



Expanding Opportunities in Contemporary

African Fashion, Home & Accessories

About The International Trade Centre (ITC)

- ITC is a joint organization of the UNCTAD and the WTO.
- Supports and complement the mandate of the two parent organizations by providing trade related technical assistance aimed at policy makers, TSIs, exporters in developing countries and economies in transition.
- Aim at enhancing SMEs to achieve export success with positive effect on employment creation and poverty alleviation

About The International Trade Centre (ITC)

ITC's goals

- Strengthen the integration of the business sector of developing countries and economies in transition into the global economy
- Improve the performance of trade and investment support institutions for the benefit of SMEs
- Improve the international competitiveness of SMEs

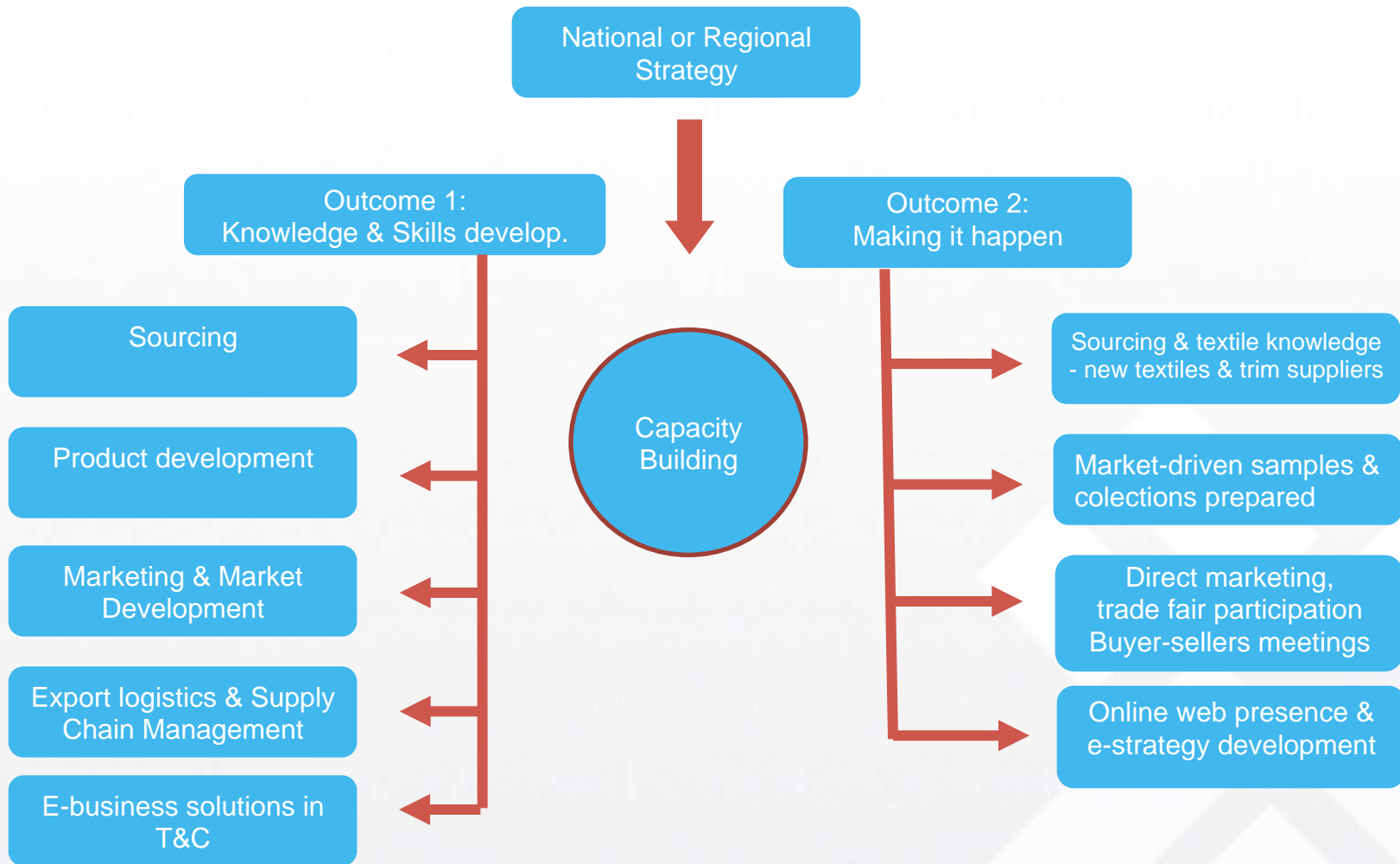
About SMEs globally

- Majority of SMEs in the developing world are micro enterprises with fewer than 10 employees
- In most economies, the private sector is split into two segments: Small-often micro / large “missing middle”
- SMEs struggle to gain access to information on export opportunities
- Suffer from lack of funding for working capital and investment needs
- Due to small sizes, SMEs have limited political bargaining power
- Lack of integration into the global value chain

