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NEWS RELEASE

SOURCE AFRICA – AFRICA’S PREMIER APPAREL, TEXTILE, AND FOOTWEAR TRADE SHOW OPENS IN CAPE TOWN

Over the past four years, Source Africa has been transformed into the most important annual pan-African textile, clothing, footwear and fashion accessory trade event on the global calendar, attracting over 1,600 international and regional buyers and more than 200 African exhibitors. Source Africa continues to demonstrate that African manufacturers can compete globally on price, quality, and standards.

Bringing together manufacturers, suppliers and service providers from across Africa at one major, integrated event, Source Africa. Held at the Cape Town International Convention Center (CTICC) from 9-11 June, Source Africa enables local, regional and international buyers from the US and Europe to access and source a wide array of diverse products and services within a single platform. Countries to be represented at the event include South Africa, Mauritius, Lesotho, Botswana, Swaziland, Madagascar, Mozambique, Tanzania, Ethiopia, Nigeria, Zimbabwe and many others.

Source Africa has been supported from its inception by the United States Agency for International Development (USAID) through its Southern Africa Trade Hub program (www.satradehub.org), which is committed to strengthening trade and investment in Africa.

Cheryl L. Anderson, USAID/Southern Africa Mission Director explained, “We are delighted that manufacturers from throughout Southern Africa are working with USAID to participate in Source Africa in Cape Town. This exhibition offers our partner companies a unique opportunity to showcase both their product lines and capacity to the US and international markets, and ultimately generate sales.”

USAID’s Southern Africa Trade Hub Program working closely with the event organizer, Leaders in Trade Exhibitions (LTE), and with the office of the United States Trade Representative (USTR) is strengthening the impact of the African Growth and Opportunities Act (AGOA) in Southern Africa by enhancing value chain development, increasing export opportunities to the US, and expanding quality standards and entrepreneurship across the region.

During Source Africa a series of seminars including key topics such as AGOA Renewal – the next 10 years will be presented by top international speakers including: Gail Strickler, AUSTR for Textiles and Apparel, USTR (United States Trade Representative); Rosa Whitaker, CEO &

President, Whitaker Group; Janet Labuda, Vice President Compliance, Vandegrift Forwarding;
Mark Neuman, Global Trade Advisor, MGF Sourcing.

The African Growth and Opportunity Act (AGOA), a US Government trade preference program, offers African producers the unique opportunity to export apparel, textiles, and footwear, to the US with up to 35% savings. As a result, several recognized US brands and retailers are already sourcing from the region and taking great advantage of savings on both labor and duty rates. AGOA is a part of American trade policy work toward opening markets throughout the world to create new opportunities and higher living standards for families, farmers, manufacturers, workers, consumers, and businesses.

With the African apparel and footwear industry emerging as a key stakeholder in the international market, Source Africa provides the perfect opportunity for manufacturers, wholesalers, brands and retailers to seek opportunities and sustainable partnerships with key players in this ever-evolving sector.

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