AFRICA FASHION WEEK 2025 AMSTERDAM 25 - 30 AUGUST FASHIONING A SUSTAINABLE BLUE ECONOMY

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AFRICA 🕈 FASHION WEEK AMSTERDAM











SUSTAINABLE FASHION WEEK

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WELCOME TO THE FUTURE OF FASHION, CULTURE & SUSTAINABILITY

As we embark on the 11th edition of Africa Fashion Week Amsterdam (AFWA), we are proud to invite you into a movement that is bigger than fashion. AFWA2025 is a powerful convergence of creativity, sustainability, and global cooperation — using fashion as a tool to address the challenges of climate change, build cultural diplomacy, and unlock the vast potential of the African creative economy. Held in Amsterdam, a city of innovation and global exchange, this year's edition boldly explores the intersection between the Blue Economy and the Creative Economy, with a focus on African and diaspora-led solutions that promote sustainability, cultural identity, and economic inclusion.

OUR VISION

"To redefine the global fashion narrative by placing African creativity, sustainability, and cultural innovation at the heart of the international stage — bridging continents through fashion, empowering communities through collaboration, and driving inclusive economic transformation."

Join us on this journey to create lasting impact through fashion, business, and cross-cultural dialogue.















INTRODUCTION

Africa Fashion Week Amsterdam 2025 (AFWA25) marks the 11th edition of a globally recognized platform celebrating African fashion and culture. This year, AFWA takes a visionary leap by aligning fashion with climate awareness under the theme "Fashioning A Sustainable Blue Economy." As climate change increasingly affects African coastal regions, AFWA25 harnesses the power of fashion to promote marine protection, eco-conscious design, and sustainable business practices.

Aligned with the UN Ocean Conference 2025 in Nice, AFWA25 contributes to global conversations on Sustainable Development Goals 12 and 14, and the African Union's Agenda 2063, by showing how fashion and culture can drive environmental innovation, awareness, and advocacy.

For sponsors, AFWA25 offers a meaningful opportunity to associate with sustainability, global diplomacy, and creative industry leadership—while making real social impact across continents.

The 2025 edition of Africa Fashion Week Amsterdam (AFWA) is co-led by two visionary organizations that combine creative excellence with strategic development expertise: Africa Fashion Museum and Blue Ocean International SARL through its local subsidiary Blue Ocean **Cameroon SARL**





















About Africa Fashion Week Amsterdam (AFWA)

Africa Fashion Week Amsterdam (AFWA) is a pioneering initiative by Africa Fashion Museum that celebrates the richness and diversity of African and diaspora fashion, art, and culture. Since its inception in 2014, AFWA has become a dynamic platform for empowering designers, models, artists, and cultural creatives by connecting them to global audiences, markets, and media. Each year, AFWA presents a week-long cultural celebration that goes far beyond fashion. The event showcases sustainable cultural heritage-including traditional crafts, textile innovation, ethical fashion, music, cuisine, and art-through immersive fashion shows, exhibitions, business summits, and creative dialogues.

With a strong focus on international creative economy, fair trade, and circular design principles, AFWA provides an influential platform to:

- Promote African and diaspora talents on a global stage

AFWA contributes meaningfully to EU-Africa relations, the UN Sustainable Development Goals, and the global Creative Economy movement by fostering inclusion, innovation, and international partnerships.

FASHIONING A SUSTAINABLE BLUE ECONOMY



• Facilitate cross-cultural exchange and creative entrepreneurship • Advocate for ethical labor, sustainable materials, and equitable trade • Engage partners in discussions on fashion's role in diplomacy and social innovation















About Blue Ocean International

Blue Ocean International is a strategic consulting group based in the Netherlands, committed to advancing sustainable and inclusive Blue Economy solutions across Africa and Europe. Founded by Joseph Junior Seh, a seasoned expert with over 25 years of experience in international development and territorial cooperation, the firm bridges local knowledge with global expertise to deliver high-impact, context-driven strategies tailored to the realities of coastal and marine territories. Their work spans the full spectrum of the Blue Economy, including marine, port, and coastal development, as well as sustainable fisheries, maritime logistics, blue tourism, ocean governance, coastal urban planning, climate resilience, and innovation in blue technologies. What sets Blue Ocean apart is its hybrid model: a European headquarters providing strategic leadership and innovation, working closely with a growing network of affiliated consultancies in African coastal cities—such as Blue Ocean Cameroon LTD. This local-global approach ensures that their clients benefit from both technical depth and cultural understanding, as well as on-the-ground presence, enabling them to deliver solutions that are relevant, scalable, and sustainable.

