



# SOURCE TEXTILE & APPAREL

RETAIL  
SOURCING  
FAIR  
EAST AFRICA

22 - 24 February 2022  
Kenyatta Convention Centre  
Nairobi, Kenya

Show Partners



**Accessories  
Apparel  
Technology  
Textiles**

*Africa's premier  
international sourcing  
show for apparel,  
Accessories, technology &  
textiles.*

| 100+ Exhibitors | 3700 + Visitors | 83 % Trade

# THE SHOW

## Key reasons to exhibit

As Africa's dedicated global sourcing trade show platform there are many positive reasons why you should exhibit. Fundamentally, the show is all about trade buyers and industry professionals connecting with your business, brands and solutions. Exhibiting will provide many face-to-face interactions to find new trade partners, accelerate the buying process and creation of business opportunity that extends beyond the tradeshow floor.

Source Textile & Apparel East Africa exhibitors benefit from Kenya being one of Africa's fast growing retail market growing at the rate of 8.6% annually with increasing demand for homeware, furnishing, apparel, textile products from multiple, online & department retailers, independent & informal retailers, importers & distributors as well as contract buyers from the growing retail and hospitality sector visiting the Expo.



Meet key brands and trade buyers from Kenya and East Africa.



Generate immediate sales leads.



Maintain, develop and nurture valuable business relationships with a diverse contingent of decision-makers and influencers.



Build brand awareness and demonstrate capability with buyers.



Showcase your product and capability to a targeted professional audience.



Meet decision makers such as buyers, production planners, merchandisers, research, quality control, engineering, designing, logistics, purchasing and sourcing professionals.



Face-to-face interactions to promote understanding with current partners and uncover opportunities with future buyers.



Connect, network and learn about the latest trends and innovations in the industry and obtain direct feedback about the African market.



### VISITOR PROFILE

- Importers / Exporters
- Wholesalers
- Specialty Retailers
- Fashion stores
- Manufacturing
- Boutiques
- Retail chains
- Department stores
- Sourcing agents

- 38% - Wholesalers, Importers and Exporter
- 35% - Manufacturers
- 27% - Informal and Formal Retailers



**13 COUNTRIES REPRESENTATIVES**

## EXHIBITOR TESTIMONIALS

“ It was insightful for the African market and brought many buyers together. So great.”  
**Hardh Agarwal, Suditi Industries, India**

“ This show has allowed us to make vital contacts which have after a few editions turned into business leads.”  
**Stuart Hopwood, Bolton Footwear (PTY LTD), South Africa**

“ It’s a very good platform for fashion companies who are serious about finding viable business opportunities targeting the African fashion market.”  
**Ehsanuddin Khan, Sonia & Sweaters Limited, Bangladesh**



“ The B2B Matching meetings was very good for us. We are participating for the first time and responses on the first two days was good. The market tour has helped us understand The market better, we look forward to participating again .”  
**Export Manager  
 ISP Bangladesh LTD**

“ It’s a great place to meet potential clients - big and small. This was my second year and every year we do get couple of customers who end up placing orders. Hoping to continue building upon that.”  
**Kim Eun,  
 Japan Blue Co LTD**



