

MEET AFRICA
FASHION FESTIVAL

MAAFEST

MEET AFRICA FASHION FESTIVAL

CONFERENCE SIDELINE &
SPONSORSHIP OPPORTUNITIES



2026/27



ABUJA, NIGERIA



FEDERAL MINISTRY OF
INDUSTRY, TRADE &
INVESTMENT





THE PRESIDENCY

OFFICE OF THE SECRETARY TO THE GOVERNMENT OF THE FEDERATION
PERMANENT SECRETARY POLITICAL AND ECONOMIC AFFAIRS OFFICE
Shehu Shagari Complex, Three Arms Zone, Maitama, Abuja, FCT, Nigeria.

ECD/P/37/T.8/1/85

2nd March, 2026

The President/Convener

Meet Africa Fashion Festival (MAFEST)
House No. 28, FCDA Engineering Quarters
Maitama, Life Camp
Abuja

RE: MEET AFRICA FASHION FESTIVAL (MAFEST) 2026
REQUEST FOR OFFICIAL ENDORSEMENT AND GOVERNMENT COORDINATION SUPPORT

I am directed to acknowledge the receipt of your letter dated **January, 29th, 2026** on the above subject and inform you that the Secretary to the Government of the Federation (SGF) has carefully considered your request and commends the initiative, particularly its objective of promoting Africa's creativity, innovation and the economic potential of the fashion and textile industry in the country.

2. In this regard, the SGF has endorsed the **2026 edition of MAFEST** in principles, **subject to the condition that the event remains privately funded and is organized in full compliance with all extant laws, regulations and established government procedures.** Furthermore, the **Federal Ministry of Arts, Culture, Tourism and Creative Economy (FMACTCE)** has been designated as the Lead Ministry for purpose of coordination, with other relevant Ministries, Departments and Agencies (MDAs) participating within the limits of their respective statutory mandates, as may be considered appropriate.

3. You are also to note that matters relating to financial support, request for Presidential/Vice Presidential attendance, and security arrangements are subject to separate approvals by the appropriate authorities and do not fall automatically within the purview of the Office of the Secretary to the Government of the Federation (OSGF). You are therefore advised to liaise with the Lead Ministry (FMACTCE) to facilitate necessary coordination with other relevant stakeholders, including agencies of the Federal Government and authorities with the Federal Capital Territory, in accordance with the established procedures.

4. Please accept the warm regards of the Secretary to the Government of the Federation.


Ifiok B. Abia

Director Overseeing the Office of the Permanent Secretary
(Political and Economic Affairs Office)
for: Secretary to the Government of the Federation

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STATEMENT FROM THE PRESIDENT

Dear sir/Madam,

We are pleased to contact you as a key stakeholder in Africa's fashion and garment sector. We believe that by working together, we can unlock the full potential of this multi-billion-dollar industry, one of the largest sources of jobs and economic opportunity for youth and women in sub-Saharan Africa.

The Meet Africa Fashion Festival (MAFEST) is a prestigious annual event that brings together leading voices and talents across the continent. It celebrates Africa's rich fashion heritage while offering a global platform for designers, models, artists, investors and entrepreneurs etc. to connect, collaborate, and grow.

The festival's multifaceted programming includes runway shows, exhibitions, B2G conference, workshops, masterclasses, and digital engagements, which positions it as a transformative event capable of driving continental conversations and investments in creative economy.

With the Nigerian government throwing its full weight behind MAFEST and its key Ministries, Departments and Agencies fully involved in the packaging and delivery of the 2026/27 editions of MAFEST, the festival has thus become a Federally Endorsed Continental Fashion & Trade Platform.

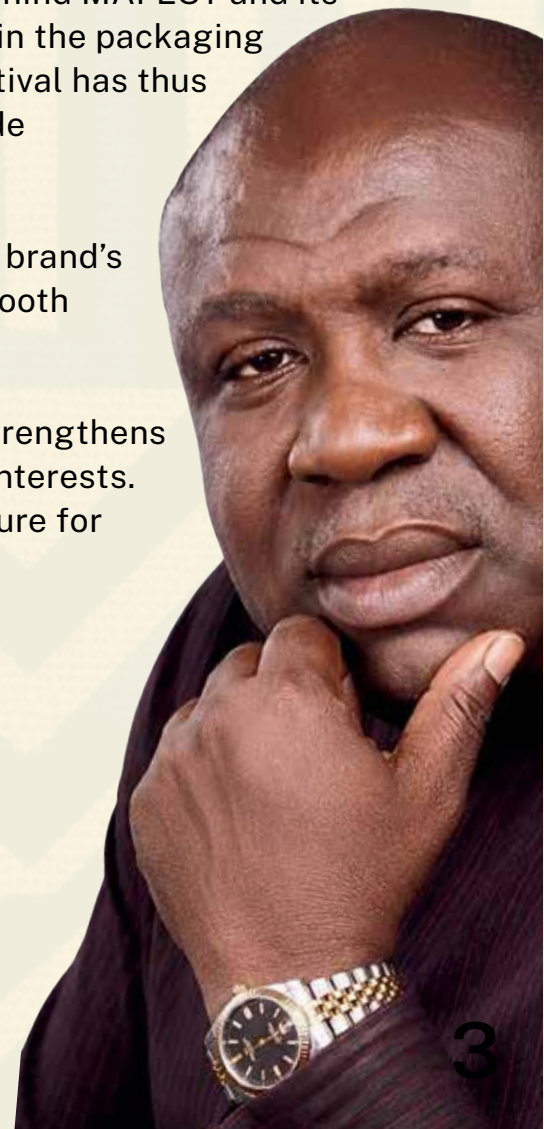
We've designed sponsorship packages tailored with your brand's goals and budget. Our Brochure includes full details on booth rentals and partnership benefits.

Your support can help us deliver a landmark event that strengthens Africa's fashion eco-system and attracts greater global interests. Together, we can shape a more vibrant and profitable future for African Fashion.

Respectfully Yours
For the Organising Committee



Charles Ozoemena
President/Convener



ABOUT MAFEST

Meet Africa Fashion Festival (MAFEST) is a pan-African creative economy platform that positions Africa as a global creative powerhouse in fashion and garment.

The annual festival showcases indigenous creativity in fashion designs, modeling, the rhythms of African fabrics in patterns and colours while embracing and promoting sustainable production, as well as building a thriving ecosystem beneficial to the entire mix of the value chain-Cotton, Textile and Garment (CTG).

MAFEST is therefore an annual convergence of Africa's most influential designers, models, fashion retailers, media houses, policymakers, cultural enthusiasts, and global investors.

The Federal Government has endorsed MAFEST 2026/27, hence we are inviting strategic partners to align with this nationally supported continental platform.

- 3 DAYS ■ 100+ Exhibitors
- 20M+ Digital Reach ■ 20+ Countries
- 2,000+ Attendees

Organisers



FEDERAL MINISTRY OF
INDUSTRY, TRADE &
INVESTMENT



Partners



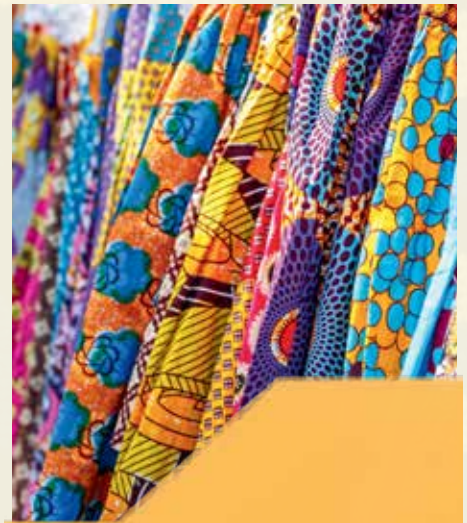
Why MAFEST Matters



**EMPLOYMENT
GENERATION**



**WOMEN
& YOUTH
EMPOWERMENT**



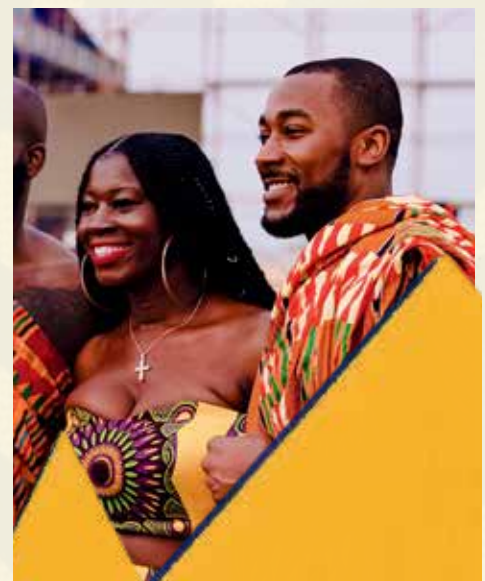
**TRADE &
AFCFTA**



SUSTAINABILITY



**CULTURAL
IDENTITY**



TOURISM



Vision

Showcase the dynamism and versatility of the African creatives, with focus on the fashion industry, modeling arts, inspiring empowerment through SMEs, as well as institutional investments in Cotton, Textile and Garment (CTG) to create massive jobs and wealth for the youth and women of Africa.

Mission

Promote the beauties of Africa's fabrics, fashions and styles, whilst celebrating the stunning creations of her fashion designers, for increased local production and patronage

Objectives

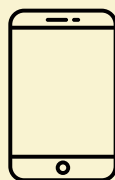


MAFEST 2026/27 IMPACT PROJECTIONS



150+

SMEs Trained



20M+

Digital reach



2000+

Attendees



20+

Countries



5000+

Jobs Created

POWER HOUSE OF MAFEST



CONFERENCE



EXHIBITION



MODEL OF THE YEAR



WORKSHOP



ROADSHOWS



**GALA FASHION SHOW
GRAND FINALE**

TARGET AUDIENCE



Designers



Models



Creative
Entrepreneurs



Cultural
Enthusiasts



Buyers &
Retailers



Media &
Influencers



Government
& Sponsors



Fashion
Enthusiasts



Event
Attendees



African
Diaspora



Industry
Professionals



Media Reach

- Live Broadcast Partner – National TV & Pan-African Channels (Target: 200M+ viewers)
- Digital Streaming – Via social media, YouTube, dedicated platform
- Social Media Impact (2025 editions):
 - 10M+ Organic Impressions
 - 250K+ Engagements
 - 120K Livestream views
- Press Coverage – Hip TV, Africa Fashion Week London, CNN Africa, Arise TV, BellaNaija Style
- Influencer Collaborations – Fashion influencers in Nigeria, Ghana, South Africa, Senegal, Uganda, Rwanda, Tanzania etc.

Event Highlights

- 01** Trade Expo
- 02** Road Show
- 03** Workshops
- 04** Runway Shows
- 05** Business to Government (B2G)

Eco-Fashion Innovative Workshop



SPONSORSHIP PACKAGES

Title Partner Co-Sponsor Regular In-Kind

The Meet Africa Fashion Festival focuses on sustainable and ethical fashion, advocating for responsible production and consumption to protect the environment and support local communities. MAFEST's Eco-Fashion Innovation Workshop trains youths and emerging designers to convert waste materials like plastics and textile scraps into sustainable fashion, aligning with Nigeria's circular economy, the SDGs (12, 13), and global climate action priorities.

THE MAFEST ECO-FRIENDLY WORKSHOP 2026/2027 AIMS TO:



Train over 150 young fashion entrepreneurs from Nigeria and Africa in sustainable fashion and waste-to-fashion upcycling.



Introduce upcycling, textile recycling, green materials, and digital fashion tools.



Build entrepreneurial capacity for circular business models to reduce waste.



Offer opportunities for participants to showcase eco-collections at the MAFEST Eco Runway and Exhibition Arena.



Promote eco-conscious consumer behavior and the use of recycled materials.



Raise awareness of textile waste impacts and promote circular economy solutions.



Align Nigeria's fashion industry with national climate goals and global sustainability standards.