Their core areas of expertise include:

- Resource Mobilization
- Project Development & Capacity Building
- Strategic Partnerships
- City Branding & International Visibility
- Diaspora Engagement
- Knowledge Sharing & Policy Advice

Through this model, they bring together diverse experts, public and private actors, and diaspora talent to co-create solutions that turn complex challenges into opportunities for investment, resilience, and inclusive growth across Africa's coastal regions.

term impact.





In partnership with AFWA, they ensure this event is not only a cultural celebration but also a strategic platform for long-

















DE KONING

EXCLUSIVE OPPORTUNITY

We are pleased to present you with an exclusive opportunity to become a valued partner of Africa Fashion Week Amsterdam 2025 (AFWA25), an impactful cultural and sustainability-driven event taking place from **August 25–30**, **2025**, **at De Koning in Amsterdam**.

This year's edition—"**Fashioning a Sustainable Blue Economy**"— seeks to bridge Africa and Europe through fashion, innovation, and marine sustainability.

AFWA25 is more than a fashion showcase—it is a global platform for cultural diplomacy, economic partnerships, and environmental advocacy, drawing stakeholders from over 30 African coastal cities, the Netherlands, and international organizations.















EVENT OVERVIEW & OBJECTIVES

To foster shared understanding and collaboration between African and Dutch coastal stakeholders through sustainable fashion, ocean-focused innovation, and diaspora engagement.

Specific Objectives

- coastal cities, institutions, and private sector actors.



• Promote Sustainable Fashion: Position African fashion as a driver of eco-conscious innovation, circular design, and blue economy opportunities.

• Raise Awareness: Highlight the climate, economic, and social challenges of African coastal regions while showcasing innovations that offer hope and opportunity.

• Strengthen Partnerships: Create lasting collaborations between African and Dutch

• Encourage Regional Collaboration: Unite African nations and creatives to scale sustainable fashion and marine-focused innovation as engines of green growth.

• Engage the African Diaspora: Mobilize diaspora talent and capital for entrepreneurship, mentorship, and impact in creative and coastal industries.























KEY ACTIVITIES

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FASHIONING A SUSTAINABLE BLUE ECONOMY



• Blue Fashion Showcase: Eco-fashion shows with marine-inspired, sustainable designs by African and diaspora designers.

• International Panels & Conferences: Sessions on climate resilience, creative economy, and Blue Economy cooperation.

• B2B Matchmaking & Trade Missions: Bridge African and Dutch coastal entrepreneurs, innovators, and institutions.

• Diaspora Investment & Mentorship: Platforms for diaspora to support creative startups and sustainable fashion ventures.

Educational & Awareness Campaigns: Podcasts, documentaries, toolkits, and media content to amplify understanding and innovation.











WEEK SCHEDULE

Onsite Event – 5 Days in Amsterdam (Fashion Week) The 5-day event will combine conferences, workshops, exhibitions, fashion showcases, and networking sessions. Each day will focus on a specific theme that connects fashion, innovation, and the **Blue Economy.**



DAY 1: WELCOME & COASTAL CITIES DIALOGUE

DAY 2: BLUE ECONOMY EXCHANGE

DAY 3: SUSTAINABLE FASHION AND ECO-DESIGN

DAY 4: YOUTH, DIASPORA, AND SMES

DAY 5: COMMITMENTS AND COLLABORATION



 Opening Ceremony with African and Dutch mayors and ambassadors Mayors' Roundtable: "Challenges & Opportunities of Coastal Africa" • Exhibition opens: showcasing participating cities and fashion designers • Cultural Night featuring diaspora music, storytelling, and cuisine

 Panel: "Ports as Catalysts for Innovation and Sustainability" • Thematic roundtables: Aquaculture, Marine Tech, Eco-Tourism, Port Logistics Blue Economy Innovation Exhibition Networking session with Dutch and African port-related businesses

Masterclass: "Circular Fashion and Marine Waste Innovation" Panel Discussion: "African Creativity in Global Fashion Chains" • Fashion Showroom Launch: featuring African designers and Dutch eco-brands • Evening Runway Show I: "From Coast to Catwalk"

 Diaspora Business Forum: "Investing in Creative and Blue Economies" Youth Innovation Pitch Competition Dialogue: "SMEs and Local Innovation in Coastal Economies" • Evening Runway Show II: "Future Threads: Diaspora Remix"

 Closing Forum: "Toward a Joint Africa–Netherlands Agenda" Announcement of partnership MoUs, project pledges, and innovation prizes Launch of the Africa–Netherlands Creative & Coastal Cities Platform Cultural Finale & Media Reception













WHO WILL BE THERE?

