

**ORIGIN AFRICA** is ACTIF's 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, apparel, home décor and accessories products; and
- bring the latest technologies, processes and best practices to the attention of African producers

We collaborate with producers across the value chain, from farm to fashion, associated services and industries as well as sectoral, regional and national organisations to provide information about, and increased visibility for, our Members and the African cotton, textile and apparel sectors.

**Talented, skilled and innovative African designers and entrepreneurs create recognition of and renew pride in our cultures and heritage. Hard working, predominantly small-holder farmers, produce raw materials in demand across the world, while regional and international investors continue to develop manufacturing and service industries that complete the farmer to fashion pipeline. Bringing these together with the most innovative minds, latest technologies and regional and international buyers facilitates development and advances "Trade, not Aid" efforts.**

**ORIGIN AFRICA facilitates dialogue and presents networking opportunities designed to showcase and promote the cotton, textile and apparel industries of Africa, and to bring the disparate needs of the cotton, textile and apparel sectors into cohesive and consensus driven positions at regional and international trade and development forums.**

#### **ORIGIN AFRICA**

- **Capturing the spirit, style and innovation of modern Africa**
- **Raising awareness of Africa's potential to be the world's preferred sourcing destination**
- **Facilitating dialogue and networking to enhance perceptions about doing business in Africa**
- **Promoting regional and international trade**
- **Encouraging responsible, sustainable and profitable investment and growth**