### Participating International Trade Organisations & Supporters\*

Federation of Indian Export Organisations

Handloom Export Promotion Council

Apparel Export Promotion Council

Export Promotion Council for Handicrafts

Silk Export Promotion Council

Textile Clothing and Footwear

Trade Development Bureau

Textile Clothing and Footwear

Export Promotion Bureau Bangladesh

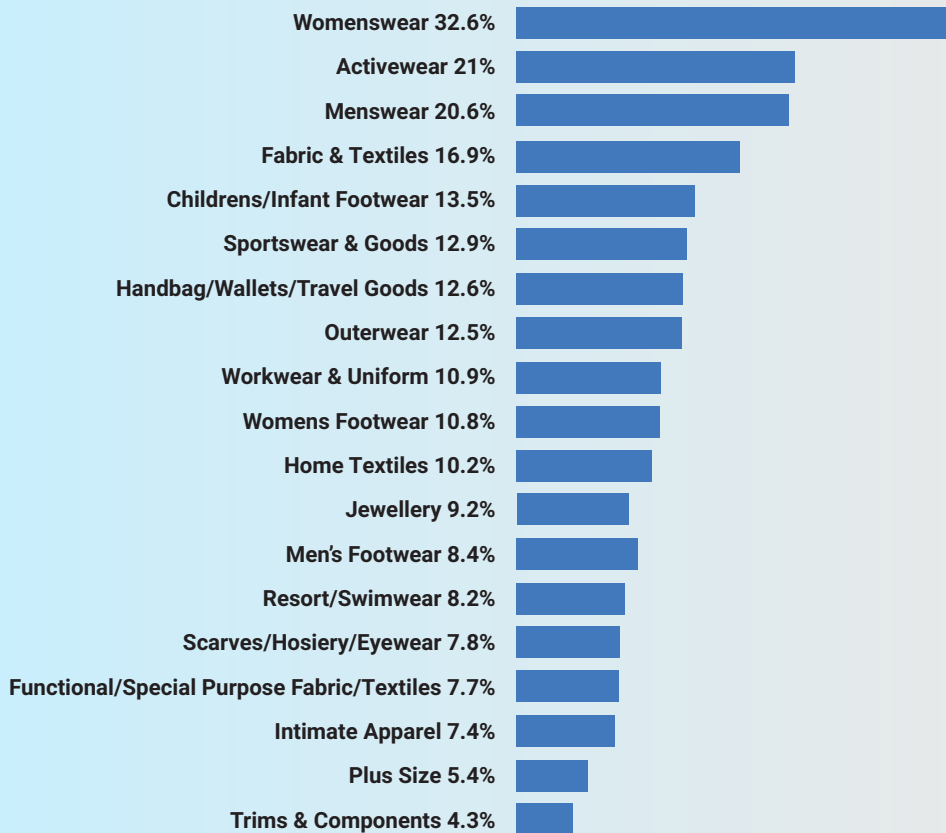
Trade Development Authority of Pakistan

\*Based on past shows

### RETAIL & CONSUMER GOODS SOURCING EVENTS PORTFOLIO



## EXHIBITOR TESTIMONIALS



*\*Results are based upon past shows*



## MATCHMAKING PROGRAM

The global business matching program provided more opportunities for both visitors and exhibitors alike to communicate in advance of the expo and set up valuable meetings onsite.

## VIP BUYER PROGRAM

The VIP Buyer Program provides incentives for major trade buyers and group buyers to attend the event. Twice as many VIPs attended the expo in 2019 compared to the previous year.





## Stand Rates

Floorspace: \$355 per sqm (excl. VAT)  
Shell Scheme: \$425 per sqm (excl. VAT)

Disclaimer: All prices are quoted excluding Value Added Tax (VAT) at 5%

### Floorspace Only:

- Stands 18m2 and bigger must order a single phase 30Amp distribution board.
- Stand drawings to be submitted for approval three weeks prior to build-up.
- Exhibitors must include back and side walls in their stand design (minimum height of 2.5m).

### Shell Scheme Package includes:

- Floorspace.
- PST shell scheme walling.
- 700mm (H) white fascia board with exhibitor name & stand number.
- 80x80 uprights.
- Grey stand carpeting.
- Electrical
  - 1x 15Amp plug point (per 9m2 space booked).
  - 2x fluorescent light (per 9m2 space booked).
- Furniture
  - 1x white top table on chopstix base.
  - 2x white vatins chairs.
  - 4 meters of in-built shelves per 9sqm
  - 2 meters of inbuilt rail per 9sqm

Added Extra's:  
DB Boards: \$130  
Plug Points: \$30  
Digital Listing: \$38

## For more information, contact:

+234 7031027195

Harry@leohtafricaevents.com

www.leohtafricaevents.com

