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FOR IMMEDIATE RELEASE

AFRICA SOURCING AND FASHION WEEK (ASFW) NAIROBI 2025 CONCLUDES WITH STRONG INTERNATIONAL TURNOUT AND GROWING INDUSTRY IMPACT

Africa Sourcing and Fashion Week (ASFW) Nairobi 2025 has officially wrapped up after three impactful days of business and international collaboration. This year's edition welcomed **3,035 visitors from 55 countries** and hosted **155 exhibitors from 22 countries**, reflecting the growing global importance of East Africa's textile, leather, and fashion industries.

In his remarks, **Skander Negasi**, CEO of Trade and Fairs Group and organizer of ASFW, expressed his optimism:

"I am not only proud of having exhibitors from over 20 countries and the overall growth of the event, but even more about the international quality of attendance we have this year. We saw important brands and chains such as Sainsbury's, Calvin Klein, and many others present, which makes me even more confident that ASFW Nairobi will continue to grow stronger in the years ahead."

Representing the Kenyan government, **Dr. Juma Mukhwana**, Principal Secretary at the State Department for Industry, reaffirmed official support:

"ASFW and its organizers have the full support of the Ministry. The event brings real value to the country by creating jobs, promoting investment, and putting Kenya firmly on the international market."

Speaking on the importance of skills development, **Dr. Esther Muoria**, Principal Secretary at the State Department for Technical, Vocational Education and Training (TVET), added:

"We must increase training opportunities for our young people to ensure they are highly skilled and competitive in the job market. ASFW is a great platform that brings together the relevant parties to make this vision a reality."

Richard Davies (Deputy Director of Gatsby Africa) (**Cennydd Williams** (Advisor to Gatsby Africa), official partner of ASFW Nairobi 2025, also emphasized the strength of this year's edition:

"Our aspiration for this partnership was to make ASFW the leading sourcing platform within the continent for textiles and leather industries. I am happy to see the level of engagement from buyers & investors, and the quality of attendance this year — it is tangibly better than last year."

Key International Partnerships Strengthen ASFW Nairobi 2025

As part of the **European Union (EU)-funded EU–East African Community (EAC) MARKUP II programme**, the **International Trade Centre (ITC)** facilitated the participation of a regional delegation of **17 leather businesses** specializing in footwear and accessories from Tanzania, Kenya, Uganda, and South Sudan. The delegation also included several business support organizations (BSOs) and key institutional partners.

This initiative created new avenues for business development and provided international exposure for the participating companies.

In addition, **ITC, the African Leather and Leather Products Institute (ALLPI)** also sponsored **eight leather companies** to exhibit at ASFW, highlighting the strength and creativity within the region's leather industry. The **Ethiopian and Turkish government** presented country pavilions with high-end garment for the African and International Market.

With such strong attendance, engagement, and international participation, ASFW Nairobi continues to cement its position as East and Central Africa's leading sourcing platform for the textile, apparel, and leather sectors.

THE NEW DATES OF ASFW 2026 WILL BE 30 APRIL – 2 MAY 2026.

ABOUT AFRICA SOURCING & FASHION WEEK NAIROBI (ASFW)

AFRICA SOURCING AND FASHION WEEK NAIROBI stands as East and Central Africa's premier gathering for fashion, sustainability, and innovation. This dynamic event brings together prominent international buyers, investors, brands, and retail leaders alongside Africa's forefront fashion and manufacturing sector to engage in insightful discussions about sourcing strategies. ASFW Nairobi is an essential and a must-attend occasion for the global cotton, textile, and garment industry, providing a platform to deliberate present challenges, explore solutions, and envision future prospects within the African landscape.

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