Encourage partnerships across government, private sector, and creative industries.



Foster cross-cultural exchanges in sustainable practices and advance Circular Economy principles.

MAFEST desires to create Fashion Designers like Bethany Williams from the United Kingdom who create sustainable fashion works even down to the buttons, using Hand Woven textiles from recycled packaging materials found in their workshop.

MAFEST B2B Policy Conference

POSITIONING NOTE

One of the pivotal focal points of the Meet Africa Fashion Festival is the continent's textile industry, an indispensable component of fashion production, employment generation, and the advancement of manufacturing across Africa. A dissection of this pivotal sector in Africa reveals a lackluster domain in dire need of intervention, encompassing both policy re-engineering, investment, and by extension, technological innovations.

While appreciating some level of growth within Africa's fashion and garment space which MAFEST considers inadequate, the continent's textile manufacturing ecosystem is being confronted with challenges and pressures. For instance, the bulk of African cotton is still exported raw; downstream processing like spinning, weaving, and knitting remain weak. There is the stubborn issue of Secondhand clothing imports that dominate. Infrastructure gaps unstable power, poor logistics cripple manufacturing. For example, Nigeria's textile sector loses an estimated \$2 billion annually due to power issues.

ABOUT THE CONFERENCE

The MAFEST B2B Policy Conference is a high-level gathering designed to position Africa's textile and fashion economy at the center of industrial growth, trade, and sustainable development. It brings together policymakers, investors, industry leaders, innovators, and development partners to shape strategies that will unlock the full potential of Africa's textile manufacturing sector.

WHY THIS MATTERS

Africa's textile industry holds immense potential as a driver of jobs, wealth creation, and continental trade, second only to agriculture in employment opportunities. Yet, realizing this potential requires a coordinated approach that blends progressive policies, strategic investments, and innovation-driven practices.

CONFERENCE OBJECTIVES



Policy

Advocate for reforms that strengthen local manufacturing, regional trade, and global competitiveness



Investment

Showcase opportunities for financiers and investors in Africa's growing textile value chain.



Innovation

Explore cutting-edge technologies and sustainable practices redefining textile production.



Collaboration

Foster partnerships among governments, private sector, financial institutions, and entrepreneurs.

SPONSOR BENEFITS

Platinum Partner

- Prime logo placement across all event materials and media.
- Speaking opportunity in a keynote or high-level panel.
- Exclusive branding in VIP networking sessions.
- Priority access to B2B matchmaking and policy roundtables.

Gold Partner

- Prominent logo placement across select event materials and digital platforms.
- Recognition in official press releases and media coverage.
- Reserved exhibition/display space at the conference.
- Participation in B2B matchmaking.

Silver Partner

- Logo placement on event website and program guide.
- Recognition during conference sessions.
- Access to networking opportunities and side events.

ALL SPONSORS BENEFIT FROM

Direct engagement with policymakers, investors, and industry leaders

Visibility across MAFEST's extensive media and promotional campaigns

Opportunity to shape Africa's textile policy and investment landscape



EXHIBITION ARENA



Hosted Buyer Program



AfCFTA Gateway



Market Access

MAFEST's ExhibitionArena is structured to serve as Africa's market Access Gateway, a premier platform connecting brands with buyers, distributors, retailers, and policy makers.

Our exhibition sideline is a Pan-African Showcase; providing chances for the exhibitors to penetrate African markets under African Continental Free Trade Agreement (AfCFTA) in one venue.

We blend value proposition, with visibility, and networks aiming to position MAFEST's **ExhibitionArena** as a **global market place**

As Afrocentric Expo for Fashion, Textiles and Beauty this sideline is a one-stop shop for entering African markets, networking with global buyers, and celebrating the continent's creative economy.

The **ExhibitionArena** is the **economic engine** of MAFEST that attracts **fashion, textiles, and beauty exhibitors** from across Africa and globally.

THE ART GALLERIA

As part of this presentation, the Art Galleria is intricately woven into the fabric of the Exhibition arena.

A dedicated segment of the arena has been meticulously allocated for the showcase of African artworks.