ITC's Work in the Cotton, Textiles and Clothing sectors

- Development of regional and national sector strategies
- Promotion of African cotton in the world market: Benin, Burkina Faso, Cameroon, Chad, Cote d'Ivoire, Mali, Senegal, Togo, Tanzania
- Value addition to cotton: Cote d'Ivoire & Zambia
- Facilitating investment promotion: Ethiopia, Kenya, Tanzania, Uganda –promotion (New project)
- Improving the competitiveness of the T&C Value Chain: Tunisia
- Pashmina Enhancement and Trade Support: Nepal
- Market diversification, support to SMEs and Trade Support Institutions: Kyrgyzstan and Tajikistan

ITC's Results-oriented Technical Assistance Approach for the Cotton to Clothing value chain



Market Requirements

Clothing Value Chain

SC Service Offering

Value Chain Analysis and Market-oriented Sector Strategy Development

Applying e-applications in the T&C Sector

Understanding Markets & Buyer Requirements

Penetrating Foreign Markets

Providing Product & Design Development Services

Increase of productivity & cost reductions

Developing Fabric Sourcing Skills to become "Full-Package" Suppliers

Market Penetration & Marketing

Outbound Logistics
Customs-GSP/Quota
Export Clearance

Design & Product Development

From product sketch to Sample development

Manufacturing

Inbound Logistics
Customs,
Import Clearance

Sourcing

Trade Opportunity
Market Knowledge in
Emerging Markets

Export-marketing:
Buyer-seller meets
Trade fair participation

Training Courses:
Product &
Design
Development

Designer Network

On a reactive basis:
Productivity increase
line management, etc.

Material Sourcing:
Publication
Training Course
Mill Evaluation

"THE SHAPE* FOR THE Clothing Industry

Get Connected: Publication Guidebook and Training Course



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EXPORT FOR

Fashion Design and Designers in Africa

- An evolving industry: – from customized/ unique clothing to a retail setup
- Some degree of understanding of the fashion industry as a business - Absence of business plan
- Gaps in training and skill needs of the industry
- Constraints in institutional support and access to financial support
- Constraints on how to respond to buyers requirements (seasonality, cost, quality, volume, delivery etc.)

Fashion Design and Designers in Africa

- Limited understanding of the opportunities across the value chain: For example

- Textile design
- Printing
- Illustration
- Marketing/merchandising
- Promotion
- Sourcing
- etc.....



- General approach -The “designer” does it all

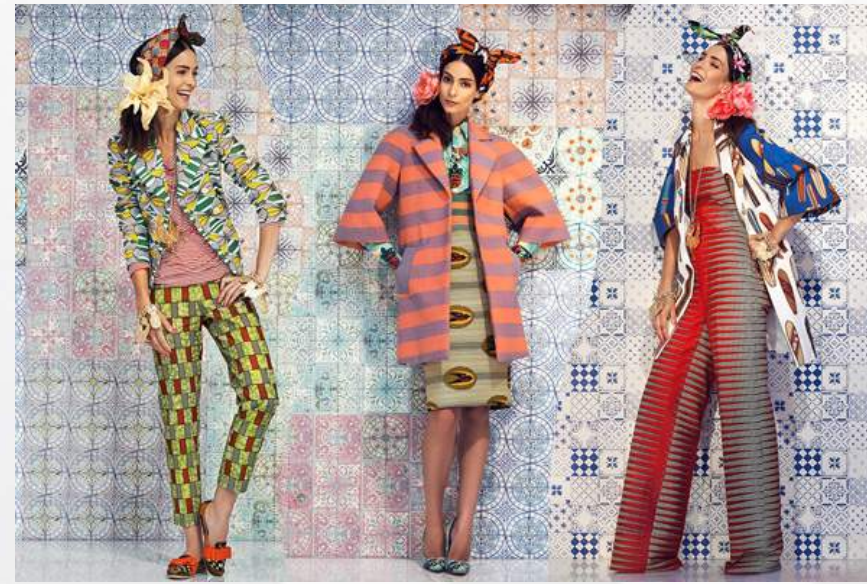
Challenges faced

- Most fabric mills have a minimum order criteria which is limiting to small scale producers/designers
- Suppliers in general cater to larger industries
- Access to production facilities
- Suppliers do not understand the buying potentials of SMEs
- Limited access to information, such as trends, buyers, market data etc.



Opportunities for African Fashion, Home & Accessories

- Access to untapped regional market for fashion/home/accessories
- Integration in the International value chain – by addressing aspects of competitiveness
- Work with national and regional institution to develop the skill sets the industry requires
- Brand building - AFRICA as a fashion hub (Origin Africa)



Opportunities to fuel Social and Economic changes

SMEs tend to employ more vulnerable groups within a society:

- Contribute to job creation
- Empower women, youth and the poor
- Increase human capital
- Young designer entrepreneurs and boutiques gain a foothold in markets dominated by big brands
- Artisans gain access to high quality design and creativity from across the world
- Customers stand to gain from the interplay of unique skills and creativity



THANK YOU

For more information:
www.intracen.org/cottontoclothing



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FOR GOOD