



## ORIGIN AFRICA - MADAGASCAR 3-5 November 2016

**Origin Africa** is the Annual Trade Show for the cotton, textile, apparel and related industries an initiative dedicated to improve African trade. It is an important event where producers, designers, exporters, buyers and retailers meet. The objective is to develop, guide and promote African trade in cotton/textiles/apparel, home décor, fashion accessories and design. The 2016 edition was organised by **The African Cotton & Textile Industries Federation (ACTIF) Ltd**, in partnership with the **Economic Development Board of Madagascar**.



Many talented and skilled African designers and entrepreneurs are quickly and indelibly creating change in their countries. **Origin Africa** matches their enthusiasm with experienced industry leaders to facilitate, coordinate and advance trade efforts. It

is a must attend event as it encourages innovative trend.

Enterprise Mauritius (EM) recently participated in **Origin Africa** which was held in Madagascar. EM opted for a Corporate Presence in view to promote and share the country's knowhow and long standing experience in the field of Textile & Apparel manufacturing. The event took place from the **3rd to the 5th of November 2016 at Forello Expo Centre in Antananarivo**.



It was a good opportunity to promote the '**Made in Mauritius**' brand in the textile and apparel sector. Enterprise Mauritius displayed a selective number of the best samples from different categories of garments in a special design corner. The products



comprised of shirts, fine knits, denims, beachwear and knitwear. Mauritian 'savoir-faire' in the textile and apparel sector is a major strength; we not only produce quality products but we are known to meet tight lead time. Amongst the important contacts made, some famous international buyers including **Mr Price** and **Sir Henry** visited the EM booth. They were fascinated by the quality of the well-diversified

range of wearing apparels and the overall Mauritian textile & garments products.

Origin Africa was an ideal platform to increase visibility of Mauritius as a reliable next door sourcing destination.

Origin Africa 2017 is programmed to be held in Mauritius.

