



African Cotton & Textile Industries Federation

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www.actif africa.com ~ www.cotton africa.com



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TO WHOM IT MAY CONCERN

REF: ORIGIN AFRICA 2016 TRADE EXPO

The Board of Directors, Africa Cotton & Textile Industries Federation (ACTIF) has great pleasure of informing you that **ORIGIN AFRICA 2016** which will this year be held at the Forello Expo Centre, Antananarivo, Madagascar from 3rd - 5th November 2016.

Origin Africa, now in its 7th year, has established itself as Africa's Premier Trade event for the cotton, textile and apparel industries. We offer an unparalleled value proposition bringing together exhibitors from across the continent, sourcing professionals and buyers from all major regional and international markets and potential investors keen to expand their manufacturing capacities.

Africa is frequently being described by industry specialists and decision makers as "**The Next Major Sourcing Destination**" for textiles and apparel products. Origin Africa 2016 provides the ideal opportunity to explore this dynamic and rapidly expanding region. We anticipate in excess of the 180 exhibitors from 25 countries who attended our 2015 event as well as Senior Government officials from multiple African countries and Regions (including COMESA, EAC and SADC), international trade policy specialists, international NGO's, trade, investment and support institutions.

We sincerely like to request you to inform you community living in Antananarivo and its environs about the trade expo as we would like them to come and capturing the spirit, style and innovation of modern Africa. Entrance to the trade expo is free, while we shall also be having Seminars daily.

Feel free to get in touch with Ms. Belinda Edmonds belinda@actif africa.com or Ms. Nancy Bwore: nancy@origin africa.org who will answer any queries and assist you with any further information.

Yours Sincerely,

Belinda Edmonds

EXECUTIVE DIRECTOR





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BACKGROUND

Global FDI in the Textile & Clothing market was estimated to be worth US\$ 24 billion in 2013, a 100% increase from 2012, it is anticipated that global economic growth will be driven by Emerging Markets with annual consumption expected to reach USD 30 Trillion by 2025. Increasing production costs in Asia, combined with social, environmental and workplace concerns challenge international textile and apparel buyers to find “new frontiers”. The potential for Africa to meet the opportunities presented in this changing economic landscape are the focus of several studies and considerable attention.

Several sub-Saharan Africa countries enjoy generous preferential trade agreements with major international markets. In 2015 the African Growth and Opportunity Act (AGOA), which allows duty-free access to the US market, for a wide variety of products, including textiles and apparel, was extended for 10 years. Also extended for 10 years was the “third country fabric” provision – this allows apparel manufacturers from almost all the AGOA eligible countries to source raw materials from almost anywhere in the world without compromising the duty-free status of their production.

Economic Partnership Agreements (EPA) provide similar duty-free and quota access to the European Union, while Canada, China, India, Japan and Australia accord imports from Lesser Developed Countries (LDCs) similar relief.

Many African Governments have identified the textile and apparel sectors as strategically important to create employment and encourage investment. Liberalised economic and foreign exchange policies, investment guarantees coupled with generous investment incentives and comprehensive support structures are attracting foreign investment targeted to address low productivity and infrastructure bottlenecks. Key criteria for potential investors and sourcing experts, such as abundant labour, competitively priced land and buildings, low cost consistent power supply and sound labour and environmental policies are already in place.

Implementation of regional blocs allowing for the free movement of goods and people promote intra-regional trade and improve accessibility to inputs. The COMESA Tri-Partite Free Trade Agreement being negotiated and implementation targeted to commence in 2017, not only will trade within Africa increase, but will also result in a significant consumer market developing.

MADAGASCAR – Our Host for 2016

Madagascar has a flourishing textile and garment industry producing extremely diverse products exported all over the world.

With privileged access to all major regional and international markets the Madagascar textile and garment industry employs over 100 000 workers with exports reaching \$ 500 million in 2015. Over 90 factories produce a wide range of products for large retailers, catalogues, brands and haute couture brands.

MADAGASCAR – Fact Sheet

- 100,000 workers employed in over 90 factories
- US\$500 million textile and apparel exports in 2015, exports to USA grew 3-fold in 2015 from US\$17million in 2014 to US\$50million in 2015. Exports to EU reached US\$350million in 2015
- Preferential Trade Agreements with SADC, EU, USA, Australia and COMESA
- Extensive Product Range including cotton & synthetic knits and wovens, denim tops & bottoms, cashmere, cotton, lambswool, merino & acrylic sweaters, technical & performance garments, sleepwear, costumes etc.
- Experienced Suppliers to international retailers and brands including M&S, Inditex group (Zara), American Eagle, Trois Suisses, Monoprix, Woolworths, Mr Price, Foschini Group, Kardstadt, Arcadia Group, Vente Privee.com, Peter Hann, Kaufhof, One Jeanswear Group, Puma, Addidas, Petit Bateau, Orchestra, Celio, Levis, Wrangler, Jordache Group, Perry Ellis, Kenzo, Agnes B, Baby Dior, Celine, Vanessa Bruneau, Hermes, Zadig et Voltaire etc

ORIGIN AFRICA 2016 will surprise you as we showcase the volume, diversity, skills, innovation, style and competitiveness available in Africa

