



## Press Release

### TEX-MED ALLIANCES

**Textile Mediterranean Alliances for Business Development, Internationalization and Innovation**

## **Mediterranean countries forge a strategic alliance to strengthen the textile sector**

***The project is led by Texfor involving partners from Italy, Greece, Tunisia, Egypt, Jordan and Palestine***

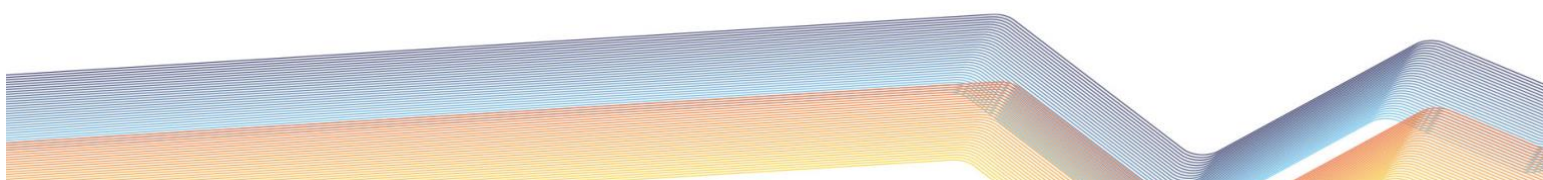
The first official presentation of the TEX-MED Alliances project will take place in La Casa de la Seda in Barcelona, **next Thursday, 20<sup>th</sup> February at 12.15h**, organized by TEXFOR, lead partner of the project. Local entrepreneurs and stakeholders have been invited to know more about the possibilities offered by the project to implement strategic initiatives in Internationalization, Innovation and Circular Economy in the textile and clothing industry.

TEX-MED Alliances, “Textile Mediterranean Alliances for Business Development, Internationalization and Innovation”, is funded the European Union under the ENI CBC Mediterranean Sea Basin Programme 2014-2020. The project involves eight partners representing Textile and Clothing Clusters of the Mediterranean area.

### **Project Partners**

- TEXFOR – Industry Textile Confederation (Spain, Catalunya)
- CTN – Industrial Association of Northern Tuscany (Italy, Tuscany)
- SEPEE – Hellenic Fashion Industry Association (Greece, Kentriki Makedonia)
- CETTEX – Textile Technical Center (Tunisia, Ben Arous)
- MFCPOLE – Monastir El Fejja Competitiveness Pole (Tunisia, Tunis)
- GACIC – German Arab Chamber of Industry and Commerce (Egypt, El Iskandanyah)
- ACI – Amman Chamber of Industry (Jordan, Amman)
- PFI – Palestinian Federation of Industries (Palestine)

The project aims at reducing the persistent innovation gap among countries in both Mediterranean rims focusing on three areas of that are priorities for the Textile and Clothing businesses: Internationalization,





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Innovation and Circular Economy.

The project has a duration of 36 months, until August 2022, with a total budget of 2.8 M euro, of which 2.5 M euro are funded by ENI CBC Med (90.%) and 0.3 M euro co-financed by the project's partners. For more information about the project, please visit its [website](#).

TEX-MED Alliances is one of the 41 projects funded so far by the ENI CBC Mediterranean Sea Basin Programme 2014-2020. With a total budget of 209 M Euro, the programme aims at fostering fair, equitable and sustainable economic, social and territorial development at Mediterranean Basin level, which may advance cross-border integration and valorise participating countries' territories and values. The strategy is based on two overall objectives; Promote economic and social development and address common challenges in the environment. ENI CBC Med is the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI) and brings together the coastal territories of 13 EU and partner countries: Cyprus, Egypt, France, Greece, Israel, Italy, Jordan, Lebanon, Malta, Palestine, Portugal, Spain, Tunisia

### **Disclaimer**

*This document has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of TEXFOR and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures*

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