

# AfDB launches programme to grow Africa's textile industry

BY AGENCIES

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**ADDIS ABABA.** The African Development Bank (AfDB) and its partners have launched a specialised training programme for entrepreneurs and startups in the textile, apparel and accessories (TA&A) sector in Africa.

The training is part of the bank's Fashionomics Africa initiative aimed at increasing Africa's participation in the global textile industry supply chain.

The project phase kicked off in Ad-

dis Ababa, Ethiopia, on October 4, in partnership with the Hub of Africa 2017 and Hivos International.

This initial phase targeted the Ethiopian Fashion Designers Association as well as designers, fashion entrepreneurs and students attending the Hub of Africa 2017 event.

Sixty-four out of the 95 participants were women.

Other sessions will also take place in Kenya, South Africa, Nigeria, and Côte d'Ivoire.

"The Fashionomics masterclasses intend to give a better grasp of estab-

lishing and building a fashion brand (from idea to execution).

"From putting together a first production line as a one-person enterprise to building a team that shares a common brand philosophy," said Mr Emanuela Gregorio, the gender, innovation and creative industries economist at the AfDB.

An Ethiopian fashion entrepreneur, Eleni Hailu, described the programme as an eye-opener.

With an estimated annual \$2.5 billion in apparel exports from Africa, the TA&A sector is an important

driver of growth in African economies.

Through Fashionomics Africa, the African Development Bank aims to support the growth of the African textile and fashion sectors.

This will be through a focus on building the capacities of micro, small and medium-sized enterprises in the textile and clothing sector, especially for women and youth.

The initiative to support the two sectors is aligned with the bank's High 5 strategic priorities and the Jobs Strategy 2016-2025.