

Deadline for registration  
October 20, 2018

# South Africa Trade Mission Cape Town November 19 to 23, 2018

Textile Trade mission  
for fashion, sports  
and niche markets

## Coordinators



## Partners



With the support of



**Cape Town: 41th global  
fashion capital**

**\$ 2.5 billion in textile  
clothing import**



# A fashion market with opportunities



## A country with potential

South Africa is an economic key player on the continent with more than 50% of the global SADC GDP (757 billion US dollars in 2017). It represents a gateway to the southern hemisphere. In terms of external partners, France ranks 11th with 2.3% of the market share.

## A textile economy in rebuilt

Despite a struggling textile industry, finished goods (clothing and home) account for more than 43% of South Africa's textile and clothing exports in 2017. Over the last 20 years, South Africa has witnessed the emergence of a significant middle-class, opening a new market for fashion clothing.

## ATF: a key trade fair

In 19 years, the ATF has established itself as a major textile show on the African continent: 150 exhibitors and 2,500 visitors will gather for three days of events. Among the visitors: sourcing heads, designers, manufacturers, retailers, agents... This year, the focus will be made on the collaboration between Europe and Africa.

## Program\*

### Monday 19/11

**AM:** SIMEON DESIGN – Designer using transformative items to address both local and global issues and capture the attention of onlookers. Multiple awards: Source Africa Young Designer Competition, Foschini design award.

FOSCHINI GROUP – Clothing retail company specialised in fashion (men, women, kids), home decoration and sports. International key player implemented in 34 countries.

**PM:** GELVENOR – Company specialised in the production of technical textiles and coloring in apparel and personal protection equipment.

FALKE GROUP – Manufacturer of clothing for sports and fashion.

### Tuesday 20/11 – Thursday 22 /11

- Exhibition at the ATF trade fair
- Conferences

#### Collective meetings:

- **TEXTFED** – Federation bringing together the key players in the South African textile industry.
- **SATTC** – Cluster dedicated to technical textiles integrating the entire value chain. Many private / public partnerships.
- **FASHION COUNCIL OF SOUTH AFRICA** – 900 members including local fashion brands and industry stakeholders within the clothing and textile value chain.
- **NCRF** - National Clothing Retail Federation

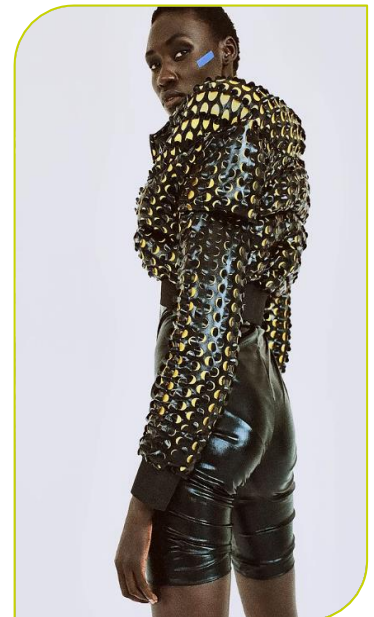
### Friday 23/11

**AM:** AFI FASTRACK – Fashion incubator: identifies and invests in the best of the continent's young designers. Over the past six years, 75 new talents have been highlighted.

HOUSE OF MONATIC – Company manufacturing and retails corporate apparel for men and women (suits, Jackets, trousers, and shirts for men; and jackets, slacks, blouses, and shirts for women)

**PM:** FILA – International group dedicated to the production and sale of high-end clothing (sneakers and accessories).

AMSA – Organisation bringing together the five leading apparel manufacturers in South Africa.



Creation by [Simeon Design](#)

**For possible grant on travel and accommodation, please contact your local cluster\*\***

- ✓ Company visits and meeting with institutions
- ✓ Collective B2B meetings.
- ✓ Dedicated communication

## Offer and budget

	Prices**
9m <sup>2</sup> packaged stand (negociated rate)	€ 2.250 excl. tax.
18m <sup>2</sup> packaged stand (negociated rate)	€ 4.250 excl. tax.
Visibility package on the EU-Textile 2030 stand	€ 400 excl. tax.
Collective meetings & visits	Free

Included: collective meetings in the ATF trade fair, summary of the market study "South Africa: state of the textile market and opportunities", local companies visits, time dedicated to the market and technological watch, networking time, communication actions.

Cost remaining at your expense: Round trip flight and hotel nights for the duration of the mission.

*The mission is financially supported by the European Union.  
 For more information, please contact your local cluster.*

**Conditions:**

\* Program established on a provisional basis and may be modified.

\*\* Payment on receipt of the invoice.

## Entry Form

Business name: ..... Registration number: .....  
 Turnover: ..... Workforce: ..... NACE Code: .....  
 Address: .....  
 .....  
 Contact: ..... Position: .....  
 Phone: ..... Mobile: .....  
 Email: .....

Wish to benefit from the services:

- 9m<sup>2</sup> packaged stand
- 18m<sup>2</sup> packaged stand
- Visibility on EU TEXTILE 2030 stand
- Collective meetings

**Good for commitment to participation**

Date, stamp and signature authorised by the company: