



Supporting The COVID-19 affected textiles/garments industry in:

· **Internationalization** · **Innovation** · **Circular Economy** ·

Webinar with Egyptian Enterprises
13 October 2020

Lead Beneficiary



TEXFOR
Spanish Textile Industry Confederation
(Spain, Catalunya)

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www.enicbcmed.eu/projects/tex-med-alliances

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 Feja
Competitiveness Pole
(Tunisia, Tunis)



GACIC
German Arab Chamber
of Industry and Commerce
(Egypt, El Iskandanyah)



ACI
Amman Chamber
of Industry
(Jordan, Amman)

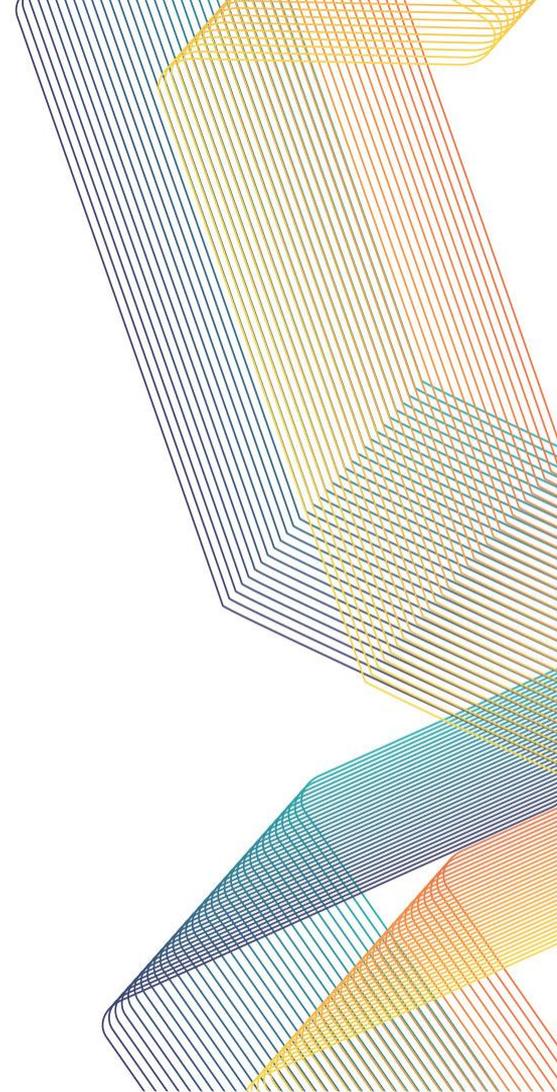


الاتحاد العام للصناعات الفلسطينية
Palestinian Federation of Industries

PFI
Palestinian Federation
of Industries
(Palestine)

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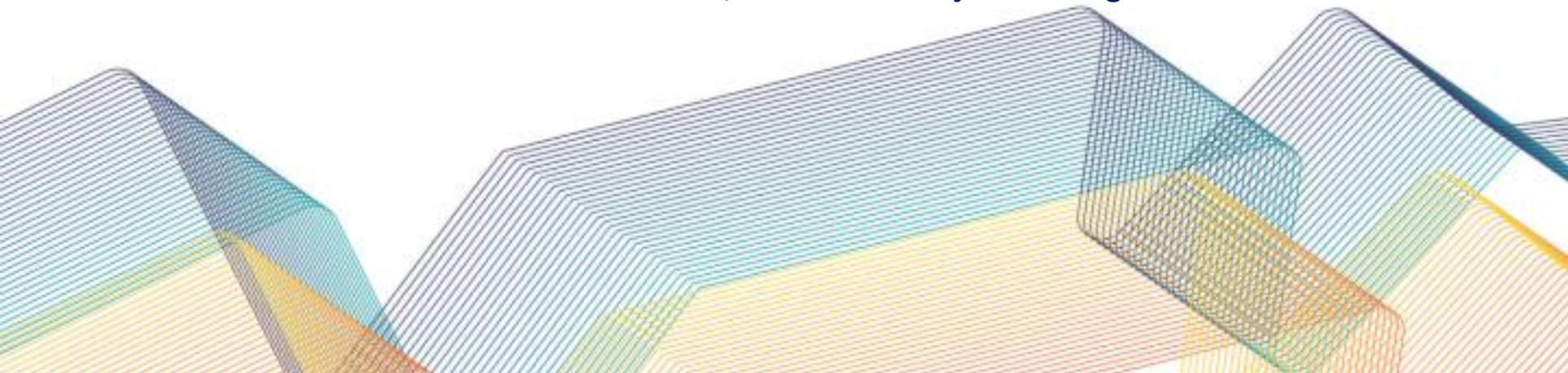
- **The TEX-MED ALLIANCES Project**
- **The Project's Initiatives**
- **Conclusions, next steps and information for participation**





Presentation of the **TEX-MED ALLIANCES** Project

Susanna Leonelli, Project Coordination
Francesco Pellizzari, Technical Project Manager



Contents:

Programme:

ENI CBCMED www.enicbcmed.eu

Title :

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

Countries:

7 (Spain, Italy, Greece, Tunisia, Egypt, Jordan, Palestine)

Partnership:

**8 Organizations: TEXTFOR (SP), Confindustria Toscana Nord (IT),
SEPEE (GR), CETTEX and mfcpole (TN), GACIC (EG), ACI (JO) et PFI (PAL)**

Duration:

September 2019 – September 2022

Budget:

€ 2.8 Million



Project's Initiatives:

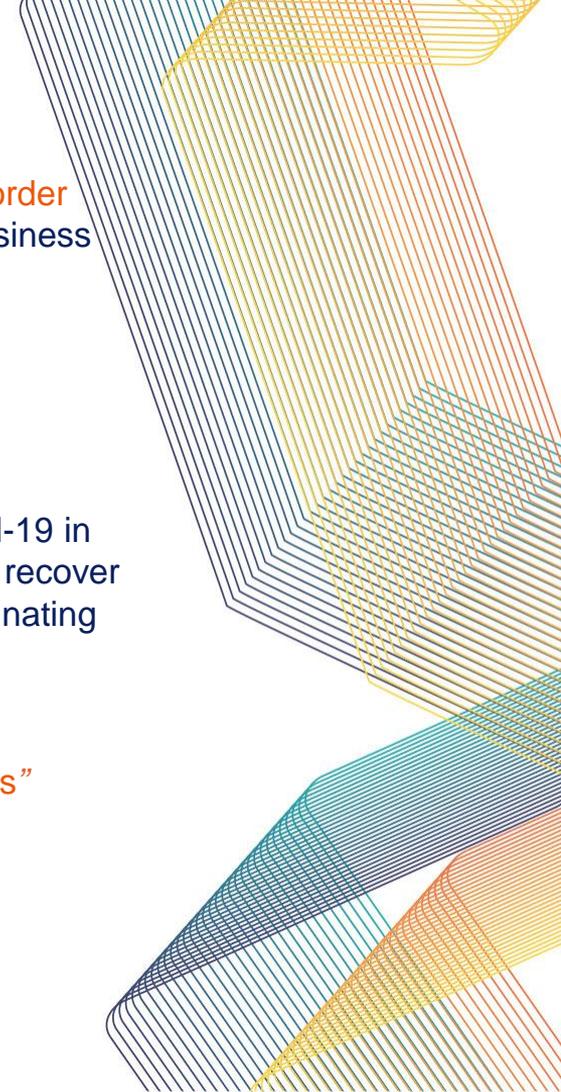
The Project will provide technical and financial resources to develop 4 “Cross Border Initiatives”. among enterprises (micro, small, medium and start-ups) and other business organizations of the Mediterranean Countries in 3 macro areas:

- ***Internationalization***
- ***Innovation***
- ***Circular Economy***

All Initiatives have been designed by taking into consideration the impact of Covid-19 in the textile and clothing sector. The objectives are to help enterprises **1.** to quickly recover from the current negative situation and **2.** to grasp new opportunities that are originating from the pandemic (health textiles, closure of outlets of global retailers, overall digitalization of the business, etc.)

The final goal of these initiatives is to establish new “Euro-Mediterranean Alliances” among SMEs that may result in long term strengthening of their market positions.

Local enterprises are invited to participate!



The Framework Initiatives:

FASHION RESTART: helps companies to re-think future possibilities after Covid-19, through a new offer and a new cooperation methods based on skills and energies of different countries. The initiative aims to create and launch pilot collections created by local designers by having in mind the climate, the colours and the culture of the Mediterranean.

The Amman Chamber of Industry (Mr Fadel Labadi / Mr Hani Mourad) is the Initiative Coordinator.

DYEING SMALL BATCHES: Initiative is based on a new, small scale dyeing and finishing equipment, to be installed at CETTEX Laboratories , with the objective of supporting MSMEs in the dyeing and finishing processes for small quantities of fabrics and accessories. This possibility will provide colour combinations strength to the collections.

CETTEX (Mrs Rym Charradi): is the Initiative coordinator.



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The Framework Initiatives (2):

CIRCULAR ECONOMY in the T/C Business: The objective is to raise awareness to the concept of Circular Economy and activate innovative and sustainable practices to create mutual advantages by recycling fibers, fabrics and final products and the clever use of textile stocks.

Confindustria Toscana Nord (Mr. Lorenzo Incagli) is the Initiative Coordinator.

HEALTH EMERGENCIES: aims at setting up a “**Textile Mediterranean Cluster for Emergencies**”, composed of specialized companies of the **health & protection** textile value chain, able to provide “urgent” mobilizations of production of “certified” / “tested” items, and to foster combined efforts among Mediterranean companies and research/innovation centers to develop innovative personal protection products for use in pandemics.

The creation of a database of Mediterranean companies that take part in any process of the production chain of textiles products for medical use.

Mfcpole (Mr Ramzi Zammali): is the Initiative coordinator.



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Tools for companies/organizations participating to the Initiatives

Technical assistance: from the Project: support by the Project Team and Partners to take part and implement the Initiatives.

Consultancy services by specialized professionals: depending on the Initiatives' fields: technical expertise (i.e. for testing, certifications, etc); product development; patterns making, design and trends expertise; sourcing support, etc.

Financial support (sub-grants) up to **10.000 Euro** for specific categories of costs. According to the CBC Initiative selected: costs for missions, pre-production (models, samples or prototypes), technical tests and certifications, consumables for dyeing, digitalization of samples, models or collection.



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How to apply for an Initiative:

- 1. Contact the Project partner in your country:** (for Egypt: GACIC, Palestine: PFI and Jordan ACI) and express your interest. You will get advice and guidance on how to participate and take advantage of our initiatives.
- 2. Apply to the Project's Call for Sub-grants:** to get financial support (Max 10.000 Euro) to cover categories of costs related to outputs or activities of the selected Initiative. **First deadline: 7th December 2020**
Call for sub-grants at : www.enicbcmmed.eu/projects/tex-med-alliances
- 3. Sign a Memorandum of Understanding** with the Coordinating Project partner, as a formal commitment to the Initiative.



