



AfriTrade Consulting Group and Trade and Fairs East Africa Announce Strategic Partnership for Africa Sourcing and Fashion Week Nairobi 2025

PRESS RELEASE

Nairobi, Kenya - 10th February 2025: AfriTrade Consulting Group and Trade and Fairs East Africa Ltd. (TFEA) are pleased to announce a strategic partnership for Africa Sourcing and Fashion Week (ASFW) Nairobi 2025, set to take place from April 24-26, 2025, at The Sarit Expo Centre in Nairobi, Kenya.

This collaboration brings together AfriTrade's expertise in trade facilitation, policy advisory, and value chain development with TFEA's track record in curating world-class trade fairs and industry events. The goal is to unlock new opportunities for Africa's textile and leather industries, drive sustainable growth, and position Nairobi as a regional hub for sourcing and fashion innovation.

ASFW Nairobi 2025 comes at a pivotal moment for Africa's textile and leather industries. With Kenya in the final stages of developing its Cotton, Textile, and Apparel (CTA) Policy and Strategy, this event brings together manufacturers, designers, exporters, and policymakers, thus, providing a platform to bridge industry players with policymakers, investors, and international buyers. Some of the critical discussions that the participants will engage in include sustainability, value addition, and intra-African trade under the African Continental Free Trade Area (AfCFTA).

Speaking on the partnership, Dr. Caroline Saroni, Executive Director of AfriTrade Consulting Group, said:

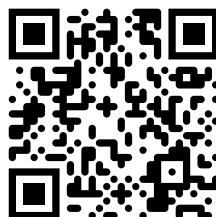
„As the lead consultants spearheading the development of Kenya's National Cotton, Textile, and Apparel Policy and Strategy, we recognize that policy alone is not enough. To drive real transformation, we must complement policy with strategic interventions, investment, and platforms that connect the entire value chain. ASFW Nairobi presents a unique opportunity to align government's policy efforts with industry needs, investment opportunities, and global market trends.”

Mr. Skander Negasi, CEO, Trade and Fairs Group, added:

„We are delighted to welcome AfriTrade Consulting Group as a partner for ASFW Nairobi 2025. Their deep engagement in trade facilitation, policy advisory, and industry development aligns perfectly with our vision to position ASFW as a catalyst for Africa's fashion, sourcing, and textile transformation. Nairobi is emerging as a key player in this space, and this partnership will enhance the event's impact and reach.”

ASFW Nairobi 2025 is backed by key industry partners, including the Ministry of Investments, Trade, and Industry (State Department for Industry), KEPROBA, Africa Leather and Leather Products Institute (ALLPI), EPZA Kenya, and the Leather Apex Society of Kenya.

For more information or to participate in ASFW Nairobi 2025, visit www.asfw-nairobi.com





About AfriTrade Consulting Group

AfriTrade Consulting Group is a leading trade and investment advisory firm dedicated to advancing policy development, trade facilitation, and value chain transformation across Africa. AfriTrade is the official consultant for the Government of Kenya on the Cotton, Textile, and Apparel (CTA) Policy and Strategy, working to revitalize the industry and align it with global trade opportunities. Through strategic partnerships and data-driven insights, AfriTrade supports businesses, governments, and investors in unlocking Africa's trade potential.

For media inquiries: info@afritradegroup.com

About Trade and Fairs East Africa Ltd. (TFEA) & ASFW Nairobi

Trade and Fairs East Africa Ltd. (A company of Trade and Fairs Group) is a premier event organizer specializing in trade fairs, exhibitions, and business networking platforms across Africa. Africa Sourcing and Fashion Week (ASFW)—formerly known as East Africa Textile & Leather Week (EATLW)— is the continent's largest trade show dedicated to textiles, leather, and fashion. With a decade-long presence in Addis Ababa, ASFW is now expanding its reach to Nairobi, connecting global buyers, manufacturers, and industry leaders, and promoting investment and innovation in Africa's fashion ecosystem.

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