

Brazilian textile companies find new partners in Egypt

Buyers from three enterprises went to the Destination Africa trade show in Cairo, where they were able to sit down with local suppliers.

André Barros*

São Paulo – As they checked out of the Nile Ritz Carlton Hotel, the Brazilian buyers who went to the Destination Africa expo in Cairo, Egypt on November 11 and 12 were pleased with the prospects of doing business as a result of being at the event. The textile industry show featured 100 to 120 businesses from Egypt and other African countries.

The representatives from Brazilian textile mills Círculo, Fiama and Damenny joined a buyers' project at the invitation of the government of Egypt, after being selected by the **Arab Brazilian Chamber of Commerce**

and the Consulate of Egypt in São Paulo. "It was a small, but highly focused industry show. It was helpful in order for the Brazilian companies to become familiar with the market and to demystify it," says Arab Chamber International Business executive Fernanda Baltazar, who travelled to Egypt alongside the Brazilian buyers.

This was sourcing manager Giovani Pacheco's first time in Egypt. Hailing from Gaspar (SC), his company Círculo makes yarn for hand-weaving. He claims it was important for him to get to meet many of his commercial liaisons – besides prospecting for new partners in the Arab country.

"Getting to meet and talk face to face is much more legit than sending out an email or making a phone call. It helps to build a closer connection. This was a great experience for Círculo," says Pacheco. According to him, the company imports some 10 tons' worth of yarn per year. "We use Egyptian yarn in our embroidery work," he explains.

Besides building rapport with suppliers, the trip to Cairo might mean new deals for the company.



Pacheco says he's now in talks to import finished items from Egypt. "I wasn't aware of this type of product. I learned about it at the expo," says Pacheco.

The trade show

On the show's first day, the Brazilians visited stands and spoke with prospective suppliers. On the second day, they attended a conference with local textile industry specialists and learned about the local market.

Fernanda Baltazar said that although no actual deals were closed by the Brazilian executives at the expo, many doors have been opened. "It was good for meeting people and getting in touch with them one-on-one," she explains.

The Arab Chamber executive convened with the organizers of Destination Africa and is now outlining a new buyers' project for the upcoming edition – the organizers guaranteed that the show will happen again in 2018. "They intend to do something bigger next year," Baltazar reveals.

***Translated by Gabriel Pomeranblum**

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