



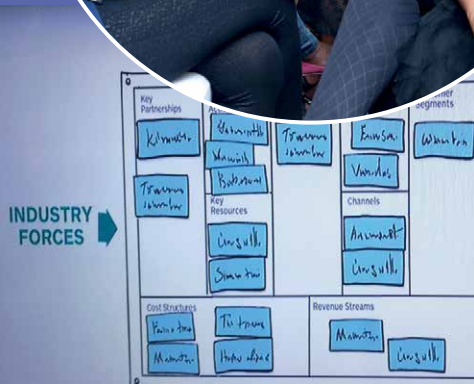
www.fashionomicsafrica.com

Unleashing Africa's fashion & textile industry potential



Fashionomics Africa Masterclass

In partnership with key players such as Google Africa, our masterclass focuses on financial and business acumen, branding, marketing and networking. We aim to reach 12,000 creative entrepreneurs online and offline (70% women) by 2020.



Feedback carousel on 'What is my business and social value proposition?' Participants were asked to pitch their business plan in 1 minute.



Creating jobs in Africa's fashion & textile industry



The African Development Bank invests in high-growth industries that have the potential to create 25 million jobs and promote women's economic empowerment.

Creative industries such as fashion offer massive capacity for continent-wide job and GDP growth. We use a value chain approach to uncover the contributions that the **"Made in Africa"** label can make to African economies.

As the world undergoes a disruptive technological revolution, Africa's non-traditional industries are the key to prosperity through ever-growing global value chains and the resulting new trade patterns.

Our objectives in the fashion & textile industry

- 1 Strengthen value chains – from cotton to fashion
- 2 Ensure Africa is a leader in the creative industries globally





We are guided by the belief that global and regional value chains are paramount to boosting inclusive growth.

Fashion offers tremendous scope for African countries to participate in regional and global integration. Our Fashionomics Initiative is a pan-African programme to support the development of the textile and fashion industry with a focus on MSMEs. With Fashionomics, we assume leadership in promoting investments in the fashion sector, increasing access to finance for entrepreneurs and incubating and accelerating start-ups.

Strategic pillars

Enhance access to
markets & networks

Provide access
to market research
& business intelligence

Develop skills &
build capacity

Facilitate access
to finance for
MSMEs





Our projects

Fashionomics Africa Digital Marketplace

The Fashionomics Africa platform aims to enable African entrepreneurs operating in the fashion and textile industry to create and grow their businesses, with a focus on women and youth. The goal is to connect and strengthen each link in the chain, from producers and suppliers of primary materials to manufacturers, distributors and investors.

Our specific objectives are fourfold:

- 1 Increase access to markets
- 2 Increase access to relevant information
- 3 Facilitate access to finance
- 4 Develop skills and qualifications.

Investing in the textile industry in Madagascar



We have invested US\$ 10 million through the Investing Promotion Support Project to support the government of Madagascar as it invests in textile industry growth. The project includes a US\$ 2 million Textile Sector Promotion Support Fund to provide technical assistance and support to 50 MSMEs (40% led by women) by 2020, helping them build organisational capacity and improve basic processes and technologies. It also includes a feasibility study on the establishment of a special economic zone for textiles.



Partner with us

Fashionomics Africa is the only pan-African initiative investing in the growth of the fashion and textile industry.

Join us to:

- ✓ Develop value chains by linking cotton producers to textile manufacturers
- ✓ Attract foreign investors into special economic zones and clusters
- ✓ Build the capacity of (informal) MSMEs
- ✓ Invest in greenfield and brownfield projects to boost manufacturing capacity and industrialisation
- ✓ Strengthen public institutions
- ✓ Conduct market research and business intelligence
- ✓ Build a more conducive business climate through policy and regulatory reforms
- ✓ Promote regional integration and facilitate access to international markets
- ✓ Increase access to finance for MSMEs
- ✓ Promote the use of ICTs.

We can work together on this innovative and high-impact development journey!



Contact us:



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