

# EAL

East Africa for

*Leather & Textile Expo*

**4-7 December, 2017**

**(KICC) Kenyatta International Convention Center**

**Nairobi, Kenya**

**3<sup>rd</sup>**



Official Partners





# About Kenya

Kenya's leather production consists mainly 89- percent of semi-processed tanned "wet blue" and some crust leather. The remaining production consists of finished leather- 2 percent, leather footwear and handbags, travel ware, and other leather products -4 percent, and raw hides and skins -5 percent.

Today, Kenya's demand for shoes is at 38million pairs a year but local producers manufacture less than 4million units per year. With demand outstripping supply, Kenya imports 85% of the units and is the second-largest importer of footwear and leather products in Africa after Egypt. Kenya's abundance of livestock is a natural strength for the sector. The country has 17.5million cattle, 17.1 million sheep, 27.7million goats and 3million camels according to Kenya Leather Development Council (KLDC) making it a lucrative investment Hub in the sector. In addition, Kenya has successfully began processing leather from skins of Nile perch, ostriches and farmed crocodiles, according to the Kenya Industrial Research and Development Institute (KIRDI).

The growth of the leather industry will positively impact on rural development, employment and wealth creation of the country and its neighbors.

However, optimal growth depends on value addition which, until recently, has been minimal. Most of Kenya's exports have been in the form of unprocessed, raw hides and skins. Of Kenya's current exports,

95% are semi-finished leather known as wet blue, denying the country the opportunity to earn better returns.

*www.ealtex.com*



# *East African Leather & Textile Expo (EAL) 2017*

Africa's International Leather and ready-made garments Fair, in its third session demonstrates Africa's ability to be a worldwide recognized leather, leather products and read- made garments supplier. Exhibitors will display quality products matching the international needs and standards.

East African Leather & Textile Expo (EAL) 2017 is your opportunity to study a wide range of tanneries, leather products, and ready-made garments and explore the recent technological advancements within the industry.

Feeding industries will be present in this year's show where a variety of machinery, accessories, tanning and component companies will be exhibiting their most innovative products.

Factory visits will be organized to enhance the assessment of all involved technicalities used and further clarify the factories vision.

## **Your Host:**

The East Africa Lather and Textile Expo is organized by ikapamedia East Africa based in Kenya in Partnership with Links Fairs based in Cairo, Egypt supported by the Ministry of Industry, Kenya Leather development Council, Kenya Investment Authority, Export Processing Zone Authority, Kenya Association of Manufacturers, Kenya National Chamber of Commerce and Industry among other important industry stakeholders in the region. Kenya will host more than 100 professional African manufacturer, varying between Leather goods, garments, tanners, and feeding industries such as tanning chemicals, leather machines, and manufacturing accessories. Over 500,000 skilled African workers, experienced workmanship, and trained certified graduates from technical schools represent the progressing industry in Africa . Quality products at affordable prices. A predominantly skilled labor force and conformity to international standards. Preferential trade agreements. Proximity to target markets.



# Introduction of East African Leather & Textile Expo (EAL) 2017

East Africa Leather & Textile Expo (EAL) 2017 is the premiere trade fair and an ideal platform for Leather, Leather Products and Ready-made Garments markets as well as a meeting place for technology, components & accessories machineries and chemicals suppliers and buyers from East Africa and beyond. The East Africa Leather and Textile Expo 2017 will have special focus on Made in Kenya Products with Kenyan Pavilion showcasing Opportunities for Investment in the sectors- Industrial Leather Park being the focal point, raw materials and finished products, tanneries and research and Technology institutes in the sectors. The East Africa Leather and Textile Expo is a growing sector specific expo that has been built from regional, National to this year's East Africa with an aim of making it Africa's premiere Platform for Market leaders and Players in the Leather sector Kenya being the hub of the Show Objectives of EAL expo. The main objective of the Expo is Creation of business linkages and scaling up of East African leather and Garments industries to the Global market.

- To provide practical exposure of African entrepreneurs in the industry to techniques of doing business with global partners.

