

**ECS**التمثيل التجاري المصري  
Egyptian Commercial ServiceConsulate General of Arab Republic of Egypt  
Commercial Office  
Istanbul

Date : 17.06.2022 (Ref no: 88)

**Mr.İ.Cumhur İşbirakmaz**  
**Secretary General**  
**Aegean Exporters` Association (EİB)**  
İzmir

The Egyptian Commercial Office of the General Consulate of A.R.of Egypt in Istanbul presents its regards to your esteemed association.

I would like to introduce an important event "**6<sup>th</sup> Edition of Destination Africa**" which will be organized during **19 - 20 November 2022** at the Royal Maxim Palace Kempinski Hotel in Cairo.

**Destination Africa** is an annual international Pan-African B2B sourcing event for the textile industries in Egypt since 2016 that brings together **the African Textile, Apparel and Home Textiles manufacturers** with the international buyers to strengthen the business opportunities and trade activities on a global level.

The **products exhibited** are mainly Apparel, Denim Garments and Textiles, Fashion Brands and Labels, Clothing Fabrics, Yarns, Home Textiles from mostly the **countries** Egypt, South Africa, Nigeria, Morocco, Ethiopia and Tunisia.

According to the result of the **4<sup>th</sup> edition of the event in 2019**, 84% of the **international buyers** decided to source from Africa and 88% of them found the products quality excellent.

The **International Buyers' Program (IBP)** is implemented in the scope of the event. The visitors shall fill in the attached **Apparel Buyers Form, Textile Buyers Form and Home-Textile Buyers Form** and sent the form/forms to [ibp@destination-africa.org](mailto:ibp@destination-africa.org), and copy to [egyptcommercialoffice@yahoo.com](mailto:egyptcommercialoffice@yahoo.com) to make an application for (IBP). The program provides a four nights' accommodation at a 5 star hotel on a Bed & Breakfast basis, transportation and other benefits for buyers who fulfill the criteria to visit the event. More information can be found on its web-site [www.destination-africa.org](http://www.destination-africa.org).

Kindly request your association to circulate the event details among your valuable members.

The Commercial Office of the General Consulate of Egypt avails itself of this opportunity to renew the assurance of its highest consideration.

Best Regards,

**Dr.Marwa Farghali****Commercial Counsellor**  
**Head of Egyptian Commercial Office**

*Attachments: Event Brochure and Apparel, Textile, Home-Textile Buyers Forms*