

Sourcing Apparel from Kenya and Ethiopia

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Abstracts

The international apparel community is showing growing interest in sourcing from Kenya and Ethiopia. Reasons for this include duty-free access to key markets, attractive investment incentives and low wage rates compared with countries in Asia.

Consequently, there is a focus on transferring technology and management knowhow from Asia to Kenya and Ethiopia by means of foreign direct investment (FDI). In Ethiopia in particular, a large number of high profile brand names have started sourcing apparel from the country. This report provides an overview of the textile and clothing industries in Kenya and Ethiopia, and highlights the challenges and opportunities that the industries face. Also, the report includes profiles of selected clothing companies in Kenya and discusses the competition they face from neighbouring countries.

Furthermore, the report includes information on investments made in Ethiopia by major foreign textile and clothing companies.

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