

# Press release

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## **Africa Sourcing & Fashion Week with a focus on sustainability**

### **Programme highlights: conference, fashion show, trend area and matchmaking platform**

The central theme of the upcoming Africa Sourcing & Fashion Week is "Sustainability in Clothing". From 3-6 October 2017, a conference running parallel to the trade fair will discuss the themes that are currently dominating the textile industry. Experts will shine a spotlight on various issues, including that of sustainability, with a particular focus on production, the environment and certifications. A fashion show, trend area and matchmaking platform are just some of the programme highlights to be found in the Millennium Hall in Addis Ababa.

The origins of fashion and sustainable production is becoming particularly relevant to more and more fashion buyers. The Africa Sourcing & Fashion Week is anticipating an increasing interest in eco fashion and will present new approaches in this respect. H&M, WRAP, GIZ (Society for International Cooperation) Ethiopia and Solidaridad will present sustainable solutions as part of the conference.

International manufacturers of textile machines will also be showcasing new technologies for the African market. This includes the Italian textile machine association ACIMIT, which will be represented with a range of product innovations.

Designers will also get a specific information offer targeted to them at the trade fair: at a separate designer conference, experts will give presentations on "International Fashion – designed in Africa". In WSGN, a renowned trend agency will make a contribution to future trends in women's, men's and children's clothing. Visitors and exhibitors can look forward to further design highlights in the area "Trend House – international trends made in Africa".

As a new cooperation partner of the event, Messe Frankfurt is expecting international textile suppliers and buyers to attend the third edition of the biggest textile trade fair in Africa. Within the context of the partnership, the three new trade fair brands Texworld Addis Ababa,

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Apparel Sourcing Addis Ababa and Texprocess Addis Ababa will be launched at Africa Sourcing & Fashion Week. The event trio will present over 250 international exhibitors from 25 countries.

#### **Background information Africa Sourcing & Fashion Week**

The Africa Sourcing & Fashion Week (ASFW) is Africa's largest textile trade fair and has taken place in the Millennium Hall in Addis Ababa since 2015. It serves as a meeting place for garment manufacturers and the east African textile industry. Apparel fabrics, leather goods, fashion and accessories are the main items on display, and home collections and decorative items are also presented. Machine manufacturers for garment production, CAD/CAM systems, printers, inks and accessories have a strong presence.

The organiser of the ASFW is Trade and Fairs East Africa. Messe Frankfurt is collaborating with the African event organiser as part of ASFW. This means that the licensed trade fair brands Texworld, Apparel Sourcing and Texprocess will be integrated into ASFW for the first time in October 2017.

More information: [www.asfw-online.com](http://www.asfw-online.com)

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's leading trade fair, congress and event organiser with its own exhibition site. Around 2400 employees in 30 locations achieve an annual turnover of over 640 million euros. Thanks to far-reaching networks with industry and an international sales network, the corporate group is able to efficiently support the business interests of its customers. A comprehensive service offer, both on site and online, guarantees customers across the world the same high quality and flexibility in the planning, organisation and realisation of their event. The variety of services it offers range from site rental, trade fair construction and marketing services to personal services and gastronomy.

The headquarters of the company are located in Frankfurt am Main. Its shareholders are the City of Frankfurt with 60 per cent and the State of Hesse with 40 per cent.

More information: [www.messefrankfurt.com](http://www.messefrankfurt.com)