

September 11, 2015

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WRAP ANNOUNCES SPONSORSHIP OF 2015 ORIGIN AFRICA CONFERENCE

WRAP is pleased to announce sponsorship of the 2015 Origin Africa conference that will take place October 21-23, 2015 in Addis Ababa, Ethiopia. This is the largest pan-African cotton, textile, and apparel event in the region raising awareness of the growing investment and sourcing opportunities Africa presents for garment and textile companies all around the world. The decision to not only participate in but also sponsor this conference represents WRAP's continued commitment to be a responsive and effective supply chain social compliance management partner in every corner of the world.

In addition to hosting an exhibit at Origin Africa, WRAP's Clay Hickson, Senior Director of Strategy and Business Development, will also participate in a panel discussion titled "Competing to Win – Best Practices for a Sustainable African Textile & Apparel Value Chain." Hickson says the conference can open doors to new and unique sourcing opportunities for apparel and textile companies around the world. "While the global landscape of the apparel and textile sectors is increasingly competitive and as Africa continues to face many challenges in obtaining substantial market share, there also are significant opportunities for the continent to become more competitive. Origin Africa provides an ideal opportunity for African suppliers and international buyers to come together to network and find ways of maximizing the strengths the region has," says Hickson.

"Many international buyers are becoming quite intrigued by the prospect of sourcing from Africa," says Avedis Seferian, President and CEO of WRAP. "The recent 10 year renewal of the African Growth and Opportunity Act (AGOA) and the various challenges being faced in the more traditional sourcing destinations are combining to make Africa an increasingly attractive option to consider. WRAP is pleased to be engaging with African manufacturers and exporters to further develop their competitiveness and help them become responsible sourcing partners to the world's biggest names in textiles and apparel," says Seferian.

To learn more about the conference or to register, please visit www.originafrica.org or e-mail info@originafrica.org.