MAFEST receives a commission of ten percent from each acquisition made from the featured artists

OUR BOOTHS & PRICES

MAFEST is presenting a curated layout of high quality spaces engineered for maximum engagement.

Whether you choose our premium or standard configuration, we deliver end-to-end premium presentation features giving you the perfect platform to network, close deals, and scale your market reach .





9m² (3m x 3m) Exhibition Stand R 2.5M / \$1,852

- Raise floor and rug
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Electrical Plug Points



9m² (3m x 3m) Exhibition Stand R 1.5M / \$845

- Raise floor and rug
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Electrical Plug Points



18m² (6m x 3m) Exhibition Stand

₦ 4.5M / \$3,334

- Raise floor and rug
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Electrical Plug Points



18m² (6m x 3m) Exhibition Stand

₦ 4.5M / \$3,334

- Raise floor and PVC carpet/covering
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Electrical Plug Points



18m² (6m x 3m) Exhibition Stand

₦ 4.6M / \$3,350

- Raise floor and rug
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Electrical Plug Points



36m² (9m x 4m) Exhibition Stand

₦ 6.5M / \$4,745

- Raise floor and rug
- LED TV screens
- 3D logos
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Storage/pantry
- Electrical Plug Points



36m² (9m x 4m) Exhibition Stand

₦ 8.2M / \$5,986

- Raise floor and rug
- TV screen
- 3D logos
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Storage/pantry
- Electrical Plug Points



24m² (8m x 3m) Exhibition Stand

₦ 5.2M / \$3,796

- Raise floor and rug
- TV screen
- Cocktail or Café Seating
- Custom Reception Counter and high stool
- Brochure holder/rack
- Artwork Display Features & Graphic Panels
- Storage/pantry
- Electrical Plug Points



45m² (15m x 3m) Exhibition Stand ₦ 13.5M / \$9,855

- Artwork Display Features & Graphic Panels-3D logos and LED Strips
- Raised platform flooring
- Cocktail & Café Seating
- Electrical plug points
- Plant & Décor Features
- Booth Lighting
- Custom Counter
- Lounge Pocket
- LED TVs



6m² (3m x 2m) Exhibition Stand ₦ 150,000 / \$115 per day

- Café Seating
- Custom Reception Counter
- Brochure holder/rack
- Electrical Plug Points



9m² (3m x 3m) Exhibition Stand

₺ 155,000 / \$183 per day

- Café Seating
- Custom Reception Counter
- Brochure holder/rack
- Electrical Plug Points



18m² (6m x 3m) Exhibition Stand

₺ 250,000 / \$195 per day

- Café Seating x 2
- Custom Reception Counter
- Brochure holder/rack
- Electrical Plug Points

WHY EXHIBIT AT MAFEST ?

MAFEST is working to become Africa's largest celebration of fashion, textiles, and beauty innovation, bringing together designers, textile manufacturers, beauty brands, retailers, policymakers, and global investors under one roof.

EXHIBITING AT MAFEST GIVES BRANDS

Direct access to buyers, distributors, and investors from across Africa and beyond

Opportunity to launch and showcase products to a continental audience

B2B matchmaking sessions with retailers, fashion houses, and government delegations

Exposure through international media, influencers, and fashion press

Integration into Africa's fast-growing AfCFTA trade environment

WHO SHOULD EXHIBIT



Fashion Brands



Textile & Fabric Producers



Beauty & Cosmetic Brands



Accessories & Footwear



Technology & Innovation



Government & Trade Agencies



Fashion Schools & Research Institute

MAFEST WILL PROVIDE

Global Visibility: Media coverage, live streaming, and influencer amplification to ensure products reach continental and diaspora audiences.

Business-to-Business (B2B) Meetings: Guarantee curated meetings with potential buyers, investors, and partners.

