



Celebrating the spirit, style & innovation of modern Africa

What is Origin Africa?

Origin Africa is an ongoing campaign and initiative dedicated to improving African trade. Comprised of producers, designers, small businesses, exporters, buyers and retailers, we are working to develop, guide and promote African trade in cotton/textiles/apparel, home décor, fashion accessories and design.

Many educated, talented and skilled African designers and entrepreneurs are quickly and indelibly creating change in their countries. Origin Africa matches their enthusiasm with experienced industry leaders to facilitate, coordinate and advance "trade, not aid" efforts while Origin Africa events continue to attract and invite the most innovative minds to attend.

What do we want to achieve?

- **Put Africa on the map** as a preferred sourcing continent, and demonstrate to international buyers and industry leaders that **creativity and innovation** are an integral part of Africa's future
- **Raise awareness** about Africa as a place to do business and as a sourcing destination for International companies
- **Change perceptions about doing business in Africa**, targeting a global audience of buyers, business leaders, and designers

How do we work?

Origin Africa is a powerful trend in social entrepreneurship and empowerment, coupled with the recognition of Africa as the **new frontier** for business. Origin Africa translates into profitable, sustainable and mutually beneficial long-term relationships. The Origin Africa awareness campaign is aimed at changing perceptions about doing business in Africa through such efforts as:

- The Friends of Africa Apparel Board of Advisors - a cross section of leaders in the U.S. apparel industry who are contributing knowledge and expertise to guide Africa through its growth as a global sourcing destination
- Buyer missions - a series of customized/targeted introductory visits of motivated companies seeking to source from Africa
- New talent - an emerging network of designers, small businesses, manufacturers, and buyers who are building the value chain and leading the way in African trade
- Africa-focused advocacy and cause marketing outreach