof.

The main objective of ATF is to offer foreign manufacturers as well as local importers and service providers in these industries the opportunity to meet Southern African buyers'.

More than 200 exhibitors from 10 different countries will be represented at this highly focused trade event. This international platform offers a wide product range covering the entire textile spectrum.

Contact

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

Melisia La Cock
Sales Manager
+27 (0) 10 593 0782
Melisia.LaCock@za.messefrankfurt.com