Africa Fashion Week Amsterdam 2025 (AFWA25) brings together a powerful cross-section of international stakeholders, decision-makers, creatives, and change agents — uniting the worlds of fashion, sustainability, innovation, and economic development.



Geographic Reach

- Over 30 African coastal cities and ports (e.g., Lagos, Accra, Abidjan, Dakar, Mombasa, Cape Town)
- Representatives from at least 10 Dutch port cities (e.g., Amsterdam, Rotterdam, Den Helder)
- Key diplomats, EU representatives, and international Blue Economy partners



Academia & Students

- Fashion academies, maritime schools, technical universities
- Focus on sustainability, circular design, urban innovation & port logistics
- 100+ students and young researchers to participate and learn



Public Sector & Institutions

- Ministries of Culture, Trade, Tran Environment, and Fisheries
- Port authorities, harbor operators development agencies
- Municipal leaders from African a coastal regions
- AU & UN-affiliated regional bod economic cooperation institutions



Civil Society & Community

- NGOs in youth, environment, cultu empowerment
- Grassroots and diaspora organizat creativity and entrepreneurship
- 100+ engaged changemakers ensur and local relevance





Private Sector

nsport,	• Eco-fashion designers, textile innovators, and		
-	circular brands		
s, and urban	• Blue Economy entrepreneurs: aquaculture,		
	marine biotech, ocean-based cosmetics		
nd Dutch	• Port logistics firms, maritime infrastructure		
	developers, ICT innovators		
lies and	• Coastal hospitality & eco-tourism operators		
S	• Over 250 African & Dutch SMEs expected to		
	network and exhibit		
	•		



Global Reach

ture & gender	• A digital strategy will amplify AFWA25's
	impact to a global audience of 10,000+ online
tions driving	participants, including diaspora investors,
	creatives, students, and professionals across
ring inclusion	Africa, Europe, and beyond.















Why Partner with AFWA25?

As a sponsor, you'll position your brand at the intersection of:

- Agenda 2063.

- from coastal African regions.



• Creative Innovation and Sustainability: Showcase your commitment to ESG, SDGs, and cultural impact by aligning with an event backed by UN goals and the African Union's

• Diverse Audience Exposure: Access a combined physical and digital audience of over 10,000, including diplomats, municipalities, fashion entrepreneurs, port authorities, youth leaders, academics, and creatives from Africa, Europe, and the diaspora.

• Business to Business Connections: Gain direct access to SMEs, investors, institutions, and municipalities via tailored networking, exhibitions, and matchmaking sessions.

• Brand Visibility: Enjoy high-profile brand placements across runway shows, exhibitions, panel discussions, press releases, online platforms, and social media.

• Social Responsibility: Support youth, women-led SMEs, and underrepresented designers











SPONSORSHIP PACKAGES

Partner with purpose. Gain impact and visibility.

Our tiered sponsorship packages reflect key symbols of the Blue Economy, offering increasing levels of visibility, engagement, and influence:

Choose Your Sponsorship Tier



CORAL PARTNER

€5,000 – €15,000 Symbolizing resilience and interconnected ecosystems

Benefits:

- Logo placement on all digital and print materials
- Recognition in press releases
- Participation in the Business & Blue Economy Exhibition
- Social media visibility



OCEAN CURRENT PARTNER €15.000 – €40.000

Representing movement, change, and momentum

Benefits:

- All Coral-level benefits
- Speaking opportunity in thematic panels
- Brand exposure during fashion shows
- Access to VIP business networking sessions
- Support transport & accommodation of 2 African youth entrepreneurs/designers



YOUR SPONSORSHIP ENABLES INCLUSION

Each contribution helps amplify youth, women-led SMEs, and underrepresented creatives from Africa—bridging continents through fashion, sustainability, and cultural diplomacy. By supporting AFWA2025, sponsors directly contribute to measurable progress on the UN Sustainable Development Goals (SDGs 12, 14, and 17) and the African Union Agenda 2063.

