



ASFW

AFRICA SOURCING
& FASHION WEEK

DAKAR

**Sustainable
Value Chain
from Cotton
to Fashion**

**26 - 28 March
2026**

Dakar Expo
Center
Dakar,
Senegal



ASFW: A PROMISING JOURNEY OF EXCELLENCE



As Africa's premier event for the textile, leather, fashion industry AFRICA SOURCING AND FASHION WEEK (ASFW) is home in various regions of Africa. With ASFW DAKAR in Senegal, we are proud to host the most prestigious event to serve the West, Central and North African industry.

For the past decade, ASFW has grown and established its dominance as the biggest event in sub-Saharan Africa. With thousands of trade visitors, the event has made a strong impression on both regional and international stakeholders. Its resounding success has set the stage for an exciting and highly anticipated annual gathering of like-minded enthusiasts and stakeholders. ASFW is swiftly becoming synonymous with excellence, creativity, and the very best of African textile and leather industries.

Now, ASFW is welcoming ASFW Dakar into the family, expanding its reach and continuing to promote the immense potential of African textiles and leather.

COTTON AND TEXTILE INDUSTRY IN WEST AFRICA

According to reports from world bank and International Cotton Advisory Committee (ICAC), West Africa has produced around 2.5 to 3 million metric tons of cotton annually, accounting for approximately 20% of Africa's total cotton production. The region's cotton is mainly exported to Europe and Asia. According to International Cotton Advisory Committee (ICAC) the value of cotton exports from West Africa is estimated to be around \$2 billion annually.

The textile industry in West Africa produces around 100 million meters of fabric annually according to report by the International Trade Centre (ITC). Major textile-producing countries include Nigeria, Ghana, and Senegal. The region imports textiles worth approximately \$5 billion annually.

Several West African countries are actively working to develop their textile sectors. Countries like Ghana, Côte d'Ivoire, and Nigeria have initiated programs to boost textile manufacturing, with Nigeria's National Cotton, Textile, and Garment Policy aiming to revitalize the industry through local production incentives.

FASHION INDUSTRY IN WEST AFRICA AND SENEGAL.

The fashion industry in West Africa is a growing sector rooted in a rich cultural heritage. By 2023, Africa's fashion industry had reached approximately \$31 billion in value, according to Euromonitor International, with substantial contributions from West African countries. Looking ahead, projections from McKinsey & Company suggest that the industry could grow to approximately \$39 billion by 2025, driven by an expanding middle class, increased demand for sustainable fashion, and investment in local textile production. This continued growth is expected to boost the region's economic development and global influence in the fashion sector.

SUSTAINABILITY

West Africa is emerging as a hub for sustainable fashion, with many designers prioritizing eco-friendly materials and practices. There's a growing emphasis on quality, ethical production, and the use of local materials such as organic cotton. The region's traditional handwoven textiles, like kente and bogolan (mud cloth), are increasingly featured in designer collections, which helps preserve cultural heritage and supports local artisans. According to Market Research Future, the global sustainable fashion market is projected to reach \$9.81 billion by 2025, creating opportunities for African producers to take a leading role in ethical fashion.

In **Senegal**, the industry is becoming a key economic sector. They are positioning themselves as a fashion hub in Africa, with projections that the market could reach a value of \$64.75 million by 2027.



ELEGANCE RUNAWAY DAKAR – AFRICAN DESIGNERS TAKING CENTER STAGE

ASFW proudly hosts a renowned „Elegance Runway Dakar“ segment, exclusively dedicated to African designers ready to make their mark on the global fashion stage. This mesmerizing showcase puts the spotlight on the region's finest talents, presenting their unique creations to a diverse and global audience. Elegance Runway Dakar symbolizes the passion, creativity, and vibrancy that define African fashion.

A BRIGHT FUTURE AWAITS

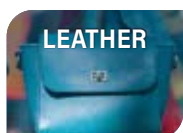
As Africa continues to redefine the textile, leather, and fashion landscape, ASFW proudly stands at the forefront of this transformative journey. We bring together the best of African textile and leather products, paving the way for a brighter and more prosperous future. Through innovation, creativity, and collaboration, the event is committed to shaping the fashion narrative and propelling Africa's textile and leather industries to new heights.

Together, let's celebrate the essence of African fashion and embrace a world where our unique designs, craftsmanship, and stories shine bright on the global stage!





PRODUCT GROUPS:

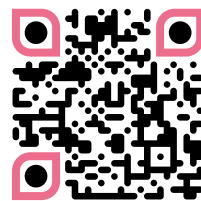


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