

## Lead Beneficiary



TEXFOR – Spanish Textile Industry Confederation  
(Spain, Catalunya)

## Partnership



**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)

# TEX-MED ALLIANCES

Textile Mediterranean Alliances for Business Development, Internationalization and Innovation

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This publication 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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#### THEMATIC OBJECTIVE:

A.1 Business and SMEs development

#### PRIORITY:

A.1.2 Euro-Mediterranean economic clusters

#### COUNTRIES:

Spain, Italy, Greece, Tunisia, Egypt, Jordan, Palestine

## About the Project

Like many others, the textile sector has changed dramatically during the last decades. Advanced countries have brought in high performance and high added-value technologies while emerging countries, mainly from Asia, have sharply reduced the costs putting insane pressure on Mediterranean traditional Textile and Clothing (T/C) companies. In contrast, the Mediterranean T/C sector has traditionally been a weak innovation performer.

TEX-MED ALLIANCES Project aims at reducing that persistent innovation gap, focussing on three areas of that are priorities for the T/C businesses: Internationalization, Innovation and Circular Economy.

To do that, the Project proposes an innovative approach based on the launch and implementation of two types of initiatives to test cooperation among companies and other economic operators from the two Mediterranean rims: "Framework Initiatives", i.e. cross-border initiatives identified and promoted by the project partners, and "Third Parties Initiatives", i.e. cross-border project ideas/proposals arising directly from companies. Together, these actions will put innovation at the core of the sector. The ultimate goal is to turn these initiatives into long-term, self-sustainable Alliances at the end of the Project, that will help textile and clothing companies to expand internationally inside/outside the Mediterranean area, fostering job creation and technological upgrading.

## What will be improved?

Companies from the Mediterranean T/C industry participating to the Project will acquire and apply updated knowledge and technical skills through specific initiatives, so enhancing Innovation, Competitiveness and capacities to reach new markets, also by extending their network of business partners. Solutions to foster more sustainability in the textile sector, based on a Circular Economy perspective, will be investigated and implemented. The ultimate ambition of the Project is to contribute to the re-orientation of the sector towards innovative productions and new business models.

## Who will benefit?

- T/C companies and manufacturers.
- Suppliers of the T/C industry such as those of raw materials, machinery, software, specialized services (R&D centres, logistics, etc.).
- Professionals (designers, stylists, technicians, etc.).
- Wholesalers, distribution chains, retailers.

## Expected achievements

- Supporting cross-border initiatives with qualified expertise for the Internationalization, Innovation & technology upgrading and Circular Economy in the T/C industry.
- Encouraging the participation of companies in key business events and internationalization/innovations fairs.
- Organising an Open Forum on Circular Economy to share best practices in the textile/clothing industry.
- Promoting Business to Business events gathering companies and other economic operators from the two Mediterranean rims.
- Facilitate the participation of companies in Euro-Mediterranean business Alliances and Partnerships.

## Final beneficiaries

T/C companies of the participating regions/countries interested to specific cross-border initiatives.

## Opportunities for Companies

- Receive technical assistance services by Project specialists.
- Obtain financial support (grants) up to € 20.000 per organization for the implementation of cross-border initiatives, to hire consultancy services, and well as for cover costs for meetings, travels, and tests concerning the initiatives.
- Obtain financial support (grants) up to € 1.250 per participant as reimbursement of costs for the participation to fairs, business meetings and cross-border events.
- Networking with international companies interested to a specific Initiative, and willing to test cooperation finalized to the establishment of long-term international Alliances.

## Duration

36 months (September 2019-August 2022)

### FINANCIAL DATA

Total budget  **2.8** million €

EU Contribution  **2.5** million €

Project co-financing  **10%**