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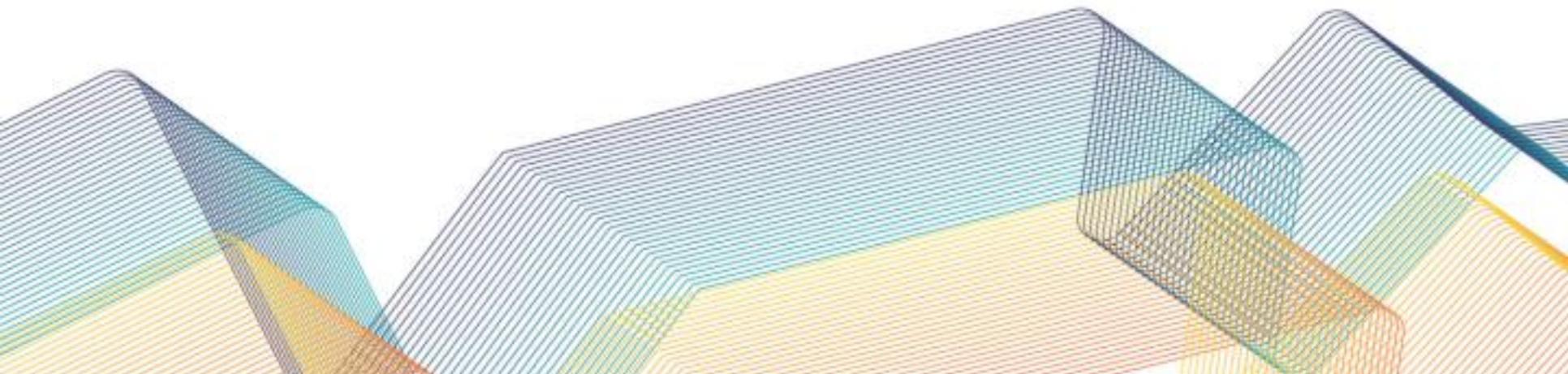


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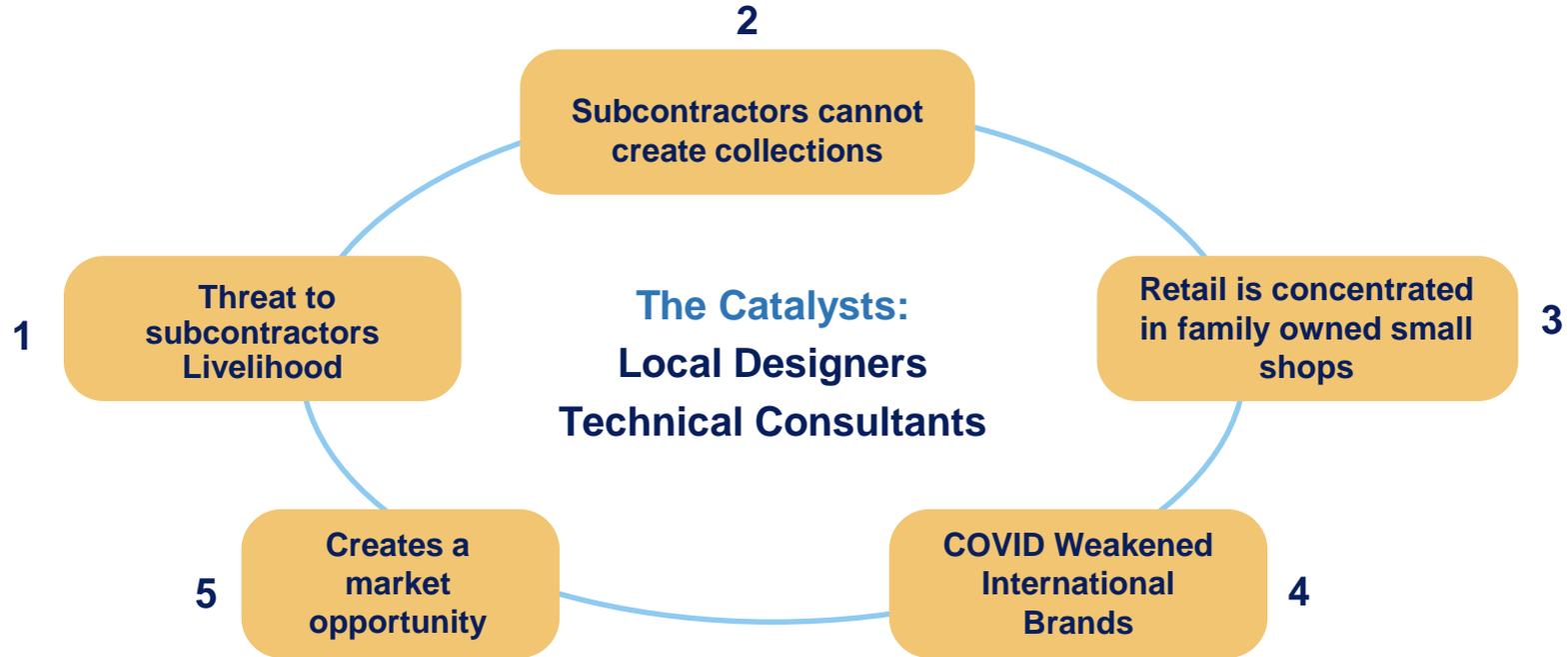
FASHION RESTART

Area: Internationalization

Hani Mourad, Project's Expert



A COVID-19 created reality



OBJECTIVES:

- to access marketing “gaps” left by the multinational retailers,
By partnering **subcontractors to retailers**.
- to create, starting with the first test season; Pilot Size proofs that can succeed, lifting up local designers’ talent.
- The supporting specific initiatives: **Fashion Trends thematic seminars / Sourcing support / Technical textiles / Dyeing small batches** will be used to raise the competitive advantages of the collections and making them environmentally sensitive.
- Marketing assistance to be provided by the project.



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How can we compete?

- We will, together, detect and identify economical and social trends that have a big effect on how the market behaves.
- Fashion brands have been successful in selling dreams, their marketing efforts are based on the age old human characteristic of human desires to stand out from the crowd, and to show off!
- This will never change, as such is human behavior throughout the ages. However, a relatively new trend is becoming stronger by the day: **Humanitarianism; which translates itself as environmentally sensitive and using sustainable production methods**



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TEX-MED ALLIANCES

ACTION PLAN:

Season 1, testing the validity of the initiative – The pilot case

All technical support, apart from the thematic seminar in fashion trends, will be provided by FIM. The three teams' 1st season participants will consist of 2 teams from MPCs (Mediterranean Partner Countries) and one Euro team. FIM would choose to start with teams from Tunisia, Jordan and Greece.

Season 2, Internationalization, creating alliances

To be detailed before the end of season 1, with lessons learned and the best way forward.

