



ATFE

African
Textile &
Fashion
Expo

L. Onyiah
L. Akroy
13/10/22
11th October, 2022

The Ambassador,
Embassy of Turkey,
Plot 333, Diplomatic Drive, CBD
Abuja.

His Excellency,

Original Copy Collected By Me	
Name:	<i>Fredrick</i>
Phone No.:	
Sign:	<i>[Signature]</i>
Date:	<i>19/10/2022</i>

REQUEST FOR COLLABORATION/SPONSORSHIP

Women in Business & Tourism Nigeria (WIBAT) is a body of professional women in business and tourism with the aim of developing and promoting business within the tourism industry that is fashion tourism, by improving the economy locally and internationally.

Women in business and Tourism Nigerian (WIBAT) is organising the AFRICA TEXTILE AND FASHION EXPO 2022 which is tagged “AFRICA TO THE WORLD”

WIBAT would like to request for your support and collaboration with Africa Textile & Fashion Expo, scheduled for 5th – 8th December, 2022.

The African Textile and fashion Expo promotes businesses within the tourism industry and creates an opportunity for female designers in Africa to showcase African ethnic culture, innovation, Arts, craftsmanship, stories and lifestyles and to strengthen the business visibility of Africa intra-trade through advocacy and capacity building of entrepreneurs and (SMEs) in this sector. WIBAT wants to market African Textile/fabrics and position African Textile and fashion for global market.

The benefits of this project are endless, it spans from textile culture, the fashion tourism as far as ensuring that we protect our identity through our designs & attires. We are expecting international fashion buyers, foreign and local investors and international designers from not less than 10 African countries to participate



POWERED BY

OUR PARTNERS



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wibatnigeria2019@gmail.com

in the runways and it is expected that every African country would have a stand at the event, to showcase their indigenous textile and fashion. We are also expecting between 3,000 to 5,000 guests and participants and the 36 states of the federation will be represented at the Expo.

We believe there will be a mutual benefit as Turkey as a country, is an ideal partner for us to promote and to revive our indigenous textile and our fashion industry during this Africa Textile and Fashion Expo.

We look forward to your collaboration/sponsorship of this program.

Be assured of our esteem regards always.

Best regards

A handwritten signature in black ink, appearing to read 'Sophia Khan', written in a cursive style with a long horizontal stroke extending to the right.

Sophia Khan
WIBAT President

Brochure



ATE

African
Textile &
Fashion
Expo

**AFRICAN
TEXTILE AND
FASHION EXPO**

**5th to 8th December 2022
International Conference Centre Abuja**



AFRICAN TEXTILE & FASHION EXHIBITION

STAND PRICES

Government Agencies/Embassies (Pavilion)

N2,500,000

Corporate Companies

N1,500,000

SMALL AND MEDIUM SCALE BUSINESS

18 Square Meter Stand

N1,000,000

12 Square Meter Stand

N500,000

9 Square Meter Stand

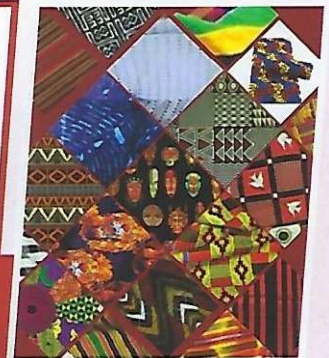
N150,000

Exhibition Kiosk

N100,000

Table stand


N50,000




FOR SPONSORSHIP & PARTICIPATION CONTACT:

 08087851450

  Atfexpo

 wibatng

 wibatng.com



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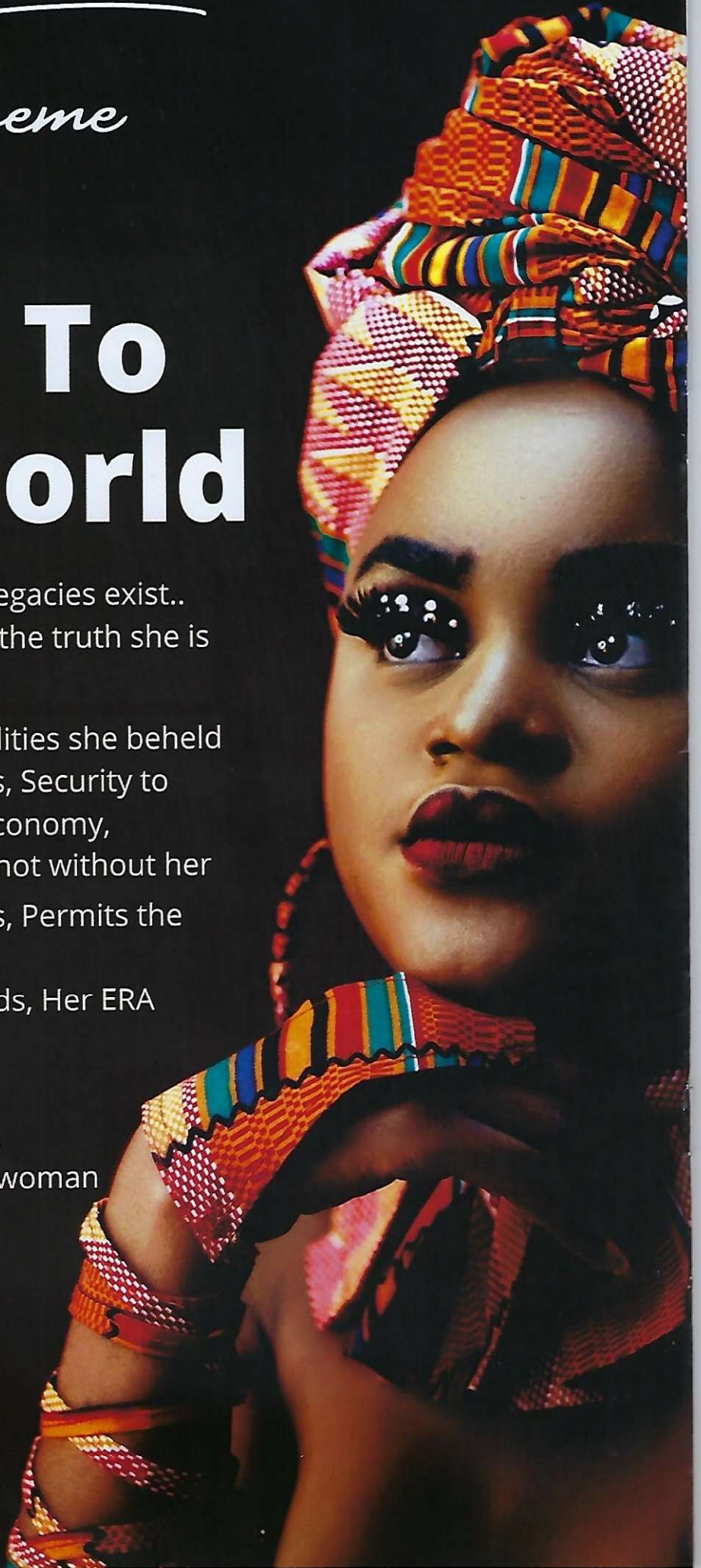
Event Theme

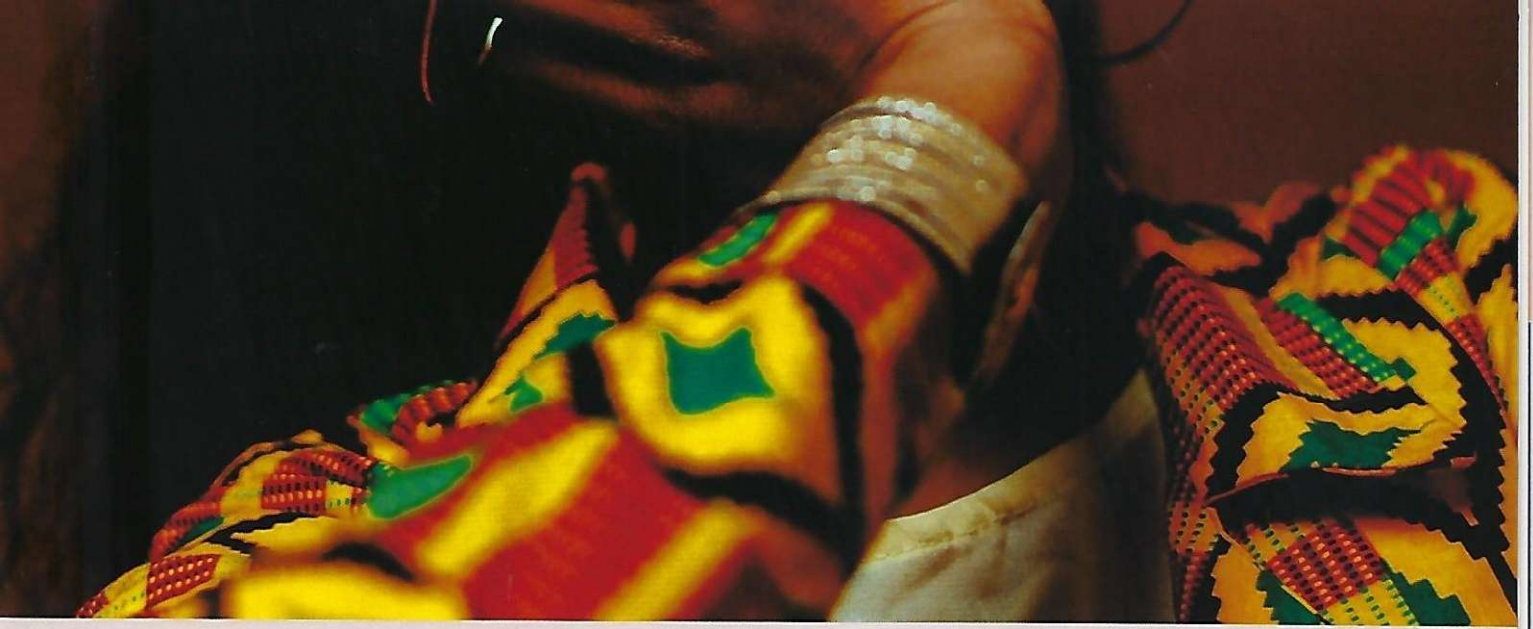
Africa To The World

When times seems gone, Legacies exist..
Silent in so many ways but the truth she is
not afraid to say.

The place she kept, the realities she beheld
From nurturing to thoughts, Security to
provision, Procreation to economy,
The foundations were laid not without her
She validates the essentials, Permits the
rights, Absorbs the wrongs
She is familiar with all trends, Her ERA
never goes into extinction

Where the society lost it,
She always brings it back....
The stability of the African woman
forbids no era...
Women in FASHION





Introduction

Textiles and apparels could play a major role in the economies of many African nations which could help in becoming fast-growing countries.

The ATFE in partnership with African Union (Economic, Social and Cultural Council), African Tourism Board and with support from our event sponsors, is creating a state-of-the-art international event that will actively engage, promote and market brands that are dedicated to sustaining the continuous growth of the industry and help further develop this world class platform.

For the first time as a new and unique 4-day event, we wish to combine an international conference, workshops, fashion shows in the field of sustainable and ethical fashion, international press coverage, prominent presenters and special media appearance, which all aim at giving back to the community through entrepreneurial empowerment (charities).

The fashion event is hosting A-List celebrities in conjunction with media sponsors, and will also be hosting international and local guests, Fashion Designers, Buyers, Consultants and national music artists.

This event is slated to hold in **5th to 8th December 2022** at the **International Conference Center, Abuja, Nigeria.**





Objectives

- Promote trade and investment opportunities in apparel, textile and creative sector.
- Create an international standard of fashion event that showcases African ethnic culture, innovation, products, craftsmanship, stories and lifestyle.
- Celebrate diversity, equality and women empowerment.
- Connect fashion, textile and accessory artisans, entrepreneurs and creatives with international buyers, industry heads and investors.
- Strengthen the business visibility of African intra-trade through advocacy, capacity building of SMEs, awareness creation and building.



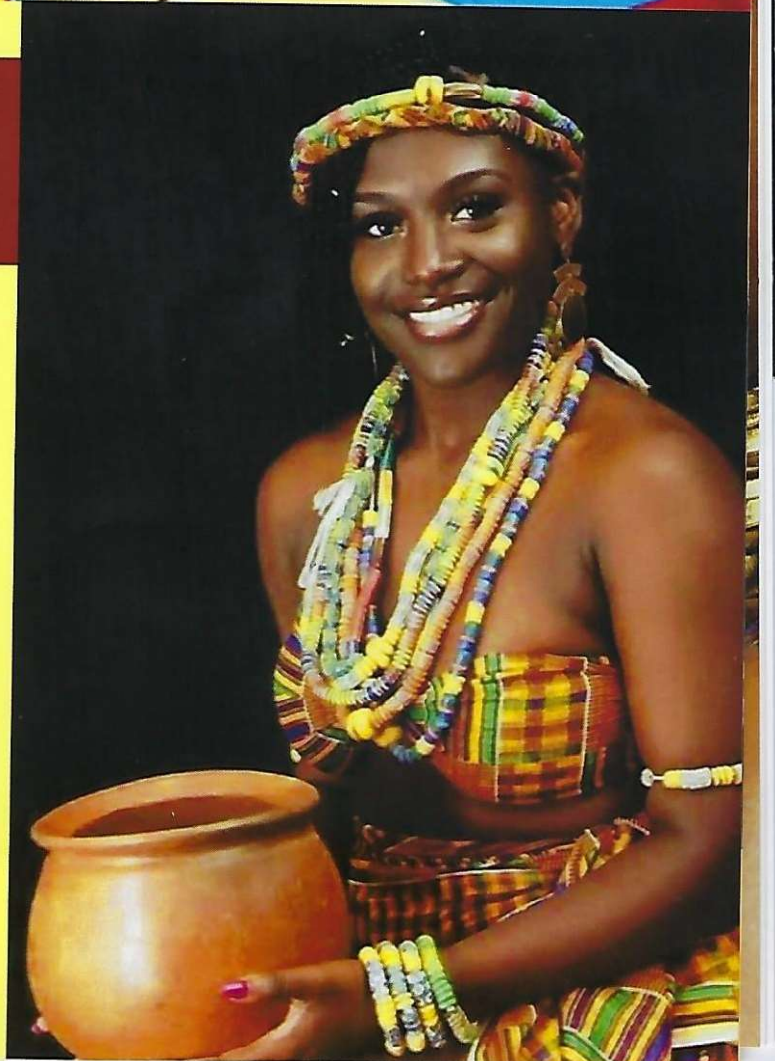


Welcome COCKTAILS

The African Textile and Fashion Expo will open on the first day with red carpet/cocktail. The cocktail will serve as a networking and interactive evening for our local and International guests, participants and partners



ATFE
African
Textile &
Fashion
Expo



DAY 1&2

FASHTEX



The **FASHTEX** day is the apparel and textile day for buyers, suppliers, make-up artists, fashion stylists, photographers, fashion lovers and industry heads. The event in itself is equipped to feature the various forms of craftsmanship, seminar, workshops and cultural expressions. The creative execution will maintain a blend of African culture and youthful feel while still keeping the event as the hero with clear messaging, showcasing Made In Africa products. Workshops by international and in-house experts, street styles, mini-competitions, and fashion business pitches to buyers and investors are part and parcel of its attraction.

Participants: International guests, stylists, make-up artists, models, fashion designers, accessory designers, manufacturers, DJs, buyers, textile suppliers, fashion experts, entrepreneurs, CEOs, industry heads.

Activities: Photoshoots, Live pop-ups, Drape-Off competition, DJ musical, Style Clash, Walk Off, Business seminars, Art-day, Photography.

Conference: The conference is equipped to showcase key speakers like foreign celebrity guests, fashion buyers, international media houses, industry heads, manufacturers, private para-starters and international organization participation uniquely themed on international trade, fashion, entrepreneurship, tech and women economy targeted to empower, network and transfer knowledge to a range of fashion entrepreneurs, business owners and organizations.



Village Market: Trade shows and pop-up exhibitions involve selling, buying and networking opportunities between fashion entrepreneurs and buyers.

Village Workshop: Masterclass involving international fashion experts teaching and displaying unique fashion skills live.

The Tribal Lounge: A creative series of networking activities that are initiated both on-site and online with digitally enhanced props.

The Hair and Makeup Show

Village Square: An activity that promotes African culture in our modern time. Fashion stylists, experts, fashion lovers and guests will have the opportunity to display their outfits with cultural props promoting our heritage and diversity.

The Hut: This involves a huge hut displaying African traditional and contemporary art exhibited by African artists and a separate room display of all traditional/ethnic fabrics and textiles like a MET, with a brief history of their origin. A tour guide will also be on standby to take them through the hut.

Mini-Competition: During the day, we will have micro competitions between models showing their catwalk, a Style of the day challenge, Designers going head-to-head to create a dress on a model/mannequin and Photography challenge



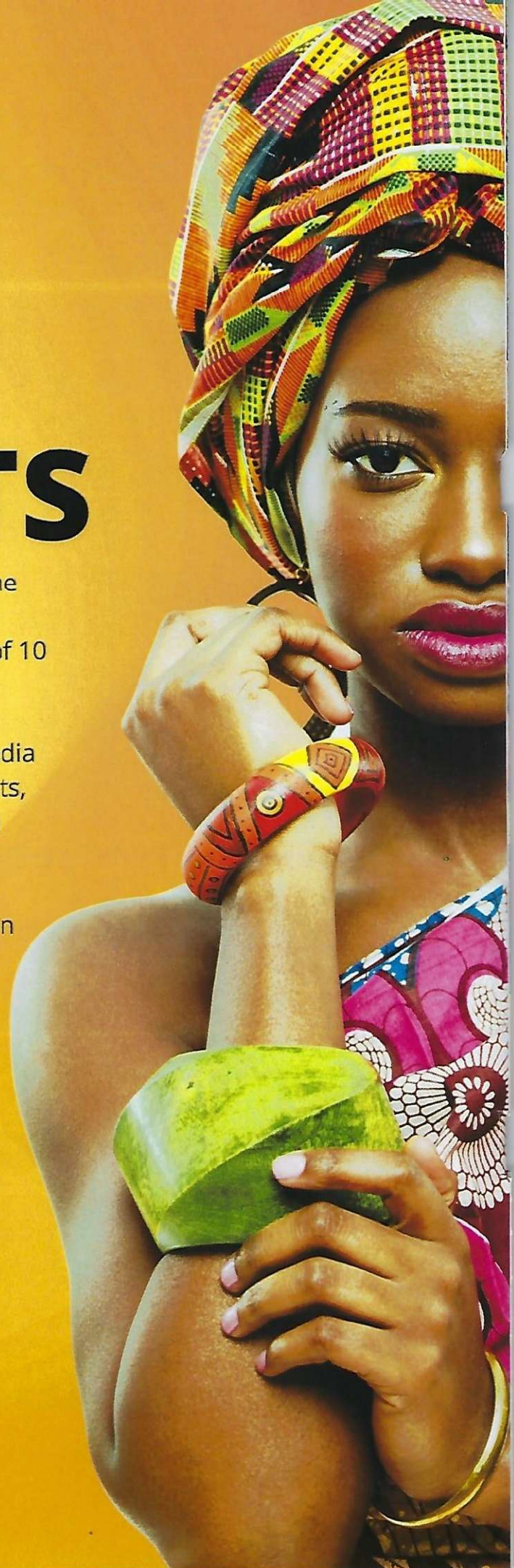
DAY 3

STARLETS

The starlets night; fashion show embodies the theme "AFRICA TO THE WORLD" that would showcase apparel and accessory designers of 10 upcoming female fashion designers.

Participants: Fashion buyers, designers, media houses and personnel, photographers, stylists, make-up artists, models, DJs, performers, an audience etc.

Activities: Runway walks, Red Carpet (African themed), Mixologists, Presentations, Performances and one Musical Act.



DAY 4 FINALE

The grand finale is the night that features live bands, A-list guest appearance, awards along with 10 of African and European 'A-list' designers.

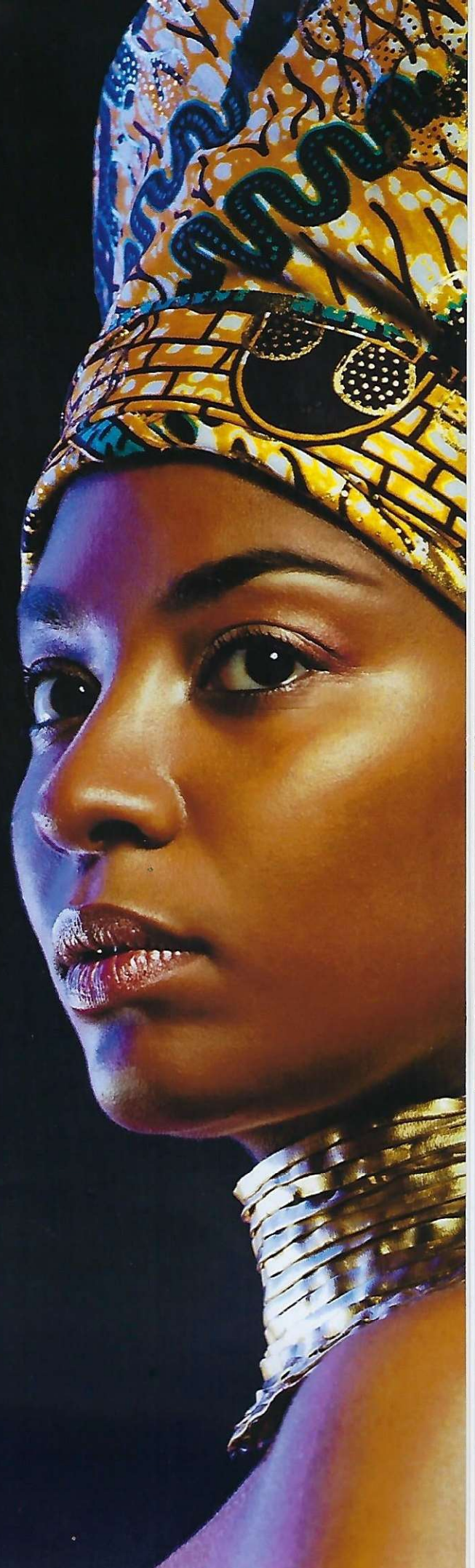
One outfit by each of these designers will be displayed during the cocktail event and later auctioned for charity.

The event will also showcase fashion designers on the rise empowered by Fashion Star Initiative as it is uniquely themed and targeted to reach a range of fashion lovers and industry heads.

Participants – International guest, 10 fashion designers, guest music artist, fashion buyers, DJ, media, MC, comedians and audience.

TIME: 6PM -9PM

Activities: Red carpet, Awards, Interviews, Photo shoot, Charity auction, Fashion runways, Musical performances.



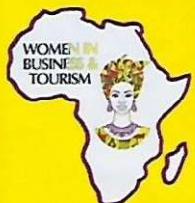
MEET THE ORGANIZERS

The acronym WIBAT "connotes Women in Business and Tourism". We are a conglomeration of business women from all sectors and industries of the economy which deals with tourism practices in Nigeria.

Our chapters are spread across 9 states - Ondo, Lagos, Kano, Ekiti, Benue, Kaduna, Oyo, Rivers and our Headquarters in the FCT Abuja, having women in various businesses with different skillsets that collectively enhance the business of tourism.

As women in business and tourism, we are determined to display fresh lights to the perceived nature of tourism in Nigeria by empowering women to take up business roles in the many forms of tourism available.

We have what it takes to change the narratives with the power in our voice, the success in our stories and the collective efforts we put together in making sure tourism is not limited and its growth is not truncated.



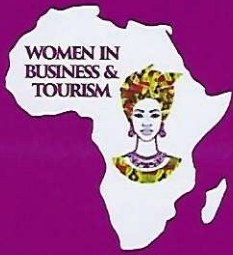
WIBAT
WOMEN IN BUSINESS
AND TOURISM NIGERIA

**WOMEN ON THE MOVE; CHANGING
THE NARRATIVES!**



Who Will Make It Work





WHAT WE STAND FOR



Sponsorship Packages

NO	Benefits	Title N25 Million	Platinum N10 Million	Diamond N5 Million	Gold N3 Million
1	Venue Branding	Full	Front Stage & Labe	Front Stage & Logo	Logo
2	Advert on Magazine	Full page & Editorial	Half Page	Quarter Page	1/8 Page
3	Social media presence	Rep on all platforms	Rep on all platforms	Rep on all platforms	Rep on all platforms
4	Tickets for gala night	15	10	5	2
5	Features in post event articles/ presentations	Yes	Yes	Yes	Yes
6	Website feature	Dedicated	Brand	Mention	Mention
7	Cabana for designers	6 VIP	4 VIP	2 VIP	1 VIP
8	Speech at gala night	5 Mins	2 Mins	-	-
9	Speech at opening Ceremony	2 Mins	-	-	-

