



## NEWS RELEASE

**APRIL 23, 2015**

**Washington, DC:** Leading apparel manufacturers and retail buyers, policy-makers, government officials, think tanks, business associations, and diplomats will gather at the Embassy of the Republic of Botswana, April 29, 2015 at 4:30PM for a reception featuring a status update on the renewal of the African Growth and Opportunity Act (AGOA) and the upcoming pan-African apparel trade show, Source Africa.

The reception will be co-hosted by the United States Agency for International Development (USAID) and the Office of the United States Trade Representative (USTR) in close cooperation with the Embassy of the Republic of Botswana through support from USAID's Southern Africa Trade Hub Project. Speakers from USAID, USTR, P V H Sourcing, and Source Africa will provide insight and comments on the ongoing AGOA renewal process as well as encouraging participation and attendance at the upcoming Source Africa trade show in South Africa.

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.

According to Gail Strickler, AUSTR, "The AGOA renewal and Source Africa reception is an opportunity for apparel importers, brands and industry leaders to meet with representatives from the AGOA community and US government officials to learn more about the opportunities for duty free sourcing in African AGOA beneficiary countries. They can meet with Country representatives as well as organizers and participants from the Source Africa show being held in Cape Town in June to formulate their plans to attend this all important event."

Source Africa will be held for the third time from June 9-11, 2015 in Cape Town, South Africa. It is 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 is designed to demonstrate that African textile, apparel, and footwear manufacturers can compete globally on price, quality, and standards. Bringing together manufacturers, suppliers, and service providers from across the continent at one major integrated event, Source Africa enables local, regional, and international buyers to access and source a wide array of diverse products and services within one noteworthy platform.

The **United States Agency for International Development (USAID)** is an independent federal government agency advancing U.S. foreign policy objectives by supporting long-term and equitable economic growth, agriculture and trade, global health, democracy, conflict prevention and humanitarian assistance.

The **Office of the United States Trade Representative (USTR)** is responsible for developing and coordinating U.S. international trade, commodity, and direct investment policy, and overseeing negotiations with other countries. The head of USTR is the U.S. Trade Representative, a Cabinet member who serves as the president's principal trade advisor, negotiator, and spokesperson on trade issues.

**USAID's Southern Africa Trade Hub** is a team of regional and international experts based in Johannesburg, South Africa and Gaborone, Botswana, working to actively increase export opportunities to the U.S. and expand quality standards and entrepreneurship across the region for apparel and footwear designers and manufacturers.

For more information on USAID, USTR, Source Africa 2015,  
and USAID's Southern Africa Trade Hub, please visit:

<http://www.usaid.gov>

<http://www.ustr.gov>

<http://www.sourceafrica.co.za>

<http://www.satradehub.org>