The objective is to incorporate “Teams” from all member countries, to develop alliances.

The supporting initiatives of “Fashion hubs”, “Sourcing” and “recruiting international consultants” will be developed for season 2.



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Who / what does a team consist of?

- **Small production entrepreneurs**

looking to expand/rethink their business model, and have the flexibility of producing different types of items (Separates, tubular knits and maybe lined items like jackets etc.) or have the network to enable them to seek help for certain items that can be produced on their behalf by other small producers, sub-contractors, co-contractors.

- **local designers**

This project will provide experience and temporary employment opportunities to young local designers as a fulfillment of a CBC-ENI priority. They will be supported by experienced consultants.

- **One trainee per team**

(scholarship) for the MPCs; one for each PP. This will enable freshly graduated designers to gain experience with a multi-national team, (To comply with project objectives).

- **Retailers**

This new business model is an improvement on the producer/retailer concept which is relatively common, whereby the **separation of operations** allows for improved performance and involves less capital investment needs.



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Marketing

One of the important expected results from TMA's "Internationalization" theme is marketing efforts. Imbedded in the project, several fair participation possibilities are designed to help PPs members to market their products, especially beyond the immediate geographical area.

Fashion restart is earmarked for local and regional markets that have similar tastes, body structure, and skin colour. But more than anything else, they share the same social values; this will simplify marketing efforts



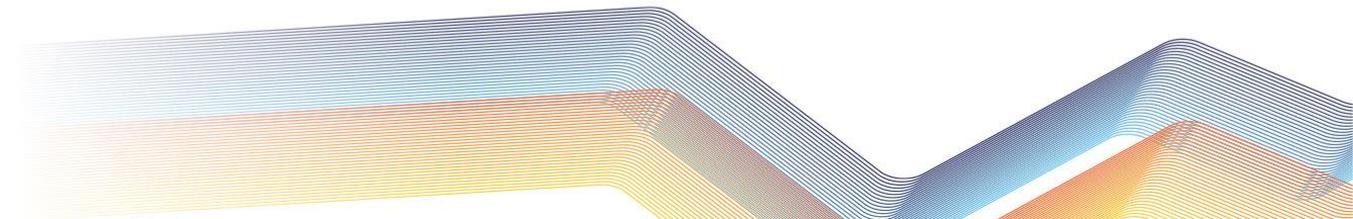
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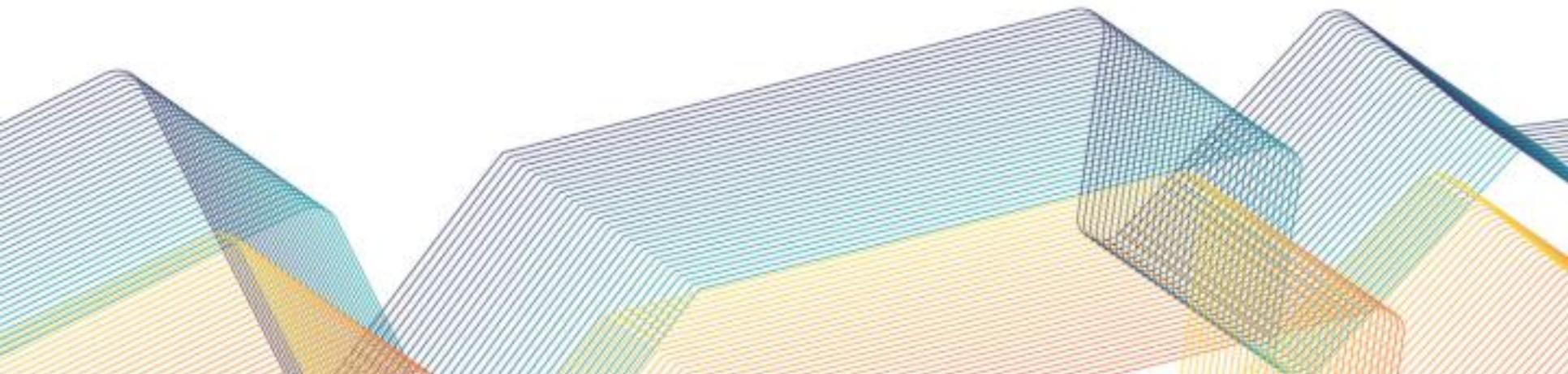




Dyeing Small Batches

Area: Innovation

Rym Charradi, CETTEX



Objective

Help micro and small enterprises to improve the value added of their products in providing access to the small batches dyeing and finishing facility provided by the project.

The facility will be located within the labs of CETTEX, Monastir, Tunisia



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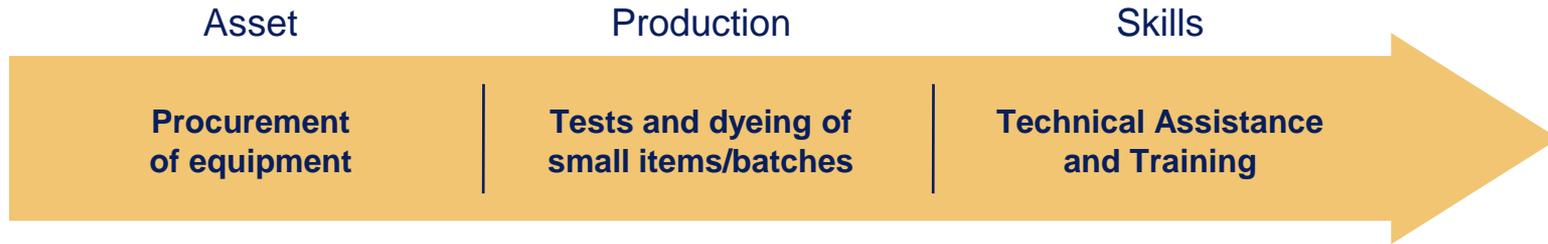


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What support is needed?



