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# ASFW

NAIROBI

30 APRIL  
- 2 MAY 2026

Sarit Expo Centre  
Nairobi, Kenya

**AFRICA'S BIGGEST EXPO**  
**for Sourcing of Textile,**  
**Apparel, Leather**  
**and Fashion Industry**



# AFRICA'S TEXTILE AND LEATHER INDUSTRY: A GROWING FORCE IN GLOBAL TRADE



Africa's textile and leather industries are gaining increasing global attention, with the continent positioned to become a major sourcing hub for the fashion and lifestyle sector. Home to over 1.4 billion people, a young and growing workforce, and vast raw material resources, including cotton, hides, and skins, Africa holds immense potential for investment, innovation, and production.

The textile, apparel, and leather value chains across the continent support millions of livelihoods and contribute significantly to export revenues in countries such as Ethiopia, Kenya, Egypt, Senegal and South Africa to just name a few. As sustainable sourcing, regional integration, and trade facilitation through the African Continental Free Trade Area (AfCFTA) gains momentum, Africa is emerging not as a market of the future, but as a vibrant and active player in today's global trade landscape.

## KENYA – A STRATEGIC HUB FOR TEXTILE AND LEATHER VALUE CHAINS

**Kenya continues to lead the East African region in textile and leather manufacturing, trade facilitation, and fashion innovation.** Supported by strong government policy and infrastructure, including Special Economic Zones (SEZs), export processing zones (EPZs), and modern industrial parks, Kenya is positioning itself as the regional anchor for sustainable sourcing and value addition.

Kenya's growing domestic fashion industry, rising middle class, and strategic access to regional and global markets have positioned it as a leading exporter, with apparel exports under AGOA reaching over USD 500 million in 2023. The country is also home to one of East Africa's most diverse leather sectors, covering the full spectrum from raw material processing to high-quality finished goods. **ASFW NAIROBI** serves as a direct gateway into this thriving market and the broader EAC region.

## COTTON MADE IN AFRICA – PRESENTED AT ASFW NAIROBI

**In a special feature at ASFW Nairobi 2026, the special area with Cotton made in Africa will be presented to buyers, brands, and producers.** Cotton production supports more than one million smallholder farmers across Sub-Saharan Africa and promotes sustainable, socially responsible cotton cultivation.

This spotlight aligns with ASFW's mission to promote ethical sourcing, regional transformation, and long-term partnership-building



## HIGH-END LEATHER: AFRICA'S LUXURY POTENTIAL

**Africa's leather industry is fast becoming a source of premium, high-end finished leather goods.** At ASFW NAIROBI 2026, visitors will discover a curated selection of African brands crafting world-class shoes, bags, accessories, and garments using ethically sourced leather and innovative design.

Countries like Ethiopia, Kenya, Tanzania, Sudan and Uganda are increasingly investing in tannery technology, design training, and export competitiveness, propelling African leather onto the global luxury scene. Through platforms like ASFW and the support of institutions such as Africa Leather and Leather Products Institute (ALLPI) and International Trade Centre (ITC), the sector is gaining visibility, value addition, and international recognition.





## ASFW NAIROBI – A HOME FOR INTERNATIONAL BRANDS AND DEPARTMENT STORES

As the gateway to East and Central Africa's sourcing ecosystem, ASFW Nairobi has become a must attend for international brands, department stores, and sourcing houses. Buyers from Europe, the Middle East, and Asia attend the show each year to meet trusted manufacturers and discover unique African products with global appeal.

The 2025 edition hosted trade visitors from over 55 countries and over 150 exhibitors, including companies from Turkey, Italy, Germany, India, Bangladesh, and across the African continent. ASFW Nairobi 2026 will expand this reach even further by offering curated matchmaking, B2B meetings, and buyer programs for retail chains, fashion labels, and lifestyle brands seeking to diversify their supplier base and tap into Africa's emerging manufacturing power.

## RUNWAY KENYA – MEGA BRANDS SHOWCASE

ASFW Nairobi isn't just a trade show, it is also where fashion takes the stage. Runway Kenya, the show's official fashion series, brings together leading designer houses and emerging talents from across Africa and beyond.

Runway Kenya is a curated, high-impact production that showcases the breadth and creativity of African design, from tailored menswear to high fashion, sportswear and ethical leather accessories.

With dedicated showcases for textiles, leather, and sustainability-themed fashion, the runway is both a creative statement and a commercial launch for brands ready to scale the international market.



SCAN QR-CODE FOR ALL  
FACTS & FIGURES OR VISIT  
[asfw-nairobi.com/facts-figures-2025](https://asfw-nairobi.com/facts-figures-2025)



## FACTS & FIGURES 2025

### EXHIBITORS

**155**

exhibitors

from

**22**

countries

### TRADE VISITORS

**3025**

trade  
visitors

from

**55**

countries

### CONFERENCE

**50**

expert  
speakers

**823**

attendees

**PERSONAL  
B2B MEETINGS**  
(in a pre-organized  
schedule)

**20**

high-level  
brands

met  
with

**52**

exhibitors

### INTEREST OF VISIT

(multiple choice)



**42%**

Cotton / Yarn / Fabric



**35%**

Technology



**34%**

Accessories



**25%**

Garment



**22%**

Leather

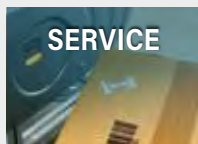
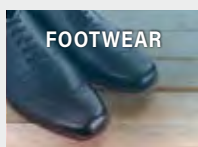
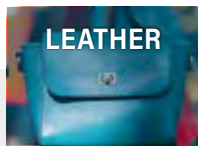
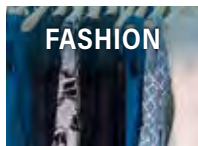
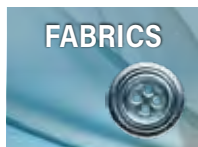


**12%**

Home Décor



## PRODUCT GROUPS:



## ORGANIZERS:

**TF\*EA**

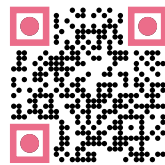
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## SUPPORTING PARTNERS:

