

**Unveiling \$ 15.35 billion African
Footwear & Leather Products Markets
with 5.29% annual growth**

KENYA

Aflex

Africa International
Footwear & Leather
Products Exhibition

29-31 May 2024

Sarit Expo Center
Nairobi, Kenya



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intelligent interface

Let **AFRICA** be your
NEW DESTINATION
for business growth.

Make a strong foothold in the **\$15.35 billion African Footwear & Leather Products** markets with **5.29% growth!**

**Put your
best foot
forward!**

Africa has significant endogenous growth potential in many sectors, particularly due to an expanding middle class, which occurs simultaneously with an expanding but young and rapidly urbanizing population.

The creation of the single continental market, thanks to the African Continental Free Trade Area (AFCFTA), with a population of 1.3 billion and a combined GDP of approximately US\$ 3.4 trillion, Africa offers a particularly efficient way to deepen regional integration and promote business.



Time to take off to KENYA- the largest Economy of Central & East Africa

Kenya's GDP accounts for more than 50% Region's total output. Kenya has a domestic market of over 50 million people and is a leading economy in the Region and its revenues totalled \$1.4 billion. Kenya guarantees capital repatriation and remittance of dividends and interest to foreign investors, who are free to convert and repatriate profits.

KENYA- the second largest luxury market in Africa!



Gain benefit from the
**World's fastest growing
Middle-Class Population!**



**The rise and rise of
HNWIs!**
**NAIROBI- the hotspot
of millionaires**

Kenya is ranked the second-largest luxury market in Africa after South Africa.

Nairobi on the same footing as Johannesburg, Cape Town and Lagos that lead in the uptake of luxury.

The leather and bio-based leather Industry has seen a strong demand in the Kenyan market due to its sustainability and environmentally friendly nature. Infact, the Leather and Footwear Sector is one of the sectors prioritized by the government to drive the country's industrialization Agenda.

In Kenya, the revenue in the Leather Footwear segment is projected to reach US\$36.66m in 2023. The market is expected to experience an annual growth rate of 5.19%. By 2028, the volume in the Leather Footwear segment in Kenya is expected to reach 2.66m pairs.

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Kick off AFLEX 2024, the Africa International Footwear, Fashion Leather Products and Accessories Exhibition



Welcome AFLEX 2024, the ultimate destination that meets all your sourcing requirements; a one stop shop to meet more than 150 top manufactures of Footwear-both leather & non-leather (synthetic), Fashion Leather Products and Accessories from the leading hubs of Turkey, Egypt, India, Bangladesh, China, South Africa and Pakistan.

Be ready for a hassle-free procurement and sourcing experience from 150 top brand owners. You will eye the best products in footwear -both leather and non-leather and leather garments, and fashion accessories as per your market requirements directly from the top approved and authentic trustworthy suppliers.

**Check in AFLEX 2024, during 29th to 31st May 2024
at Sarit Expo Center, Nairobi, Kenya !**

EXHIBIT PROFILE

Finished Leather

Cow, Buffalo, Sheep, Crocodile, etc.

Leather Goods & Accessories

Handbags, purses, belts, pouches, gloves, small leather goods etc.

Leather Garments

Jackets, pants, motorbike jackets, etc

Leather Footwear

Shoes, Sandals, Slippers - Ladies, Gents, Children

Non-leather Footwear

Shoes, Sandals, Slippers - Ladies, Gents, Children.



VISITOR PROFILE

Brands

Retail Chains & Buying Houses

Departmental Stores

Wholesalers & Distributors



PARTICIPATION CHARGES

Space only

US \$ 410/- per Sqm

Shell Scheme package

US \$ 460/- per Sqm

For Space Bookings please contact:

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