



SUCCESS STORY

Africa Pavilion at MAGIC Welcomes VIP

The Africa Pavilion at the MAGIC Apparel Show welcomed a visit by Ambassador Ron Kirk, US Trade Representative



Jean-Pierre Rousseau

Ambassador Ron Kirk, far left, speaks with Francois Guemto, far right and owner of Buetec, an apparel company located in Cameroon, West Africa. Buetec manufactures knitted fabrics, polos, and T-shirts for companies such as Nestle, Total, and Unilever.

The Africa Pavilion at the February 2010 MAGIC Apparel Show hosted fourteen textile and apparel companies. Pavilion exhibitors enjoyed a visit by Ambassador Ron Kirk, US Trade Representative, who commended the work of the three African Trade Hubs in fostering increased exports from the continent.

U.S. Agency for International Development
www.usaid.gov

At the February 2010 MAGIC Apparel Show in Las Vegas, African textile and apparel companies, along with representatives from the three USAID African Trade Hubs, were honored that Ambassador Ron Kirk, United States Trade Representative, visited the Africa Pavilion.

Ambassador Kirk attended the show to encourage industry support for Haitian apparel companies, devastated by the recent earthquake. While there, he took time to meet the numerous international delegations that exhibit at MAGIC. During his visit to the Africa Pavilion, Ambassador Kirk expressed his appreciation for the work of the three African Trade Hubs in building the capacity of African textile and apparel companies and in promoting exports from the continent.

The Africa Pavilion – a collaborative effort supported by the East/Central, Southern, and West Africa Trade Hubs – hosted fourteen African companies to exhibit in the “Sourcing at MAGIC” section of the show. This is the premier trade event in North America for the production and supply side of the apparel industry, where nearly 700 companies and over 40 countries are represented.

The companies that participate in the Africa Pavilion take advantage of the duty-free preferences that the African Growth and Opportunity Act (AGOA) offers for certain products entering the US. The Southern Africa Global Competitiveness Hub, located in Gaborone, Botswana, supported South African-based DinhaTEX to exhibit. Owners Shaun and Caroline Achadinha started DinhaTEX in 1999 and began taking advantage of AGOA as soon as it was passed. They have achieved such success with an AGOA-focused strategy that they recently opened an office in Los Angeles to improve their ability to deliver quality apparel produced in Africa to numerous US buyers.

DinhaTEX orders are manufactured in ultra-modern facilities and ship from Kenya, Botswana, Malawi, Mauritius, Swaziland, Tanzania and Uganda, among other African locations. DinhaTEX offers all types of apparel products, including knitwear, uniforms, denim, and sweaters. Current and previous customers include Wal-Mart, JC Penney, Levi’s, Jones, Sears, K-Mart, Target, Kohl’s, Disney, and Reebok.