



ETHICAL
APPAREL
AFRICA

EXPORTS & EXPORT LIMITATIONS

EAA Learnings & Experiences

Why Apparel Manufacturing in Africa?

Ethical Apparel Africa

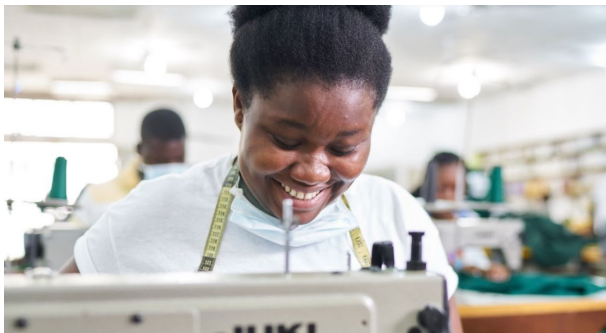
On a global level, apparel manufacturing is widely known for worker mistreatment and exploitation. The apparel industry is also the **largest employer of women** worldwide.

The frontier of apparel manufacturing is moving to sub-Saharan Africa. This represents a unique opportunity to **do things differently**.

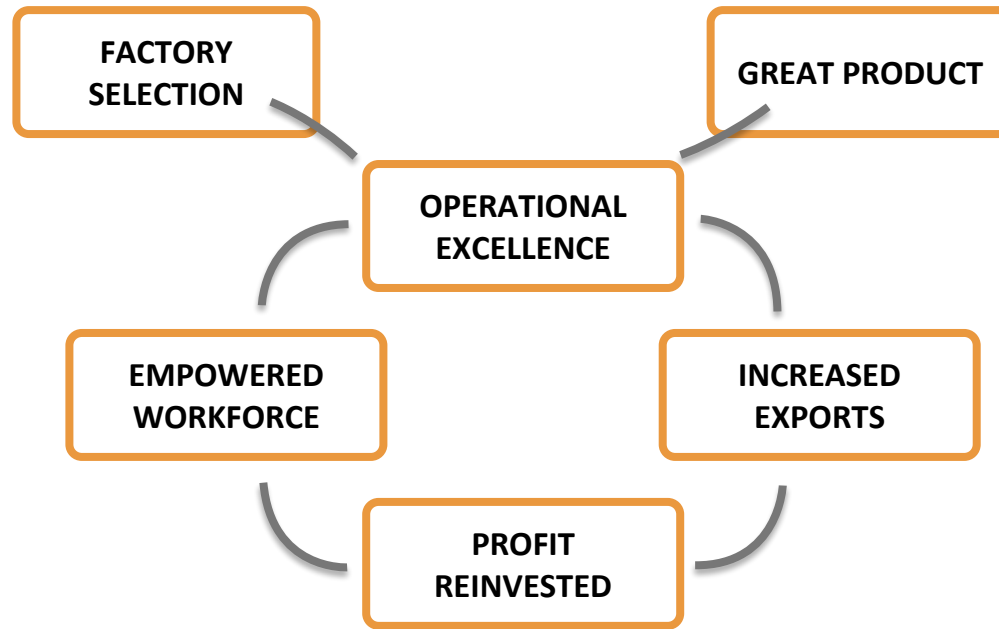
In West Africa, there are many factories that are owned and **led by Africans** who care deeply about their **employees** and their **communities**.

However, these factories have **struggled to compete** on the international market due to lack of technical know-how and market access.

Ethical Apparel Africa was founded in 2015 to **support African-owned factories to excel technically, compete internationally, and create sustainable jobs**.



The EAA Theory of Change



- Select **African-owned** factory partners with aligned ethical values and vision for scale
- Support them to achieve **operational excellence** through capacity building by EAA's team of on the ground technical and compliance experts
- Bring **orders** from US / EU brands and support on order execution
- Ensure profit from these orders is reinvested into workforce **empowerment**
- Measure the resulting benefits in productivity (decreased absenteeism/turnover)
- Continuously improve operational excellence and **scale** orders / job growth

Some Limitations on Exports so far

General Challenges within Factory

- Technical knowledge to meeting international standard
- Lack of required machinery + know how to use machines
- Adherence to social compliance (policies + documentation)

Challenges with Logistics

- Freezone procedure -- complexity
- Cost of clearance

2017 – Milestones achieved for Exports by EAA partners factories



Packing KAD's first container (Ghana)



Packing ANC's first container (Benin)