OBJECTIVES

- Improve the potential access to new market segments (competitiveness)
- Upgrade skills and improve creativity
- Foster cooperation between technical centers and enterprises



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Linkages of the Initiative to project objectives

WP4 – Internationalisation

“FASHION RESTART”

- Local and quick development of collections
- Fast market response: fast fashion and restocking
- Better participation to fairs and exhibitions
- Improvement of quality and added value

WP5: Innovation

“HEALTH EMERGENCIES”

- Creation of international market niches of high added value
- Sustainable textiles
 - Smart textiles,
 - Micro-encapsulation (self-cleaning, anti bacteria, ...)

WP6: Economie circulaire

“CIRCULAR ECONOMY”

- Long term supply
 - Industrial and functional ecology
 - Sustainable consumption
 - Recycling
- Advantages for SMEs: Long lasting, making effective use of inputs.
- Development of new market niches

Internationalization

- Development of color pallets



- Quick development of collections



- Optimization of new processes for dyeing and finishing



Innovation

- Sustainable Textiles: “natural dyes”



* *Smart textiles: micro-encapsulation, functional **and** high performance textiles*



Micro encapsulation of scents & changing of colours

- Self-satinizing
- Thermal comfort – Thermo-chrome



Circular Economy

- Assist enterprises in developing and dyeing recycled fibers
- Support SMEs in dyeing recycled accessories as well as develop new market niches.
- Upgrade the value chain in order to implement assets of circular economy.
- Up-cycling



Promote a sustainable, clean and effective textile production.

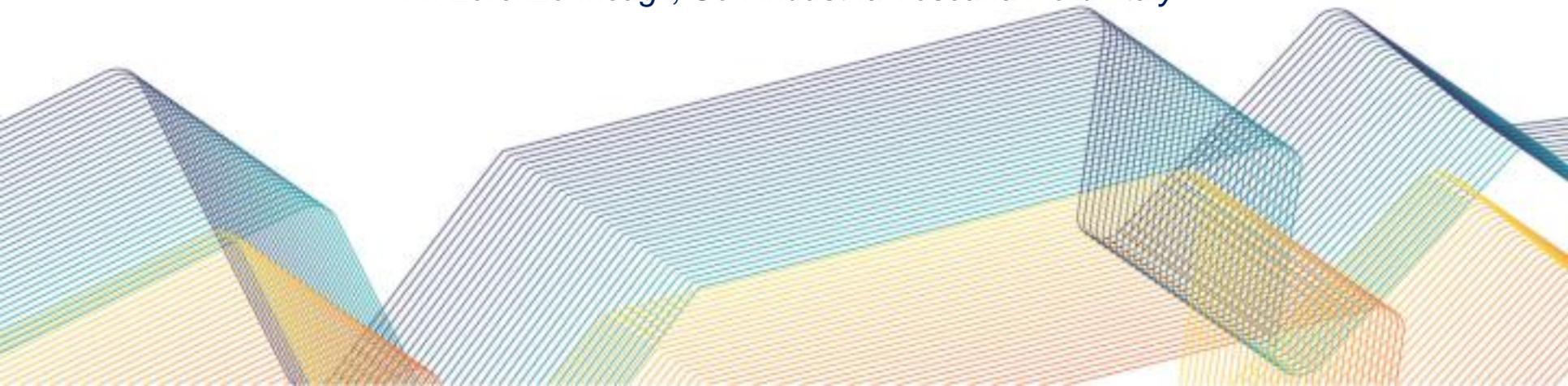




Circular Economy for T/C

Area: Circular Economy

Mr. Lorenzo Incagli, Confindustria Toscana Nord. Italy



Objectives:

Raise awareness of the concept of Circular Economy and activate innovative and sustainable practises.

In particular for:

- Recycling of fibres, fabrics and final products.
- Making available fashion quality inputs at affordable costs for enterprises weakened by Covid-19.



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Next Activity: The “Open Forum for Circular Economy”:

In the framework of the Tex-Med Alliance Project (TMA), CTN will launch An online « Open Forum for Circular Economy » on 4th November 2020.

International Experts will share up-to-date knowledge about Circular Economy and Testimonials will illustrate best practices implemented in the textile and clothing sector.

The Forum is « open », this means that the Forum will continue throughout the duration of the project to cast with new international best practices and also cases provided by the SMEs participating to the Initiatives of TMA project.



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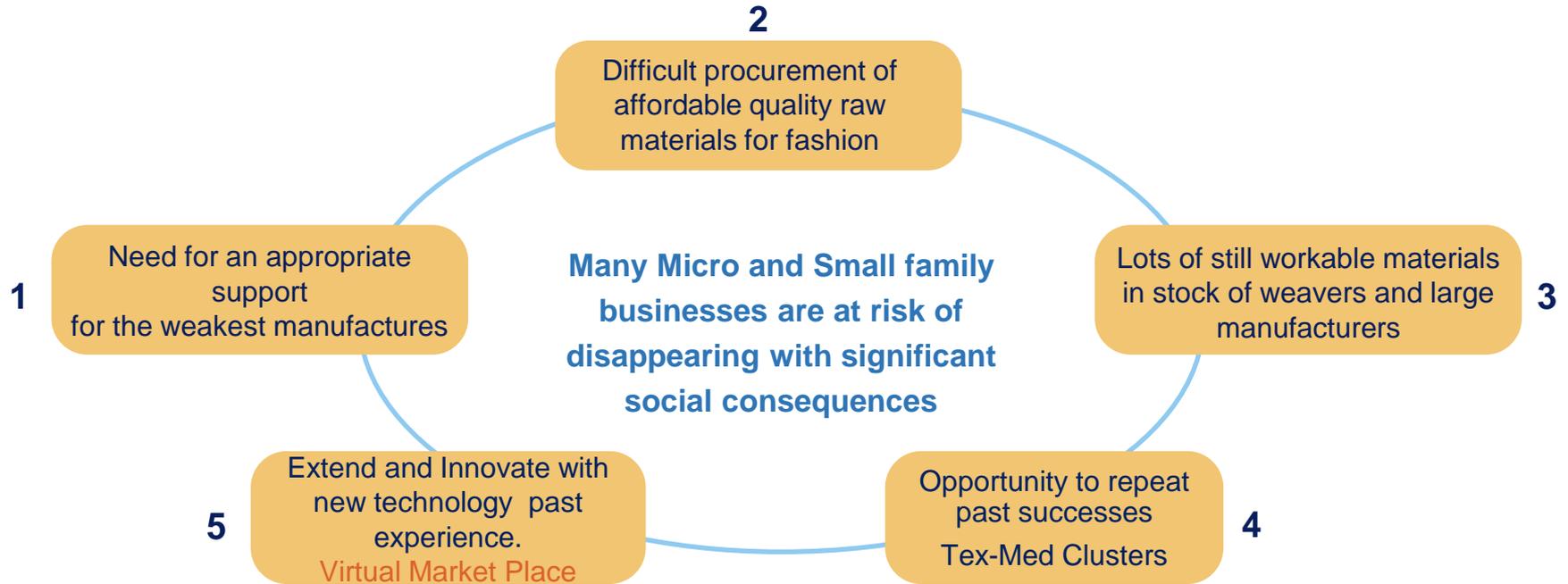