EXHIBITORS CAN EXPECT TO MEET



RETAIL BUYERS



INVESTORS



POLICYMAKERS



FASHION HOUSES



MEDIA & INFLUENCERS



NGOS & DEVELOPMENT PARTNERS



DISTRIBUTORS & WHOLESALERS

ROAD SHOWS

Visibility

Media

Engagement

CSR

Pan-African
Presence

To extend the impact of the **Meet Africa Fashion festival** beyond the host city, MAFEST introduces a **Public Awareness Roadshow** – a pre-festival sideline that takes fashion, culture, and sustainability to the people.

The Roadshow serves as a mobile prelude to the Meet Africa Fashion Festival (MAFEST), creating buzz, spreading awareness, and directly engaging with the public in Lagos Nigeria and the Host City. It is an exciting sideline that strengthens MAFEST's visibility, while connecting fashion with culture, sustainability, and youth empowerment.

This Roadshow is the **public face of MAFEST** before the main event, keeping the festival alive in public discourse, pulling in media attention, and ensuring more people buy tickets and attend. Similarly, the Roadshow serves not only as a mobile platform for awareness, engagement, and excitement around MAFEST editions but creates direct touch-points with the public, ensuring that the festival resonates across communities and borders.

Objectives

- Promote MAFEST across some cities.
- Raise awareness on African creativity, sustainability in fashion, and textile heritage.
- Engage communities through interactive fashion experiences.
- Showcase sponsors and give them direct visibility in target markets.

Format & Activities



Fashion On The Go

Mini fashion showcases on mobile platform with Models cat-walking on the stretch platforms of the motorcade under a carnival fun-fair. The 90-minute pomp and pageantry street show-off offers extensive high-brand visibility both for the show and our premium sponsors.



Cultural Fusion Performances

Music, dance, and spoken word celebrating African identity. The float is carnival in nature.



Sponsor Activations

Product exhibitions, giveaways, and branded experiences from products of sponsors and flyers detailing the venue and dates of the festival.



Media Engagement

Live coverage by TV, radio, and social media influencers.



Pop-Up Exhibitions

Display of fabrics, accessories, and sustainable designs in a carnival fashion mix

EXPECTED OUTCOMES



Increased visibility and anticipation for MAFEST.



Stronger community connection and cultural ownership of the festival.



Sponsor brands gain continental exposure and direct consumer engagement.



Discovery of emerging talents across Africa.

GEOGRAPHIC REACH



Primary Cities

Lagos and the host city



Secondary hubs

University town and cultural centers for grassroots engagement.



Final Stop

Grand opening of MAFEST 2026/2027 in the host city.

TARGET AUDIENCE



Youths and students.



Fashion lovers and creative entrepreneurs.



Government & Cultural bodies



General public in host cities.



Local and international media.



MEET AFRICA
FASHION FESTIVAL

FASHION SHOWS

MAFEST's Fashion shows segments seek to inspire innovations in Africa's fashion and garment industry; considering that the event offers budding fashion designers and models higher opportunities to apply their talents to excel, create wealth and generate jobs.

Our fashion designers are a beautiful blend of elite and emerging talents. Their collections span Afro-contemporary, Avant-Garde, Haute Couture, and urban street-wear the kind of fashion that sits on the racks of global fashion capitals. Most of our models are headlined by top names from across Nigeria and Africa. Our vision is to launch them onto the international stage.

MAFEST Fashion shows are not just runway shows; They are strategic initiatives to elevate Africa's global presence in the fashion ecosystem. With a core focus on youth and women, MAFEST is built around two key objectives

- To position Africa as a vital contributor to the global fashion narrative.
- To encourage governments and financial institutions to invest significantly in MSMEs in the creative sector.

Through the choices of the fabrics and the needle works of the participating designers we advocate for the shift from raw material exports to finished garment exports a model that retains value within Africa and drives long-term prosperity. Our common language speaks that African fashion is rooted in deep traditions, but it is also incredibly adaptive and contemporary. From high-end luxury couture to affordable urban street-wear, Africa's fashion scene is dynamic, inclusive, and globally competitive.



PRESENTATIONS

There are two distinct sets of flows and presentations.

One is a competitive event known as the MAFEST MODEL OF THE YEAR, while the other is the GALA FASHION SHOW GRAND FINALE. Each event is a parade of cocktail of styles, beauties, glitz and glamour, each on separate days.