Local media coverage of ANC's export

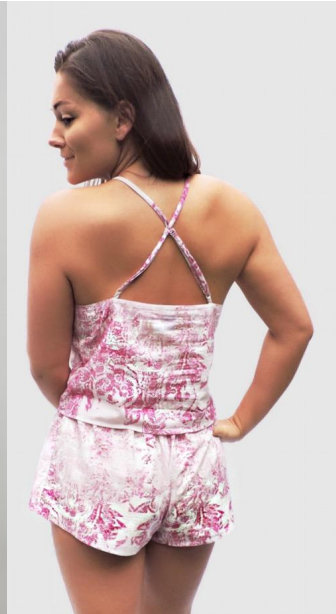
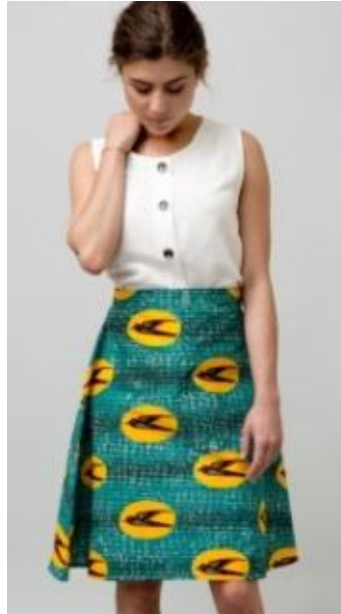
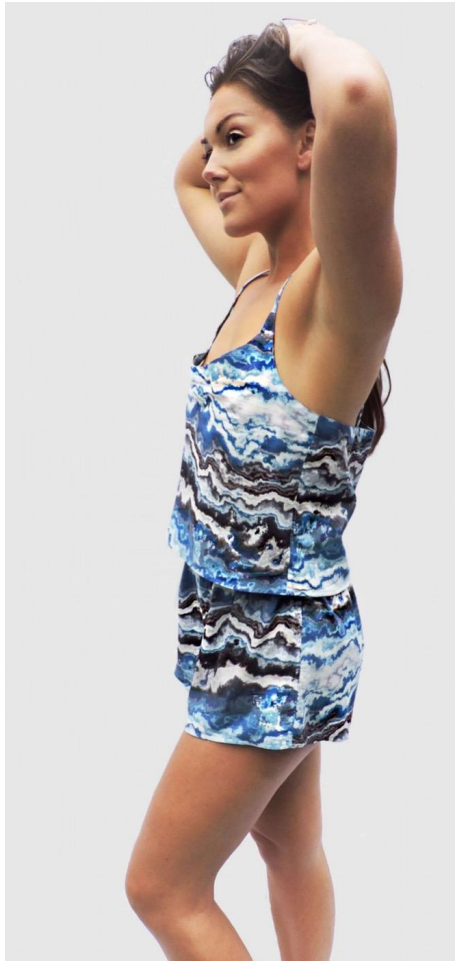


AGOA visa 001 from Benin

AGOA At The Factory Level

- There is no general AGOA certification needed by firms
- However each eligible shipment needs to have the following documents:
 - **Certificate of Origin**, filled in with 5-E designation -- this should be filled by the exporting factory
 - **Commercial invoice with an AGOA stamp** -- this must follow US Trade regulations
 - **Packing list** with details of product
- AGOA under Chapter 98, requires 35% value addition in country
- Third country fabric provision 98.19.11.12
- Commercial invoice must have correct HTS code from Chapters 61, 62, or 63

Past Products Sent Under AGOA



Important lessons learned



Testing & Inspection

- Require base tests
 - Colour fastness
 - Shrinkage
 - Azo dyes
 - Formaldehyde
- Test bulk fabric
- Inspect
- Test garments
 - Seam slippage and strength

Important lessons learned

Labelling

- “Made in Ghana” must be very **legible**

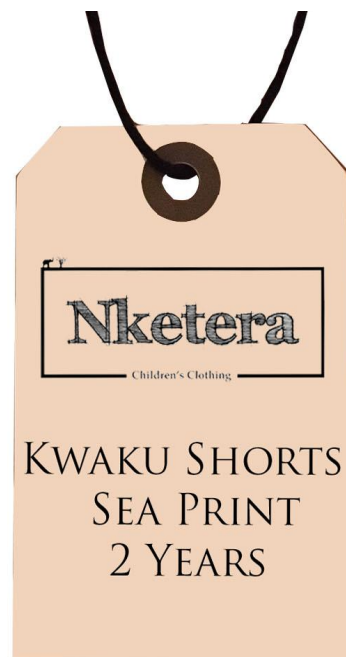
- Positioning of label

- Ties and scarves (sewn-in, legible)
- Reversible garments
- Belts (hang tag)

- Fibre Identification

- Fiber content (%)
- Descending order
- May be on reverse side

- Name of manufacturer



THANK YOU