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Next Activity: “Leftovers” (supporting SMEs weakened by Covid-19).



Leftovers Virtual Market Place

By mid October the project will realize a virtual market place hosted by Facebook to simplify the match making of sellers and buyers.

Seller will be able to show their items in stocks and buyers could ask for samples before buying.

The virtual market place will be online throughout the duration of the project and hopefully extend beyond the project, if needs are detected.



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Other specific initiatives to implement:

1. **“From waste to Sub-products portfolio”**: the creation of a database of recycled products
2. **“Patchwork”** Sustainable fashion collections from discarded fabrics remnants of “top level” fashion manufacturers.
3. **“Second-hand machines”**: recycling of usable equipment.



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Advantages for participation in the project activities of Circular Economy:

- Upgrading knowledge about Circular Economy
- Technical Assistance from the project team and/or external experts in the implementation of the initiatives of the project
- Networking among interested SMEs that facilitates sharing of expertise and international cooperation
- A grant up to 10.000 (subject to conditions) as contribution to costs for the participation



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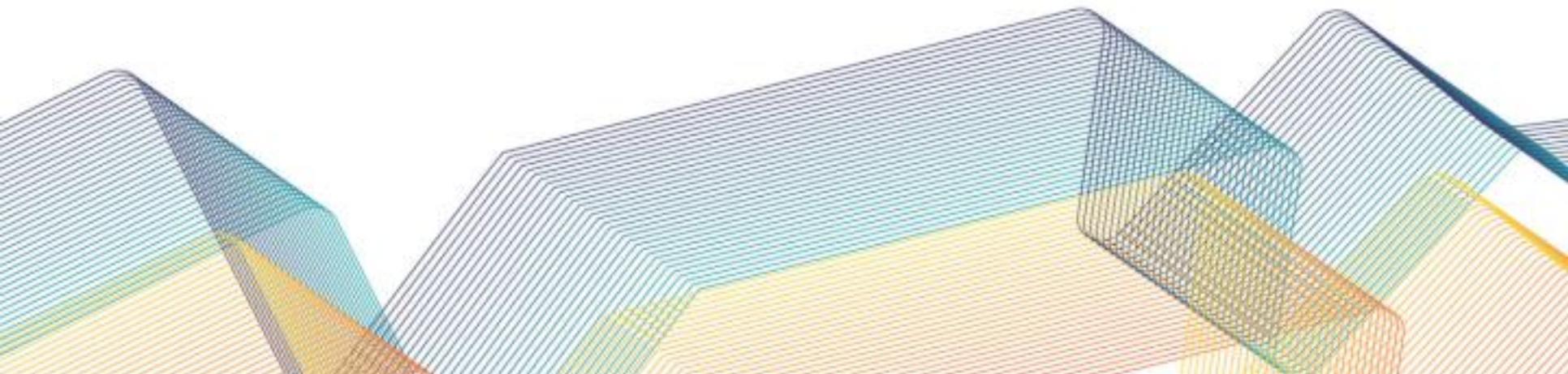
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Textiles for Health Emergencies

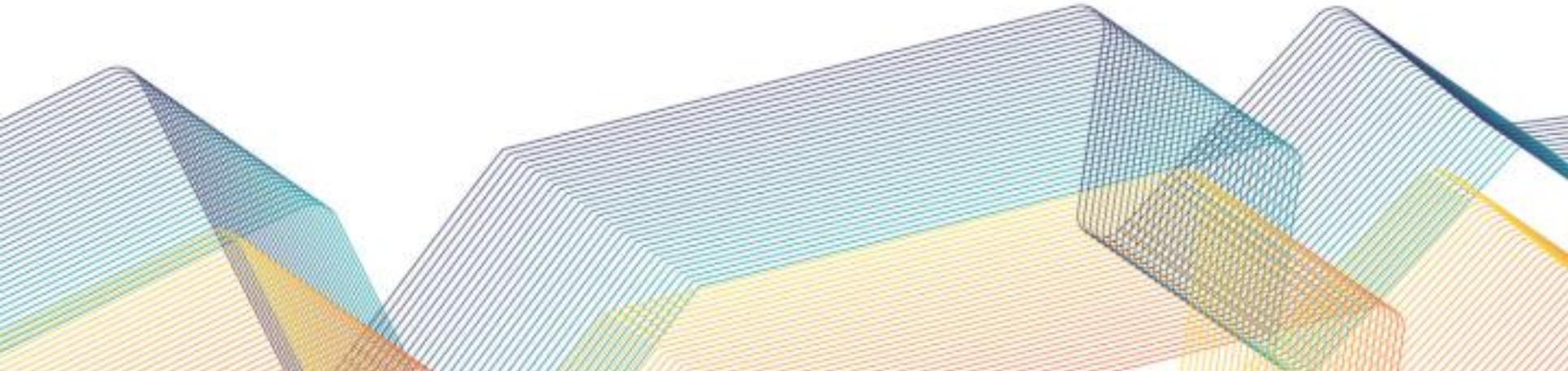
Area : Innovation

Ramzi Zammali - mfcpole



Mission

- **Help our countries and regions to fight pandemics**
- **Creation of a Health textiles cluster for quick response**
- **Foster Innovation in protection and distant monitoring**



