



Press Release

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## Visitor registrations to Source Africa and ATF Expo 2019 are now open

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**We are extremely excited to announce that Source Africa, the premium sourcing event for textiles, apparel and footwear on the African continent, will from 2019, be co-located with ATF Expo, the International apparel, textile and footwear trade exhibition.**

The collaboration of the two trade fairs takes place from 12-14 June 2019 at the Cape Town International Convention Centre.

Preparations for this unmissable sourcing event in Southern Africa is well under way. With great inputs from both of the events, Source Africa and ATF Expo will be more aligned to industry needs by staying abreast of local and international trends as well as driving investment and sustainable job creation in the sector.

"The collocation of Source Africa and ATF Expo firmly solidifies these shows as the largest textile event on the African continent. There are no other events which showcase as many local and international exhibitors to interested buyers." says Kathryn Frew, Show Director of Source Africa and ATF Expo.

Once again, running alongside ATF Expo is China Premium Tex who will display an extensive range of products exclusively to Southern African buyers.

Trade visitors can expect a double exhibition, featuring the following event highlights:

### **Seminar and Trend Talks**

The seminar programme and trend talks are designed to impart knowledge which is an essential element and highlight of the event. Discussing issues in the industry, as well as grappling with the various consumer and technological trends forcing rapid change on a global scale. The programme has been crafted with the goal of adding value to all visitors and exhibitors, and to promote dialogue between all industry stakeholders.

### **Trend Forums**

To reflect the diversity of the two events, we will be introducing trend forums focusing on African trends as well as the latest trends

Messe Frankfurt Exhibition GmbH  
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Internationally. WGSN will forecast the Womenswear 2020 Buyers Briefing as well as the Menswear 2020 Buyers Briefing. The briefings will cover the seasons key trends, including new carryover items, colours, key details, fabric and finishes as well as print and pattern updates.

### **Source Africa Young Designer Competition**

The Source Africa Young Designer competition, which launched with great success last year, will be expanding into two categories this year - Apparel as well as Accessories and Shoes. The overall winner will walk away with an all-inclusive sponsored trip to Texworld Paris for an opportunity to showcase his/her designs on a global stage valued at over R50 000!

### **Fashion Shows**

Fashion shows will form an essential element of the workshop area with up to 15 fashion shows taking place, giving exhibitors a chance to showcase their latest products and apparel. This extravagant array of ready-made garments connects manufacturers to buyers and gives visitors the opportunity to see the latest offerings on the cat walk.

### **Business-to-Business Matchmaking Meetings**

This high-quality business matchmaking meetings will introduce buyers and sourcing managers to local and international manufacturers and suppliers. These meetings are pre-scheduled and matchmade based on industry types and product categories of visitors and exhibitors' line of business. This element of Source Africa and ATF Expo assists in building meaningful relationships whilst creating a platform to grow small to medium size businesses.

### **National and International Exhibition**

Network with leading industry suppliers, manufacturers, service providers and buyers at this premier sourcing event. Compare from a variety of local and international exhibitors displaying an array of apparel, textile, home textile and footwear products. This year's exhibition also introduces a variety of fabric, packaging innovations and ready-made garments.

"After spending invaluable time with key buyers, sourcing managers and product development managers, from some of South Africa's top retailers, the Source Africa team have a renewed energy and a refined action plan to deliver what visitors really want to see at this year's show," adds Frew.

Don't miss out on this once in a year opportunity to meet with trend specialists, learn from industry experts, engage with high-quality exhibitors and view the latest in machinery, denims, woven and ready-made apparel this exhibition has to offer.

### **Dates**

Source Africa	12-14 June 2019
ATF	12-14 June 2019

### **Location**

Source Africa/ATF  
The premier sourcing events for Apparel,  
Textiles and Footwear on the African  
Continent

Cape Town International Convention Centre

**Press releases & photos:**

<https://sourceafrica.za.messefrankfurt.com/capetown/en/press.html>

**Social media:**

Facebook Source Africa: [www.facebook.com/sourceafrica/](http://www.facebook.com/sourceafrica/)

Facebook ATF: [www.facebook.com/atfexpo/](http://www.facebook.com/atfexpo/)

Twitter Source Africa: [www.twitter.com/SourceAfricaCT](http://www.twitter.com/SourceAfricaCT)

Twitter ATF: [www.twitter.com/atfexpo](http://www.twitter.com/atfexpo)

Instagram: [https://www.instagram.com/sourceafrica\\_atf\\_expo/](https://www.instagram.com/sourceafrica_atf_expo/)

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**Texpertise Network of Messe Frankfurt**

With a unique portfolio of 57 international fairs for the textile sector, Messe Frankfurt is the world's market leader when it comes to trade fairs for the textile sector. In 2018, around 22,000 exhibitors and approx. 520,000 visitors attended the company's events around the globe. The portfolio covers the entire value chain of the textile industry and, as the main communication platform, Texpertise Network is a source of information about the world-renowned trade-fair brands and the first-class services provided by Messe Frankfurt.

More information: [www.texpertise-network.com](http://www.texpertise-network.com)

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. It employs a workforce of 2,500\* at around 30 sites and generates annual sales of around EUR 715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

\* Provisional key figures for 2018

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

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