



**USAID**  
FROM THE AMERICAN PEOPLE

**TRADE  
HUB**  
SOUTHERN AFRICA

# SUCCESS STORY

## Boosting Textiles & Apparel in Southern Africa

**USAID Southern Africa Trade Hub partners with private sector for successful Source Africa trade show**



Photo: Southern Africa Trade Hub

*During Source Africa 2013, 170 exhibitors from 20 countries exhibited their products to 36 buyers from around the world.*

*90% of attendants at the business seminars and power breakfasts, arranged by AAFA and the African Cotton and Textile Industries Federation (ACTIF), responded that they would be able to use the knowledge obtained during these events in their business dealings. "One participant told us that the Business-to-Business networking was as productive as what they had witnessed at many of the more widely-attended trade events in Asia," reports Steve Lamar from AAFA.*

[www.satradehub.org](http://www.satradehub.org)

With 1,401 participants, 170 exhibitors and 36 buyers from local and international retailers, Source Africa 2013 demonstrated what can be achieved when USAID's regional textile and apparel experts join forces with private enterprise in Southern Africa to boost regional industry.

Source Africa 2013 took place from April 9-12 at the Cape Town International Convention Center in Cape Town, South Africa. USAID's Southern Africa Trade Hub used its extensive network in the textile and apparel value chain to identify and recruit suppliers and buyers to exhibit in the trade expo and to participate in a business-to-business matchmaking program and series of business seminars. Source Africa was designed to demonstrate that African suppliers can compete on price, quality and standards and was the first pan-African textiles and apparel event of its kind.

"We think Source Africa 2013 was a home run on all marks. We were pleased to see exhibitor booths humming with activity during both days of the trade show," stated US partner, the American Apparel and Footwear Association (AAFA), after the event.

Source Africa brought together manufacturers from across the continent in one major integrated event, enabling buyers to examine a wide array of products in one efficient trip. The trade show also encouraged African buyers and suppliers to do business with each other and capitalize on tariff advantages and shorter distances to market by bringing suppliers from 20 different countries to the event. "I have met a lot of interesting people," said Belita Phiri De La Court of Lamoze Fashions Ltd. in Zambia while on the busy trade show floor. "We are really happy to be here."

Director General of the South African Department of Trade and Industry, Lionel October, opened the event by highlighting the importance of collaboration with the US to strengthen the sector and discussing the significant role the industry plays in job creation. Consul General of the United States in Cape Town, Erica Barks-Ruggles, also addressed the opening plenary, emphasizing the commitment of the US government to the region's textiles and apparel industry through the African Growth and Opportunity Act (AGOA) and support for events like Source Africa.

South African private sector event management firm LTE was selected to organize and host Source Africa, which is to become an annual event encouraging linkages between buyers and suppliers, investment into manufacturing capacity in Africa and accelerated job creation for many years to come.