



# allfashion sourcing

CAPE TOWN

10-12 September 2024

Cape Town International  
Convention Centre

showcasing  
premium  
fashion & textile  
in Africa

[www.allfashionsourcing.com](http://www.allfashionsourcing.com)



messe frankfurt

# Access to the Textile & Fashion Industry under One Roof

allfashion sourcing Cape Town is a business oriented market place for the textile and fashion industry, combining African creativity, design and manufacturing with international sourcing options.

Owned by Messe Frankfurt, the third largest trade fair company in the world with operations in over 50 countries and the global leader in textile fairs. Messe Frankfurt organises over 134 trade fairs around the world with over 90,000 exhibitors and roughly 3.5m visitors. allfashion sourcing Cape Town supplements Messe Frankfurt's current portfolio of textile related trade shows under the umbrella of their 'Texpertise Network'.

For more info, please visit <https://texpertisenetwork.messefrankfurt.com>

## Why South Africa?



South Africa is the Fashion & Textile Hub of Africa

South Africa is the distribution & trading centre for all SADC Countries

South Africa's third largest employer is the Textile Manufacturing Sector

Textile & Textile Products account for South Africa's sixth largest import



# Why you should exhibit at this event



Reach targeted buyers during the live 3 days.



Extend brand presence and visibility to our vast network of visitors.



Tap into our audience by presenting at one of the well-attended seminar sessions.



Explore business opportunities in Africa and internationally.



Discover the latest industry trends and forecasts.



Launch new products or services into the industry.

## Fast facts

### AFS 2023

**5**  
industry focused seminars

**25**  
exhibitor focused fashion shows

**10**  
industry expert speakers

**1 138**  
in-person attendees

**221**  
pre-scheduled in-person B2B meetings

**11**  
countries represented

**161**  
exhibitors



# Who visits the exhibition

- Manufacturers
- Private Labels
- Designers
- Agents
- Distributors / Wholesalers
- Retailers and Boutique Owners
- Department Stores
- Chain Stores
- Hypermarkets / Supermarkets
- Merchandisers
- Mini Chains

# Companies who visit us

Buyers include:

- Ackermans
- Bata
- Cape Union Mart Group
- Edcon
- Dunn's
- K-Way Manufacturer
- Mr Price Group
- Pepkor
- Pick'n Pay Clothing
- TFG
- Truworths
- Woolworths



# allfashion sourcing's Fringe Program



Young Designers Competition



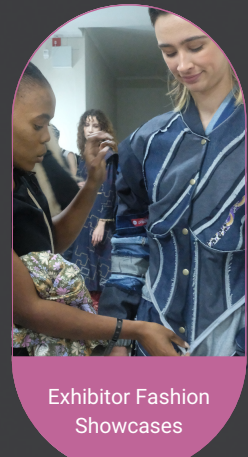
Trend Talks



Special Product Showcases



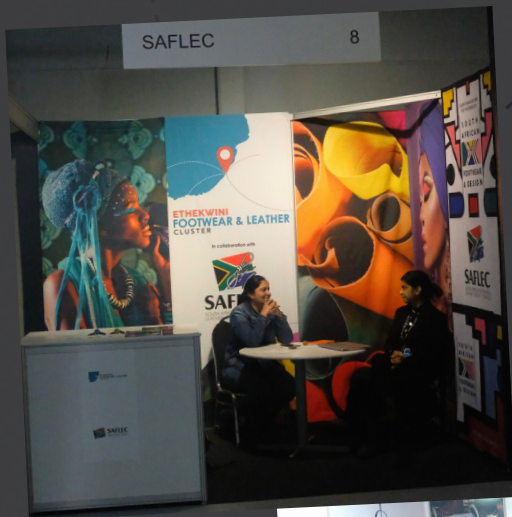
Industry Focused Seminars + Sustainability Focused Workshops



Exhibitor Fashion Showcases

## Exhibitor Product Groups

- Women ready-to-wear
- Intimates (underwear, swimwear)
- Sports and Leisure
- Kidswear & Menswear
- Knitwear
- Workwear and Uniforms
- Shawls and Scarves
- Fashion Accessories
- Technology and Processes
- Leather and Footwear
- Home Textiles
- Fabric
- Trims and Accessories
- Organisations, Associations, Institutions





**Dates**

10 – 12 September 2024

**Contact**

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