The competition, exclusively open to emerging models, showcases the attires designed by up-and-coming fashion designers.

The overarching aim is to provide extensive opportunities for exposure, both for the models (male and female) and for the aspiring designers seeking international recognition and exploits.

MODEL OF THE YEAR

The MAFEST African Model of the Year competition is a flagship pan-African talent discovery platform under the Meet Africa Fashion Festival (MAFEST) 2026/2027. The competition seeks to identify, celebrate, and promote emerging modelling stars across Africa.

Eligibility Criteria

- Must be 18–25 years old.
- Must be a citizen or resident of an African country.
- Must provide a valid government-issued ID.
- Must provide a modelling portfolio (minimum three photos).
- Must sign image rights and participation consent.
- Must not be tied to any contractual disputes.

MEET AFRICA
FASHION FESTIVAL

MEET AFRICA
FASHION FESTIVAL

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Aràèwà
FASHION CREATION

Africa's Fashion, Africa's Voice, Africa's Future



Africa's Fashion, Africa's Voice, Africa's Future

The Last Edition of MAFEST

The maiden edition took place on May 24, 2025 at Asaba, the Delta State capital, powered by the Delta State Government. In that edition, our partners were:

- The Delta State Government
- Nigerians in Diaspora Organisation (NIDO) Africa
- Nigerians in Diaspora Organisation (NIDO) Europe
- The Federal Ministry of Arts, Culture, Tourism and Creative Economy
- Nigerian Tourism Development Authority (NTDA)
- The Federal Ministry of industry, Trade and Investment
- The Federal Ministry of Environment
- United World Congress of Diplomats





*Decoration of the SSG Delta State, Dr Kingsley Emu as MAFEST
Ambassador*



Charles Ozoemena, President of MAFEST



Chief Darlinton Ijeh, Hon Commissioner for Culture and Tourism Delta State representing the Governor of Delta State Rt. Hon. Sheriff F. O. Oborevwo at the event.



MAFEST's former Director of Creativity, Femi Nosa James, in his opening performance at the Asaba MAFEST's Show



*Hon (Mrs) Bridget Anyafulu, member Delta House of Assembly
receiving Patrons Award from LOC Chairman, S Fejokwu*



*L-R President of MAFEST, the former Hon Commissioner of
Youth Delta state and Mrs Anyafulu*



2025 MAFEST Team taking a bow before the audience



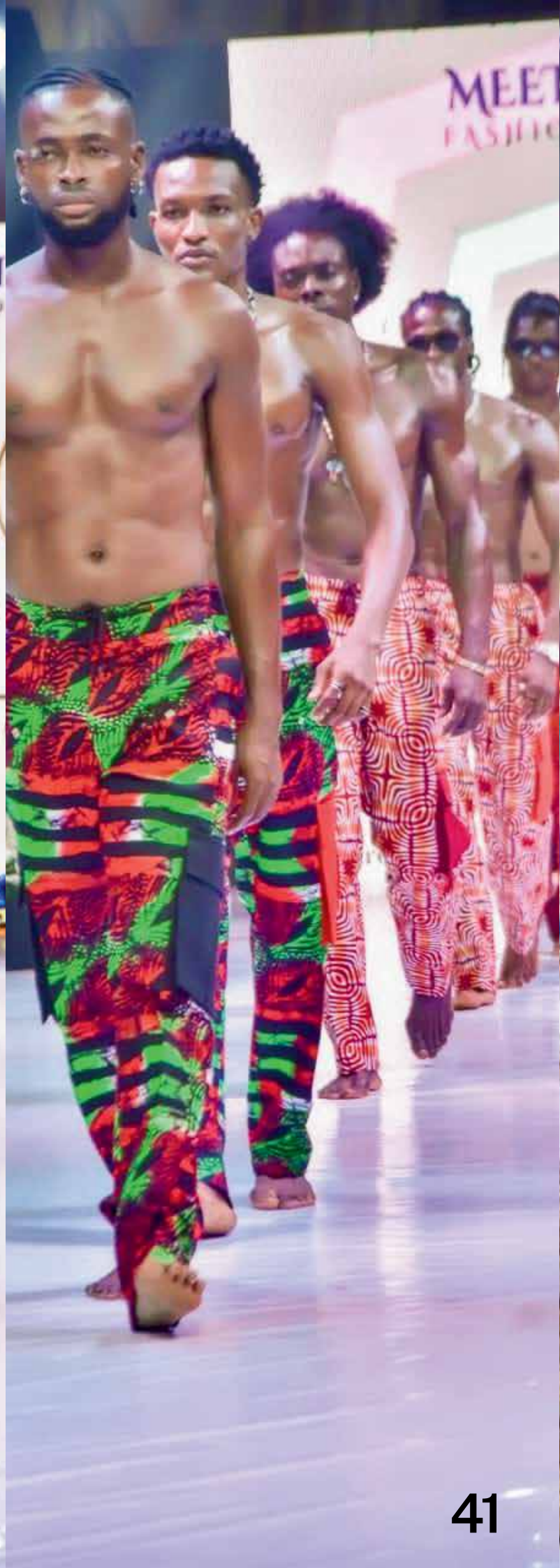
R-L Mr. Femi Bakre, MD Paralex Bank Receiving Award at the event in Asaba 2025