A COVID-19 created reality



OBJECTIVES:

- Help textile companies to identify and process the best woven and non-woven fabrics, finished materials to produce masks or other medical products of personal protection according to international and European standards
- Develop a set of technical specifications and testing protocols for personal protection equipment/clothing, as well as a guidebook containing information for the consumer.
- Build an alliance between SMEs/ startups to prototype and demonstrate wearable technologies to insure distant monitoring of people with the context of a pandemic.
- Set up an alliance of companies that can provide quick response mechanisms of critical items (certified) in the countries of the Mediterranean basin..



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What kind of support is being offered?



Four Specific Initiatives to implement:

1. “New Textile Preventive Materials for sanitary emergencies”.
2. “Structuring a framework for the production, testing and labelling of community cloth face coverings”.
3. “Wearable technologies for health distant monitoring in the context of pandemic diseases”.
4. “Creating a Mediterranean Cluster of qualified SMEs of the T/C sector responding to Quick Response situations of Health Emergencies”.



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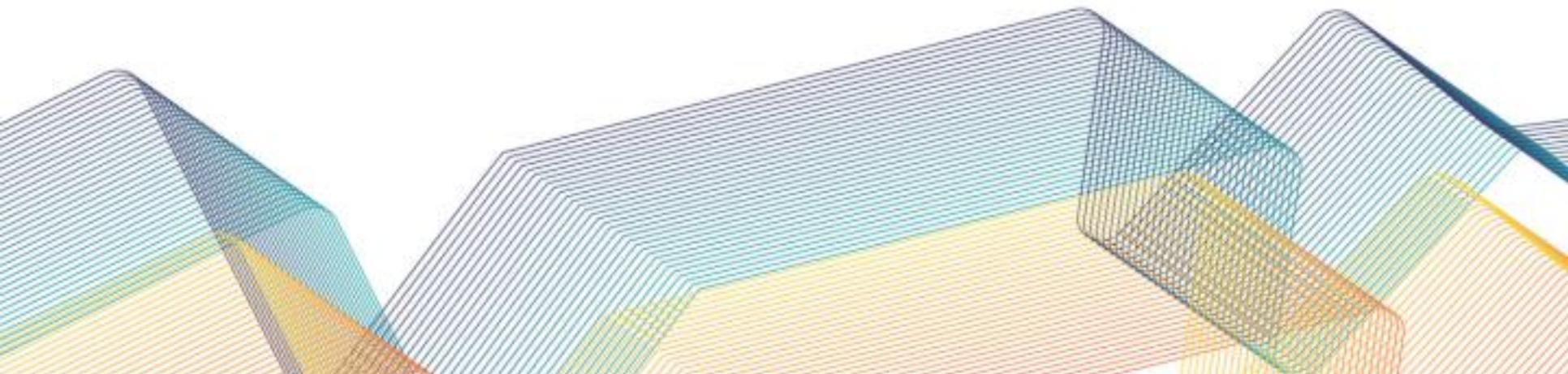


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COVID-19 Database

Area : Innovation

Monica Olmos - TEXTFOR



COVID Data-Base

A NEW REALITY WITH NEW CHALLENGES

The pandemic that we are currently facing, not only has raised uncertainty among businesses, governments and societies, but it has also tested our skills and abilities when facing new challenges. Among many other disruptive alterations, the textile industry for health use is working under the following conditions:

- **High dependency on Asian products**

In terms of imported materials, the Asian countries have been the main producers of medical products and now they are the principal exporters of these goods in Europe and the Mediterranean Countries.

- **Lack of information and communication between governments and businesses**

The deficiency of knowledge and data about the virus, made it more difficult for public institutions and companies to develop a fast and qualified response. Health authorities do not have information about the production capacity of textile health goods in the area.

- **Lack of high-quality health products in the textile industry**

There is a lack of local initiatives that are capable of offering high-quality products to meet the needs of the increasing demand.



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COVID Data-Base

OUR PROPOSAL

Now that we have a wider knowledge about the virus and we already know which are the needs of our societies, we can, now provide **an expert response** that delivers value for both the textile sector and our clients

Our goal is to create a **data base** incorporating all Mediterranean companies that are part of any process of the production chain of medical use textiles. This file will provide key information regarding **offers of local medical products**, and will be widely distributed (governments, public institutions, hospitals, research centers...). See an abstract below.

Entreprise	Partenaire	Processus de production	Offre	Demande	Produit ou Service	DESCRIPTION technique	Entreprise consolidée	Quels produits fournis?	STANDARDS	Laboratoire	Capacité de production	POSSIBLE BOTTLENECK	STOCK
FOLGAROLAS TEXTIL SA	oui	Matière première	x	-	Tissu pour les masques et manteaux (testé)	Tissu durable pour des masques chirurgicaux durables. Nouvelle collection de tissus chirurgicaux face à la forte demande de produits causée par COVID-19.		Tissus pour masques chirurgicaux (testés), tissu pour masques antiviraux du label HIEQ.	ISO 18184, UNE-EN 0065, CWA 17553	AMSLAB	100.000	Non	300.000
Flex Internacional, S.A	oui	Fabrication	-	-	Masques (Non testé), Tissus pour des masques FFP2	-	Oui	-	UNE-EN 0065, CWA 17553	AITEX	20.000	Non	50.000
Manufacturas Antonio Gassol, S.L	oui	Fabrication de masques chirurgicaux	-	-	Masques chirurgicaux (testés), masques hygiéniques réutilisables, masques en tissu polyamide circulaire 6,6	Masque chirurgical réutilisable, authentifié par Eurecat avec une garantie de 99,4%.	Oui	-	-	Eurecat	80.000	Nous essayons sa fabrication. Capacité de production: entre 2 et 6 millions unités par an.	Non
Textil Roig, S.A	oui	Fabrication de tissus d'ameublement	-	-	Masques hygiéniques réutilisables (testés) Tissu pour masques hygiéniques réutilisables (testé)	-	Oui	-	UNE-EN 0065, CWA 17553	ITEL	999.999.999.999.999	Chaîne d'approvisionnement	En attente

How does this data base create value for our companies?



