



# ATF

trade exhibition

**17th International Apparel, Textile & Footwear Import Trade Exhibition, 24 – 26 November 2015, Cape Town International Convention Centre, South Africa**

## **Join South Africa's only import sourcing show for the clothing, textile, footwear and fashion accessory industries.**

The main objective of ATF is to offer foreign manufacturers as well as local importers and service providers in these industries an opportunity to make contact with Southern African buyers from the large chain stores, independent retailers, mini chains, boutiques, distributors, agents and other important industry decision makers. More than 120 exhibitors from over 10 countries will once again be represented at this highly focused trade event.

## **VIP Buyer Invitation Campaign ... It's time for High Tea!**

To attract even more quality people to the show, we encourage exhibitors to participate in the complimentary VIP Buyer Invitation campaign. We will invite your top 100 customers or prospects on your behalf to come and enjoy a tasty high tea in the VIP Buyer Lounge in the Hall during ATF. We will also email each person a week prior to the show to remind them to visit your stand.

## **The Venue**

ATF will once again take place at the world class Cape Town International Convention Centre. The venue is centrally located and within minutes of the popular Victoria & Alfred Waterfront which features a multitude of entertainment, dining and leisure facilities. More than 95% of South Africa's Chain Store Buying Head Offices are based in Cape Town which has been voted the most popular tourist destination in Africa. Cape Town hosts over 20 of South Africa's national chain stores, upwards of 30 mini and regional chains, and many independent retailers and importers.

## **Why Exhibit?**

ATF is a strictly trade only exhibition designed specifically for our exhibitors to meet with trade buyers and other important industry professionals. It provides a platform to

- **Network and make contact with new potential buyers**
- **Re-inforce business with existing customers**
- **Meet local agents and buyers looking for new suppliers**
- **Explore business opportunities in Southern Africa**
- **Research and compare pricing during the event**

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.







**Visit the Show Website at  
[www.atfexpo.co.za](http://www.atfexpo.co.za) for more information.**

## The Visitors

The exhibition is supported by a professional, fully integrated marketing campaign designed to attract the right profile of trade visitors and professionals including:

**Chain Stores** – Sourcing Heads, Buyers, Merchandisers, Technologists  
**Independent Retailers, Fashion Boutiques, Mini-Chains, Sports Retailers** - Owners, Buyers, Merchandisers, Designers  
**Manufacturers** - CEO's, Managing Directors, Fabric and Trim Buyers, Production/Factory Managers  
**Agents, Distributors and Wholesalers**

## The Exhibitors

**International manufacturers and local importers of**

- Menswear, womenswear and childrenswear
- Footwear, bags, belts, leather garments and leather accessories
- Clothing textiles, interlinings, trims, thread and yarn
- Home fabrics and made-ups
- Fashion jewellery and accessories
- Shawls, scarves and pashminas
- Hosiery, socks, gloves and hats
- IT solutions and inspection services
- Sewing machinery, auxiliaries, fasteners, components and chemicals
- Embroidery, handicrafts, carpets/rugs and jute products
- Service providers to the clothing, textile and footwear industries

## The Organisers

LTE - leaders in trade exhibitions is an accredited, South African based trade show organiser with more than 25 years of experience covering all aspects of the exhibition industry. We are affiliated with a number of professional bodies including the Cape Regional Chamber of Commerce and Industry, SAACI (Southern African Association for the Conference Industry), EXSA (Exhibition Association of Southern Africa), AAXO (Association of African Exhibition Organisers) and Cape Town Fashion Council.

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