

# Why Trade Shows?

Trade shows help companies -

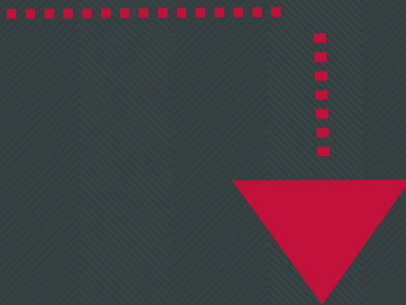
-  Showcase their products and services
-  Meet prospective buyers and clients
-  Discover market trends and opportunities

**10,000**  
# of trade shows held each year in the U.S.



## The USAID East Africa Trade and Investment Hub's approach

The Hub supports trade shows to help East African exporters build business linkages with the U.S. and other international markets. The Hub also looks to raise the profile of African companies and promote sub-Saharan Africa as a sourcing destination for U.S. apparel needs. To build on trade show momentum and linkages made, the Hub organizes follow up buyers missions to sub-Saharan countries. This is often where contracts are signed.



**Build business linkages**

**Promote sub-Saharan Africa as a sourcing destination**



**Trade Shows**

...



**Buyers Missions**

.....



**Forward Contracts**

# It's working



## The Hub is changing perceptions about doing business in Africa

*Through East Africa Trade and Investment Hub assistance,*

- ★ **U.S. companies are discovering duty-free sourcing destinations in East Africa**
- ★ **Companies from AGOA-eligible East African countries are connecting with the U.S. market**

Global clothing retailer PVH (Phillips-Van Heusen), which manages brands such as, Calvin Klein, Tommy Hilfiger, and IZOD, recently established its Africa Sourcing Hub in Nairobi, Kenya. The corporate decision recognizes East Africa's importance as a sourcing base for the continent as well as a potential investment destination by vendors within its supply chain. The Hub first met PVH at the Interstoff Asia trade show in Hong Kong in 2012, where it also delivered a workshop on the African Growth and Opportunity Act (AGOA) and sourcing from Africa. Since 2012, USAID, the U.S. inter-agencies, and the Hub have actively engaged with PVH regarding sourcing and investment in East Africa.



In November 2014, AGOA-export company Mombasa Apparel added 3,000 new Kenyan jobs with the launch of a fourth factory.

The Hub helped create the demand for more investment in factories by introducing six U.S. apparel buyers to Mombasa Apparel. Mombasa Apparel plans to employ 14,000 Kenyans in the coastal region by the end of 2015, positively impacting the livelihoods of nearly 100,000 Kenyans.



***I would like to thank you for your invitation at Sourcing at Magic. This was a very good experience for our company. We were able to have a first contact with the US market and meet some customers very interested in our products. We are currently in discussions with a major distributor in the beach accessories field. I could feel the dynamism of the US market but also its requirements. It's a great challenge, very motivating and exciting.***

Jean-Marie Parthenay. General Manager, Kaloes. Madagascar

The USAID East Africa Trade and Investment Hub

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