



MAURITIUS HOSTING ORIGIN AFRICA TRADE EVENT 25TH – 29TH SEPTEMBER 2017

Origin Africa is an annual event organised by the **African Cotton and Textile Industries Federation (ACTIF)**, a Pan African Federation formed in 2005 to represent stakeholders in the cotton, textile, apparel and associated industries. ACTIF's role as the voice of the African Farmer to Fashion value chain continues to grow and ACTIF is well recognized nationally, regionally and internationally.

The 8th edition of Origin Africa will be hosted in Mauritius in collaboration with Enterprise Mauritius (EM) and Mauritian Export Association (MEXA). The motto of this year's edition is "**Buy Africa, For Africa**".

This 5 days international event, will create the ideal platform to promote African cotton, textile

and apparel value chains through ongoing initiatives dedicated to improving trade in and with Africa, raise awareness of Africa as a place to do business, and as an increasingly important sourcing destination for international textile and apparel products. The **Origin Africa** represents the ideal platform to promote regional value chains, to build business linkages and to increase trade and investment across the region.

The first two days Conference on **25th and 26th September** at **Intercontinental Resort, BalACLava** will bring world renowned experts together to explore the disruption of, and opportunity in, rapidly developing technologies on Productivity, Profitability and Sustainability. The conference will also shed light on African



Investment Opportunities and Developments as well as give a review of World Markets and Economic / Consumer Trends.

The next 3 days will comprise of an **International Exhibition** from **27th to 29th September 2017** at **Swami Vivekananda International Convention Centre (SVICC)**, Pailles will kick start with a grand opening on Wednesday 27th September. This Trade Fair will showcase the products, services and skills of a wide variety of exhibitors while informative and topical conference topics will be discussed simultaneously. The side events generate acclaimed networking and relationship building opportunities for Mauritian textile and apparel business community.

Exhibitors from Mauritius, Madagascar, Kenya, Uganda, Ethiopia, Rwanda, Egypt, Lesotho, Botswana, South Africa, Zimbabwe, Nigeria, Ghana, Cote D'Ivoire, Italy, Germany, Switzerland, Singapore, India, Pakistan, United Arab Emirates will be showcasing their savoir faire and latest products design.

Buyers representing Brands, Retailers, Wholesalers and Sourcing Agents from UK, EU, USA, Canada, Hong Kong, India, South Africa,

Kenya will be prospecting trade. Visitors including International trade specialists, Investment exploratory missions, support & development partners from around the world will be in attendance at SVICC.

This international event in Mauritius goes along Government's vision in making Mauritius a hub for renowned international conferences. This important event will also pull out the performance track of Mauritius as the emerging lead model of textile and apparel manufacturing in Sub Saharan Africa.

The conference programs and speakers' profiles can be accessed on the origin Africa website on WWW.ORIGINAFRICA.ORG

You are invited to pre-register to **Origin Africa** different events and secure your involvement at earliest possible.