- To enhance exports through business contacts between African sellers of leather products. /Garments and buyers from around the world and connecting the continent's industry into the global market network.
  - To create global market opportunities for Africa's upstream leather goods/Garments and enhance the continent's benefits in exporting value added consumer goods.
  - To increase competitiveness of the East African leather and Textile industry by bringing important players in the value chain together to a common platform where they forge the principle of working together in a Pan African Competitiveness context.
  - To Show case investment opportunities in the leather sector in East Africa and build the image of the industry as credible Platform for the industry players by initiating fashion shows in the leather wears.
  - To encourage and promote micro and small enterprises, clusters, women participation by providing market linkages
- To improve performance and growth of the leather and ready readymade garments industry in the region.

## *Regional Snapshot*

In spite of challenges, Kenya has a better chance to become regional leather hub, and benefit from the \$78 billion from global leather market over its neighbors, simply because its neighbors face greater challenges.

Tanzania is better positioned since in terms of hides and skin it ranks second in the region after Ethiopia and third in Africa. But more than 50,000 pieces of hides are smuggled out of Tanzania every month, and nearly all its tanneries have shelved production due to insufficient raw materials, denying the government about \$264,000 in export levies. Uganda too has attempted to corral its leather industry.

Of the 25 million pairs of shoes that Uganda buys, only one million are produced locally and it is actively courting investors from India – the second-largest leather exporter globally. It has also increased its tanneries from five to seven, and introduced a 20% export levy to protect the industry. Formal international trade in leather and leather goods is estimated at over US\$ 70 billion a year and the market is far from saturated. In the next decade, it is projected that the demand for leather raw materials (hides) and finished products may exceed supply – making the leather industry one of the most lucrative business sectors in the years to come. Abundance of livestock represents a natural strength for the sector, as leather is a by-product of the meat industry. Africa has about 15 per cent of the world's cattle population, a percentage that grew by about a quarter over the last decade, overtaking the global trend. Similarly, Africa possesses about 25 per cent of the world's sheep and goat population. This puts Africa at the centre of the booming leather industry as a key supplier of hides and raw materials to the growing global industry of leather and leather goods.

# Exhibitors Profile

## Leather goods & shoes :

- Women's Shoes
- Children's Shoes
- Shoes and slipper
- health shoes
- tanned leather
- Wallets
- leather bags
- leather belts
- gifts and advertising products.
- Men's Shoes
- Sports Shoes
- protection Shoes

## Ready Made Garments :

- Men Classic Wear
- Men Home Wear
- Women Classic Wear
- Women Home wear
- Baby Garments
- Suits
- Underwear and Lingerie
- Sportswear
- Uniforms
- Jeans



Machinery  
Accessories

# Visitors Profile

## Type of Activity:

- Manufacturer
- Importer
- Retailer
- Wholesaler
- Mail Order
- Chain Stores
- Department Store
- Other please specify:



# EAL Expo 2017 Programme Overview

Day/Date	Activity
Day 1	Event Opening Ceremony and launch of Kenya's Leather industrial Park, Presentations by partners and Key stakeholders in the Sector ,B2B meetings and Exhibition, Announcement of EAL 2017
Day 2	Presentations by stakeholders, B2B meetings, Round table meetings and Exhibitions
Day 3	Presentations, Exhibition, B2B meetings, Sale of products Company and Factory visits
Day 4	presentations, Exhibition, B2B meetings grand sale, Gala dinner Fashion Show- Trendy and fashion show by fashion companies End of Expo 2017

## Participation Cost

### Space Only

Please note space only exhibitors should order seperat power/electricity connection for thier stan area

350 \$ per sqm.(Minimum of 24 Sqm.)

### Basic Packedge

- Rear and walls (white Octanorm panel) • Fascia Name in English • carpet • One table
- 3 chairs • 3 spotlights • Wi-Fi • Security • Cleaning

420 \$ per sqm.(Minimum of 24 Sqm.)

### Link Fairs



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4-7 December, 2017  
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