Gain more
visibility



Enhance cooperation



Create alliances



Higher presence in
foreign countries



Encourages
companies and
research centers to
innovate and develop
new products

TEXFOR SUCCESSFUL CASE

Since the very beginning of the pandemic, TEXFOR decided to start this initiative at a national level. A questionnaire was sent to all the companies interested. Currently, our data base includes more than a **100 diverse business profiles** dedicated to medical textiles. This **information is updated on a weekly base** and is sent to public institutions such as the regional governments, hospitals and the Health Ministry, giving these actors the chance of buying **local and high-quality products**.

COVID Data-Base

JOIN THE MEDITERRANEAN DATA BASE

Given the **high probability of new outbreaks**, it is crucial that medical and public institutions are aware of the availability of medical textiles, moreover, companies need to know who can provide what.

If you want to be part of this initiative, you can make use of the opportunity of extending your presence and offer your collaboration in the Mediterranean area and beyond. Please click on the following link and fill in the attached questionnaire.

JOIN

<https://docs.google.com/forms/d/e/1FAIpQLSehOJ14IICYIsb8LVkS50dSDnWFO--jBd41R48I6pBw8UsiwA/viewform>



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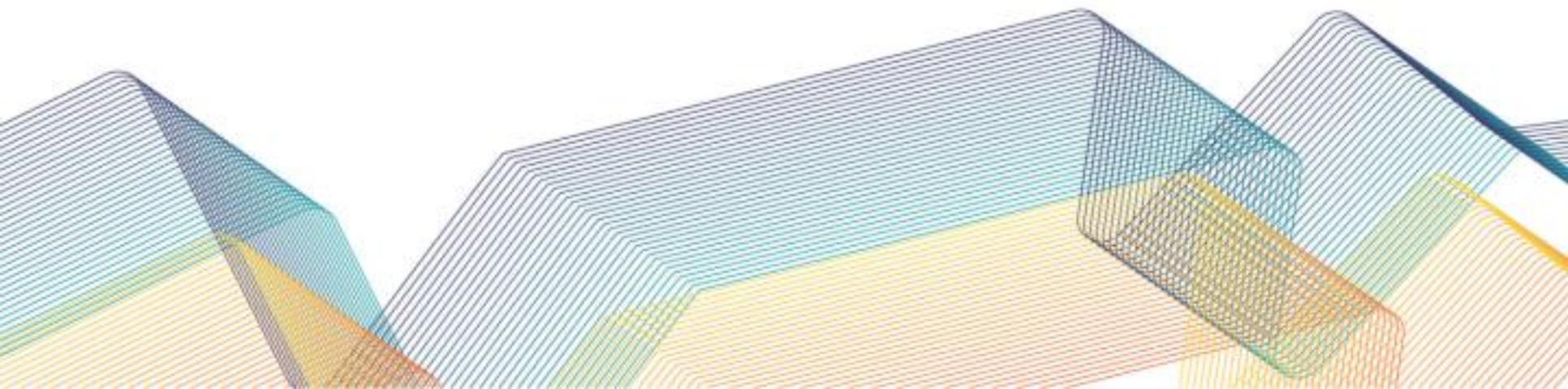
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TEX-MED ALLIANCES

Conclusions & Perspectives

Susanna Leonelli – Project Coordination



Conclusions

Together with our Project Partners we re-defined our **TEX-MED ALLIANCES** Project taking into consideration the new situation/needs of the sector and of the market.

Our forces are not comparable with the tremendous challenges of the new environment, however our technical and financial support is not to be underestimated.

We hope that your T/C companies and organizations share our willingness to beat the emergency and to restart business with new visions and hope.

The participation to our Initiatives is an opportunity to consider!



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TEX-MED ALLIANCES

General Planning for the initiatives:

Who	Action	Timing
SME/BRO	Apply for an Initiative	From now till 7th December 2020
Project	Selection of SMEs/BROs participating in the initiatives	Dec 2020 – January 2021
SME/BRO and Project	Signature of Memoranda of Understanding, Sub-grant contracts and payment of financial support	January/February 2021
SME/BRO and Project	Start the implementation of the Initiatives	February 2021
Project	Evaluation of achievements	May/June 2022
SME/BRO and Project	Turning the project Initiatives into Alliances among participating SMEs/BROs	July-August 2022

Next relevant deadlines/appointments:

- **5th November 2020:** Launch of the Online Open Forum on Circular Economy.

- **7th December 2020, 17 CET:** deadline for the submission of applications to ask for financial support (sub-grants) for the initiatives:
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TEX-MED ALLIANCES

Information and Support

What	Who	Contacts
<i>Project Level</i>	Susanna Leonelli , Project Coordinator	susanna@texmedalliances.eu
	Francesco Pellizzari , Technical Assistance Manager	francesco@texmedalliances.eu
Initiative « Health Emergencies »	Mfcpole Ramzi Zammali	ramzi.mfcpole@gmail.com
Covid-19 database	Texfor Monica Olmos	monica@texmedalliances.eu
Initiative « Dyeing Small Batches »	CETTEX Rym Charradi	rym.charradi@cettex.com.tn
Initiative « Circular Economy for T/C »	Confindustria Toscana Nord Lorenzo Incagli	l.incagli@confindustriatoscananord.it
Initiative « Fashion Restart »	Amman Chamber of Industry: Hani Mourad, International Fashion Marketing Expert Fadel Labadi	hani@texmedalliances.eu Fadel.Labadi@ACI.ORG.JO

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Project partner logo, contact person, contact info etc.



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