



## Sub-Saharan Africa: Potential Production Source for Textiles and Apparel?

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### ABSTRACT

*As globalization continues, textile and apparel firms have many opportunities to source from areas located throughout the globe. Recently, the Trade Development Act of 2000 has brought light to two regions of the world, the Caribbean Basin and Sub-Saharan Africa. This study will concentrate on the sub-Saharan region and examine if the sub-Saharan African region can be a potential source of production for textile and apparel firms. This study has found that certain countries such as South Africa and Mauritius have the potential to have competitive textile and apparel industries.*

KEYWORDS: Sub-Saharan, globalization, sourcing, Trade Development Act of 2000, AGOA, textiles, apparel

### **The Trade and Development Act of 2000**

The Trade and Development Act of 2000 includes the African Growth and Opportunity Act (AGOA) and the U.S.-Caribbean Basin Trade Partnership Act (CBTPA). This package advances U.S. economic and security interests by strengthening our relationship with regions of the world that are making significant strides in terms of economic development and political reform. The Act will expand two-way trade and create incentives for the countries of sub-Saharan Africa (SSA) and the Caribbean Basin to continue reforming their economies and increase their participation in the benefits of the global economy. Also, the Act will contribute to the continuation of the United States' own strong economic performance by encouraging the opening of markets and the

reduction of poverty in countries with hundreds of millions of potential consumers for American exports (National Economic Council, 2000).

### **The Competitive Advantage of Nation's Theory by Michael Porter**

Michael Porter's Competitive Advantage of Nations will be used as the theoretical model for this study (Porter, 1990). This theory provides a framework to examine how nations gain a competitive advantage in the global marketplace based on specific determinants found within the industries within a nation. Michael Porter's Competitive Advantage of Nations explores how businesses within a nation gain a competitive advantage. Porter believes that, "groups or clusters of interconnected firms, suppliers, related industries, and institutions