

A woman with dark hair styled in an updo with a floral accessory is wearing a long-sleeved, high-necked, red dress with a high slit. She is posing in a room with a wall of hexagonal tiles. The lighting is dramatic, highlighting the texture of the dress and the wall.

**ATF**

trade exhibition

**20 – 22 November 2018**

**Cape Town International Convention Centre**

**[www.atfexpo.co.za](http://www.atfexpo.co.za)**

**Texpertise Network  
by Messe Frankfurt**

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# International Apparel, Textile and Footwear trade exhibition

## About ATF Expo

Over the past nineteen years, ATF has become the premier sourcing event on the African Continent bringing together international suppliers, manufacturers, service providers and buyers all under one roof.

From 2018, this event will be organised by Messe Frankfurt, the third largest trade fair company in the world with operations in over 50 countries and the global leader in textile fairs. Messe Frankfurt organises over 134 trade fairs around the world with over 90,000 exhibitors and roughly 3.5m visitors.

The main objective of ATF is to offer foreign manufacturers as well as local importers and service providers in these industries the opportunity to meet Southern African buyers'. More than 200 exhibitors from 10 different countries will be represented at this highly focused trade event. This international platform offers a

wide product range covering the entire textile spectrum. From casual apparel to functional fabrics, kids wear, latest trends and formal clothing, attendees discover textiles of innovative structure, material mixes and colour palettes.

## New at the Show in 2018

- ✔ Trends workshops
- ✔ Increased visitor marketing
- ✔ Fashion shows with a bigger focus on showcasing exhibitor designs and services
- ✔ Activation of Messe Frankfurt International sales network to increase number of international exhibitors and visitors
- ✔ Stronger relationships with associations and government bodies
- ✔ Bigger focus on skills development through workshops
- ✔ A new focus on the manufacturing and machinery sectors



## Why Exhibit?

- ✔ Network and make contact with hundreds of regional buyers
- ✔ Reinforce business with existing customers
- ✔ Meet local agents and buyers looking for new suppliers
- ✔ Explore business opportunities in Africa
- ✔ Research and compare pricing during the event
- ✔ Generate media exposure for your company
- ✔ Launch new products into the industry

## Who should exhibit?

African manufacturers and suppliers of:

- ✔ Menswear, Womenswear, Childrenswear
- ✔ Clothing Textiles, Home Fabrics, Made-Ups
- ✔ Footwear
- ✔ Bags, Belts, Leather Garments
- ✔ Shawls, Scarves, Hats, Fashion Jewellery Etc.
- ✔ Hosiery, Socks and Gloves
- ✔ Interlinings, Trims, Fasteners, Thread, Yarn
- ✔ Display Products
- ✔ IT Solutions, Cad Systems
- ✔ Sewing Machinery, Auxiliaries, Components
- ✔ Chemicals
- ✔ Training, Education, Consulting, Inspection Services
- ✔ Embroidery, Handicrafts, Carpets / Rugs
- ✔ Investment Promotion Agencies, Associations



*"Messe Frankfurt is the global leader in trade fairs for the textile industry. As such, ATF is a perfect fit to our current portfolio. Supported by the strength of the Texpertise Network, we believe we possess the resources, skills and experience to create a global exchange platform for visitors and exhibitors."*

Constantin von Vieregge, CEO of Messe Frankfurt South Africa.

## Visitor Target Groups

- 📌 Chain Stores
- 📌 Sourcing Heads
- 📌 Buyers
- 📌 Merchandisers
- 📌 Technologists
- 📌 Designers
- 📌 Production Managers
- 📌 Independent retailers
- 📌 Mini Chains
- 📌 Sports Retailers
- 📌 Manufacturers
- 📌 Agents
- 📌 Distributors
- 📌 Wholesalers

## Previous visitors to the show

- 📌 Earthchild
- 📌 Ackermans
- 📌 Cape Union Mart
- 📌 The Foschini Group
- 📌 Poetry Stores
- 📌 Woolworths
- 📌 Exact
- 📌 Due South
- 📌 Home Choice
- 📌 Spree
- 📌 Superbalist
- 📌 Mr Price Group
- 📌 Truworths
- 📌 Queenspark
- 📌 Pep Clothing
- 📌 And many more...

## The entire industry under one roof

The Messe Frankfurt Texpertise Network is a combination of the world's most important textile trade fairs. At over 50 events across the globe we showcase what is driving the industry. A total of 19,500 exhibitors and 477,000 visitors from all points of the globe are attracted by the latest themes, trends, and contacts. In Frankfurt, Paris, Shanghai, Moscow, New York, South Africa and elsewhere we provide impetus to the entire textile value added chain. Find out more about us now. [www.texpertise.messefrankfurt.com](http://www.texpertise.messefrankfurt.com)

### Worldwide Network for the textile industry



Apparel Fabrics & Fashion	Interior & Contract Textiles	Technical Textiles & Textile Processing	Textile Care
ACCI Atlanta   New York   NYC Textworld AUSA Atlanta   New York   Palm Apparel Sourcing Shanghai   Shenzhen Intertextile Shanghai Text Sourcing Business Days Entex	Doha Ethical Fashion Show Düsseldorf/Leipzig Dallas Loodheworld New York Frankfurt Paris Accatex	Frankfurt   Moscow   New Delhi   Tokyo Helsinki Shanghai Intertrade New York Home Textiles Sourcing Tokyo Interim Lifestyle WFT Business Lifestyle Living	Acci Atlanta   Atlanta   Frankfurt Texprocess Russia Area Sourcing ConTexting

**Dates**

20 – 22 November 2018

**Location**

Cape Town International  
Convention Centre

**Admission**

Trade visitors only – free of charge

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