

news +++ ASFW Nairobi 2027
Frankfurt am Main, **30 April 2026**



Messe Frankfurt commits further to East Africa: three textiles trade fairs during Africa Sourcing and Fashion Week from 2027

Messe Frankfurt and its Texpertise Network continue their steady, successful trajectory in the region. As Africa Sourcing and Fashion Week (ASFW) opened today, Member of the Executive Board Detlef Braun announced that Messe Frankfurt is licencing its three leading international trade fair brands Texworld, Apparel Sourcing and Texprocess to Nairobi, Kenya for the first time in 2027. From now on, they will take place annually as part of the Africa Sourcing and Fashion Week (ASFW) Nairobi.

The East African region in general, and Kenya in particular, are up-and-coming areas of strong growth in the textile industry. Many factors make Kenya an attractive location for international textile companies: political support, a sustainable energy supply, innovative design skills and relatively short transport distances.

ASFW has developed into a major platform for international sourcing, industry networking and investment in the African textiles sector. By extending its existing partnership to Nairobi, Messe Frankfurt is highlighting the East African market's growing importance. Messe Frankfurt has licensed the established international trade fair brands Texworld, Apparel Sourcing and Texprocess to be held within the existing ASFW structure, bringing steady growth and development.

This platform represents the entire textile value chain – and by integrating these three brands, the offering here will gain in strength and visibility internationally. It will be a way to reinforce the role of ASFW as a central hub connecting global demand with African manufacturers and efficient sourcing processes.

Around 150 exhibitors and more than 5,000 trade visitors from over 50 countries are expected to attend ASFW Nairobi 2026. Adding the three established trade fair formats Texworld, Apparel Sourcing and Texprocess makes this the region's most important industry gathering.

“Africa is becoming one of the major strategic growth markets for the global textile industry – so we're investing specifically in this bright future,” emphasises Detlef Braun, Member of the Executive Board of Messe Frankfurt. “Including Nairobi in our Texpertise Network continues our overall strategy of expanding our international connections and granting customers access to key growth markets. We aim to create long-term, sustainable business relationships that strengthen both local producers and their international partners.”

Being part of ASFW Kenya as a natural and logical step

“We’re global market leaders in textile industry events, and being part of ASFW in Nairobi is a focused way to strengthen our Texpertise Network. By applying our successful Addis Ababa concept, based on more than 10 years of collaboration, to one of East Africa’s most dynamic markets, we are actively driving forward global networking,” explains Olaf Schmidt, Vice President Textiles & Textile Technologies at Messe Frankfurt. “This is our way of connecting international demand with regional offerings and make a concrete contribution to the sustainable development of this promising, trailblazing market.”

Skander Negasi, CEO of Trade and Fairs Group, adds: “Kenya’s textiles and clothing sector is growing continuously and as such offers excellent operating conditions for the international fashion industry, which is increasingly seeking shorter transport distances and time-critical production cycles. The sector is developing into a strategic hub for textiles and leather production, exporting apparel products worth 500 million USD each year.”

About the Texpertise Network:

Texpertise Network by Messe Frankfurt connects over 500,000 industry participants worldwide, combining trade fairs with networking and digital offerings focused on textile business. With over 60 international textile trade fairs in 15 countries, it spans the entire textile value chain and secures a place as the main platform for business and information about the global textile industry.

Texpertise Newsroom

This is your source of information on the global textile industry and the international textiles trade fairs organised by Messe Frankfurt.

www.texpertise-network.com

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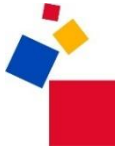
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About Africa Sourcing and Fashion Week (ASFW):

ASFW is Africa’s largest trading platform for the fashion, leather and footwear industry. With sites in Addis Ababa (Ethiopia), Nairobi (Kenya) and Dakar (Senegal), it allows international companies to access the most important sourcing markets in East and West Africa.

www.asfw-nairobi.com



Your contact:

Hajera Sharifi

Tel.: +49 69 7575-6687

hajera.sharifi@messefrankfurt.com

Messe Frankfurt Exhibition GmbH
Ludwig-Erhard-Anlage 1
60327 Frankfurt am Main, Germany
www.messefrankfurt.com

Skander Negasi
info@tradeandfairs-consulting.com

AFRICA SOURCING AND FASHION WEEK – NAIROBI
Trade and Fairs Consulting GmbH
Feldpreul 33
61191 Rosbach, Germany
www.asfw-nairobi.com

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