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LIGHTHOUSE PARTNER €40,000+

Standing for leadership, high visibility, and strategic guidance

Benefits:

- All Ocean Current-level benefits
- Co-branding of a key event segment (e.g., fashion show, city dialogue, or pitch stage)
- Tailored media coverage & dedicated PR
- Curated B2B matchmaking with institutional & business leaders
- Full hosting of 2 VIP guests (travel, accommodation, cultural program)

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KEY OUTCOMES

Cultural Diplomacy & EU-Africa Dialogue

Strengthened collaboration between African and Dutch stakeholders through fashion, sustainable innovation, and city-to-city partnerships and MoUs.

Sustainable Fashion Advocacy

Showcasing 30+ African and diaspora designers using eco-conscious materials. recycling techniques, and circular design principles.

Blue Economy Integration

Raising awareness on marine protection, circular textiles, and coastal innovation through fashion and public dialogue. Policy recommendations from fashion diplomacy panels

Business & Market Expansion

250+ African and European SMEs connected via B2B matchmakings, trade exhibitions, and vendor markets. Increased investment in blue economy startups

Youth Empowerment & Diaspora Engagement

100+ young creatives, students, and diaspora entrepreneurs engaged through workshops, mentoring, and pitch sessions.

Media Visibility & Global Reach

Over 10,000 virtual attendees and 5 million+ online impressions via livestreams, influencers, and international press coverage.

Impact Metrics (measurable indicators)

Cat

Par

Atte

Citi

Bus

Sus

Mee

Dia

Par

Target Metric	
60+ (Africa, Diaspora, EU)	
15,000+ total reach	
40+	
100+ sessions	
30+ runway collections	
5M+ global impressions	
100+	
10+ new cooperation agreements	

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COASTAL CITIES



City Country Luanda Angola **Benguela** Angola Lobito Angola Angola **Porto Amboim** Benin Cotonou **Grand-Popo** Benin Cameroon Campo Douala Cameroon Kribi Cameroon Limbe Cameroon Alexandria Egypt **Al-Arish** Egypt **Marsa Matrouh** Egypt **Port Said** Egypt Ghana Accra Takoradi Ghana **Cape Coast** Ghana Elmina Ghana Ghana **James-Town** Guinea Conakry Abidjan Ivory Coast Ivory Coast Assouindé **Grand-Bassam** Ivory Coast Ivory Coast San-Pedro Namibia Walvis Bay Nigeria Lagos Nigeria **Port Harcourt** Calabar Nigeria

FASHIONING A SUSTAINABLE BLUE ECONOMY

City	Country	City	Country
Praia	Cape Verde	Toamasina	Madagascar
Moroni	Comoros	Nouadhibou	Mauritania
Banana	Congo, Dem. Rep.	Nouakchott	Mauritania
Boma	Congo, Dem. Rep.	Port Louis	Mauritius
Brazzaville	Congo, Rep.	Al Hoceima	Morocco
Pointe-Noire	Congo, Rep.	Ceuta	Morocco
Djibouti City	Djibouti	Larache	Morocco
Massawa	Eritrea	Nador	Morocco
Cape Town	South Africa	Tangier	Morocco
Durban	South Africa	Casablanca	Morocco
Dar es Salaam	Tanzania	Beira	Mozambique
Malabo	Equatorial Guinea	Maputo	Mozambique
Bata	Equatorial Guinea	Dakar	Senegal
Algiers	Algeria	Mbour	Senegal
Annaba	Algeria	Saint-Louis	Senegal
Bejaia	Algeria	Victoria	Seychelles
Oran	Algeria	Freetown	Sierra Leone
Skikda	Algeria	Bosaso	Somalia
Libreville	Gabon	Berbera	Somalia
Banjul	Gambia	Eyl	Somalia
Bissau	Guinea-Bissau	Mogadishu	Somalia
Al Khums	Libya	Mombasa	Kenya
Tripoli	Libya	Kilifi	Kenya
Benghazi	Libya	Lamu	Kenya
Derna	Libya	Watamu	Kenya
Misrata	Libya		
Sirte	Libya		
Tobruk	Libya		
Zawiya	Libya		
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LET'S COLLABORATE

Whether you represent a corporate brand, development institution, philanthropic foundation, or creative business — your support will drive real-world impact across continents.

Partner with us to:

CONTACT US

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#AFWA2025 #BlueFashion #CreativeEconomy #CulturalDiplomacy



• Amplify your visibility across Europe and Africa • Demonstrate leadership in sustainability, equity & innovation • Engage youth, diaspora, and underrepresented creative voices • Shape the future of international creative diplomacy

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