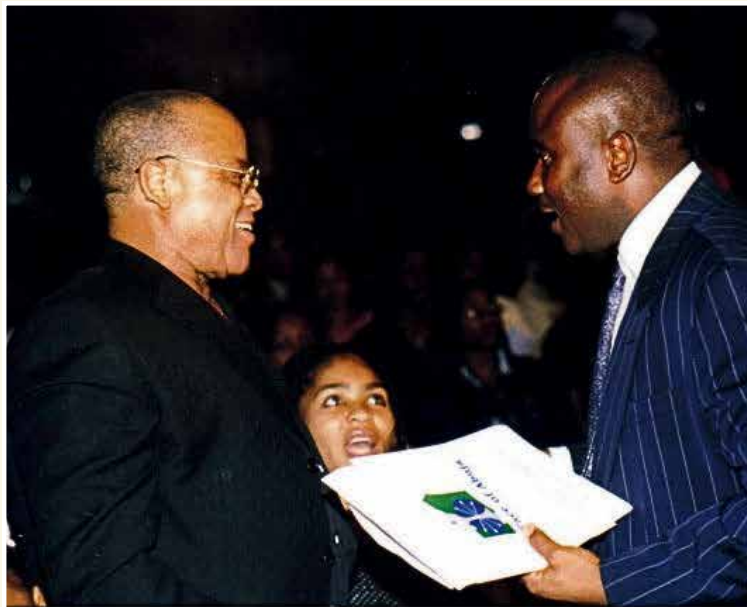
OUR PAST SIGNATURES











Former FRCN DG, Dr Eddie Iroh and Terry Wayas



International Awards Winning Designer Bayo Adegbe (MODELA) Takes a Bow



Pageant Creator, Charles Ozoemena (Left) welcoming FCTA Minister Nasir El Rufai



Charles Ozoemena, Collins Adeyemi and a friend at the last edition of The Face of Abuja Pageant.

OUR PAST SIGNATURES



Terry Wayas (Left) Shares a Joke with Hon. Chibudom Nwuche



International Awards Winning Designer Steve Ray also Takes a Bow



PAN Chairman, Aliyu Modibbo, Mrs. El Rufai and Nasir El Rufai



Peugeot Automobiles Nig (PAN) Chairman Alh. Aliyu Modibbo Shares a Joke with Charles Ozoemena



OUR PAST SIGNATURES



Additional Opportunities



DIGITAL INTEGRATION



AUDIENCE ENGAGEMENT



POST-EVENT REPORTS



SUSTAINABILITY RECOGNITION

**"Everything around you
that you call life was made
up by people that were no
smarter than you.**

**You can change it. You
can influence it. You can
build your own things that
other people can use."**

- Steve Jobs

Be part of Africa's Biggest Fashion Economy Movement

🌐 www.meetafricafashionfest.com
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