

**Press release**  
August 27, 2021

## **West Africa Connect: The place to be for textile and garments buyers and suppliers and IT service providers**

**West Africa Connect will take place on November 16 and 17, 2021. This online event brings together more than 100 textile and garments suppliers and ICT service providers from 16 West African countries with carefully chosen buyers from Africa, Europe and North America.**

West Africa Connect is organised in the framework of the West Africa Competitiveness Programme (WACOMP), an European Union-funded initiative, which aims to strengthen the competitiveness of the West Africa region and enhance the integration of ECOWAS Member States and Mauritania into the regional and international trading system.

The event will bring together industry representatives that can look forward to two full days of company and product presentations, knowledge sharing, matchmaking, and networking. This includes showcasing unique West African produced textile and garments, presenting African ICT services, and webinars on various sector-related themes and product ranges.

### **Online event**

West Africa Connect will be held online. It will bring the community together in a digital space with live transmissions of conferences and webinars, extensive supplier presentations, and a sophisticated matchmaking platform. Every attendee can discover their personal “best matches” among the participants and talk with valuable new business contacts.

Suppliers and buyers can register at [www.westafricaconnect.com](http://www.westafricaconnect.com). Buyers attending West Africa Connect will benefit from the product and service presentations of suppliers using their individual company profiles to show what they have to offer. Suppliers and buyers get added value from both, the many contact opportunities via a chat function and one-on-one meetings. The live webinars and conferences are also interactively structured using an integrated chat function.



### Programme to be published soon

The entire programme of West Africa Connect will be available on the matchmaking platform and website soon and will be regularly updated. Firm times are already in place for a digital opening ceremony at 9:00 a.m. GMT on the first day of the event, November 16, 2021. As time gets closer, the programme will be filled with more and more webinars on trends and developments. There will be something for every participant to look forward to!

### About West Africa Connect

West Africa Connect is implemented as part of the West Africa Competitiveness Programme (WACOMP).

The WACOMP is funded by the European Union and aims to strengthen the competitiveness of the West Africa region and enhance the integration of ECOWAS Member States and Mauritania into the regional and international trading system.

The WACOMP is led by the ECOWAS Commission, in collaboration with the UEMOA Commission and implemented with the support of the United Nations Industrial Development Organization (UNIDO) and the International Trade Centre (ITC), which are the implementing agencies of the regional component of the WACOMP programme.

Read more about our donors and partners on <https://westafricaconnect.com/our-partners>.

---

Note for editors:

For more information, please contact West Africa Connect via [contact@westafricaconnect.com](mailto:contact@westafricaconnect.com).