



Press

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The premier sourcing event on the African continent is back for its 6th annual edition

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Cape Town International Convention Centre, 20-21 June 2018.

Over the past six years, Source Africa has become the premier sourcing event on the African continent bringing together suppliers, manufacturers, service providers and buyers all under one roof.

From African country pavilions to workshops addressing the challenges and needs of the industry, this event has cemented itself as the most important pan-African sourcing event on the calendar.

With fresh impetus from its new owner, Messe Frankfurt, Source Africa 2018 will be more aligned to industry needs by staying abreast of African and international trends, promoting African goods, and driving investment and sustainable job creation in the sector. Panel discussions and individual talks taking place during the event will discuss the themes that are currently dominating the apparel industry.

The central theme of this year's event is SME supplier support. Experts will shine a spotlight on various issues, including that of online vs traditional retailing, and support for Small and Medium enterprises, with a particular focus on financial backing, supply chain support, skills acquisition & development, export opportunities & preferential trade agreements.

Presentations on global and local future trends are just some of the programme highlights to be found at Source Africa 2018 in the Cape Town International Convention Centre (CTICC).

Designers will also find their niche at Source Africa, with a Young Designer competition, aimed at offering retail-ready products, which offer a uniqueness which stands out from the crowd.

Some of the brands already confirmed to participate this year include; BBF Safety Group, Bolton Footwear, Calvano Shoes, Koi Koi Clothing Company, LECTRA South Africa, Logomotif Manufacturing SA, Prime Fastener and a host of manufacturers and service providers under the ZIMTRADE banner.

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main

WSGN, a renowned trend agency will make a contribution to future trends at a global scale, in women's, men's and children's clothing; with



Nicola Cooper, an established trend forecaster, talking local trends, and how to deliver to streetwear demand.

“Our vision for Source Africa is to present an ideal opportunity for buyers and sellers to meet, network and engage, but most importantly, it is a window to the world of the first-class quality that the African manufacturing, textile and apparel industries has to offer,” says Kathryn Frew, Source Africa Show Manager.

Visitors can discover emerging industry trends and production levels, free-to-attend discussions and workshops by industry experts which are aimed to promote the growth of small - medium size businesses, looking at the challenges of intra-African trade and transforming your products from the design and manufacturing phase, to retail ready garments. The 6th edition of Source Africa will be put on the map. Welcoming the globe to the premier sourcing event of 2018, as it is rich with different designs of clothes which are made of different colours from different cloths.

Visitor registrations are now open. For your free ticket, register at www.sourceafrica.co.za today.

For more information, please contact:

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Texpertise Network of Messe Frankfurt

With a unique portfolio of 50 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 2016, around 19,500 exhibitors and approx. 477,000 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

Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de

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