

ATF

12th International Apparel, Textile, Footwear & Machinery Trade Exhibition

2010

South Africa

24 – 26 November 2010

Cape Town International Convention Centre, South Africa

Times: 10h00 – 17h00 Wednesday & Thursday

10h00 – 16h00 Friday

ATF is South Africa's only sourcing show for the clothing, textile & footwear industries. The main objective of the event is to offer manufacturers, suppliers & service providers in these industries a truly effective opportunity to reinforce business with South African buyers, establish new contacts in Africa & to explore various other global trade opportunities.

ATF attracts just over 3 300 trade professionals each year & more than 120 exhibitors from over 10 countries will once again be represented at this highly focused event.

Cape Town is the 'Retail Head Quarter' of these industries thus the reason for the show taking place in the mother city. ATF will once again take place at the fabulous Cape Town International Convention Centre, which is conveniently situated close to a number of clothing & textile factories. The venue is located within minutes of the world famous Victoria & Alfred Waterfront which features a multitude of entertainment, dining & leisure facilities.

ATF is more than a serious business exhibition ... it's an event filled with loads of activities, @ show product launches, exhibitor cocktail functions & the buyer / seller networking function.

It will all be there, at one time, under one roof ... so be there & be seen!

SPECIAL EXHIBITION FOCUS

'BUYER FOCUS' VIP CAMPAIGN

To attract even more quality people to your stand, we encourage you to Participate in the 'Buyer Focus' VIP campaign. We implement a very focused marketing drive to the top 50 buyers or trade professionals you would like to see at the show

- We send them an invite on your behalf to attend the Networking Function - an exciting highlight whereby VIP's & all exhibitors' top buyers are invited to mingle with the trade whilst snacking on delicious delicacies
- We phone each of your VIP's a week prior to the show to remind them to attend your stand
- A VIP badge will be ready for them on arrival at the registration desk



THE EXHIBITORS

WHY EXHIBIT?

- ATF is a strictly trade only expo designed specifically for our exhibitors to meet with serious trade buyers & other important industry professionals
- It is an excellent platform to strengthen & enhance business contacts with your local customers
- Use ATF to build brand/company awareness. Your company will receive the widest exposure in the shortest time span. No other medium will give you the chance to make contact with a number of good quality trade buyers over a 3 day period
- The successful concept of running industry related product sectors side by side, affords buyers the broadest possible comparative selection in a closed compact environment, making it attractive for them to visit
- Wave your flag! It is important for the industry to know that you are out there and still open for business

THE EXHIBITORS

Manufacturers, Suppliers & Services Providers of

- Menswear, Womenswear & Childrenswear
- Clothing Textiles, Home Fabrics & Made-Ups
- Footwear, Bags, Belts, Leather Garments & Accessories
- Interlinings, Trims & Fasteners, Thread & Yarn
- IT solutions & CAD Systems
- Machinery, Auxiliaries, Components & Chemicals
- Training, Education, Consulting & Inspection Services
- Display Products, Labels & Printing
- Media, Associations & Fashion & Export Councils



EXHIBITOR PACKAGE

We have designed a value exhibition package to ensure our exhibitors benefit for just a one-off cost.

The exhibition package includes the following per 9m2/12m2 stand:

- Carpeted floorspace
- White scheme walls
- Fascia board with 1 company name
- 1 table, 2 chairs & 3 spotlights
- Daily carpet cleaning
- Participation in the 'Buyer Focus' VIP campaign
- Product awareness publicity campaign
- An entry in the show catalogue which will be handed out to all visitors at the show
- A contact pad to capture visitor details
- Invitation to the Networking Cocktail Function – an exciting highlight whereby VIP's & all exhibitors' top buyers are invited to mingle with the trade whilst snacking on delicious delicacies. A perfect opportunity for your company to introduce yourself to important buyers



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THE VISITORS

WHO VISITS?

- We invite all the buyers, merchandisers, sourcing heads & owners from all the large chain stores, independent retailers & boutiques
- We also invite production/factory managers, technologists and other important technical staff from all clothing, textile, footwear & leather manufacturers
- In addition to this, we invite importers, wholesalers, agents & distributors from sub-Saharan Africa
- We distribute 20 000 visitor invites to the entire trade
- We encourage intra-Africa trade. This year, we are promoting ATF extensively in over 30 sub-Saharan African countries. The SADC region alone comprises of 140 million people - creating a huge potential market close to South Africa

THE VISITORS

The exhibition is supported by a professional, fully integrated marketing campaign designed to attract the right profile of trade Visitors & professionals including -

- Trade Buyers, Sourcing Heads, Merchandisers, Designers, Technologists & Planners from all the large retail chain stores
- Owners & Buyers from independent retailers including fashion boutiques, footwear & leather stores, lingerie shops, kiddies stores, fabric & home decor stores, haberdashery shops, sports retailers
- CEO's, Managing Directors, Fabric & Trim Buyers, Production & Factory Managers, Dye House Managers from clothing, textile & footwear manufacturers
- Importers, Agents & Distributors from Africa & abroad
- Other important industry professionals

BUYER COMMENTS

'A very good event to give exposure to those who do not get the opportunity to visit overseas shows'

PEP, South Africa

'A necessary platform for local businesses to showcase and sell from'

TRUWORTHS, South Africa

'Our Business Unit lead a delegation of ten business buyers from Cameroon to visit the fair. We made good contacts at the show'

ICMU, Cameroon

'We were impressed that everything was so well organised. We found a couple of new suppliers and were able to start discussions for orders'

CAPE UNION MART, South Africa

'I would like to thank you for organising the pre-registration at the show. Entry was quick & efficient. I enjoyed the show, the layout and presentations were all good and there was some very exciting equipment in the way of big machinery',

OGGI ACTIVEWEAR, South Africa

'Thank you for the visitor invite. I made wonderful contacts at the show',

UPPER TOWN HOME DÉCOR, South Africa

'We are an institutional supplier in the USA and attended the show to explore investment opportunities in the manufacturing sectors. We also wanted to make contact with clothing & textile exporters that joined the AGOA trade agreement',

BOB BARKER, USA

'I am an agent & would like to source products which I can import to Australia',

LES BELLES DAMES, Australia

