



TEX-MED ALLIANCES

Orientation for the Initiative

# Health Emergencies

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TEX-MED ALLIANCES 

## 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 Feja  
Competitiveness Pole  
(Tunisia, Tunis)

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[www.enicbcmed.eu/projects/tex-med-alliances](http://www.enicbcmed.eu/projects/tex-med-alliances)



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



**ACI**  
Amman Chamber  
of Industry  
(Jordan, Amman)



الاتحاد العام للصناعات الفلسطينية  
Palestinian Federation of Industries

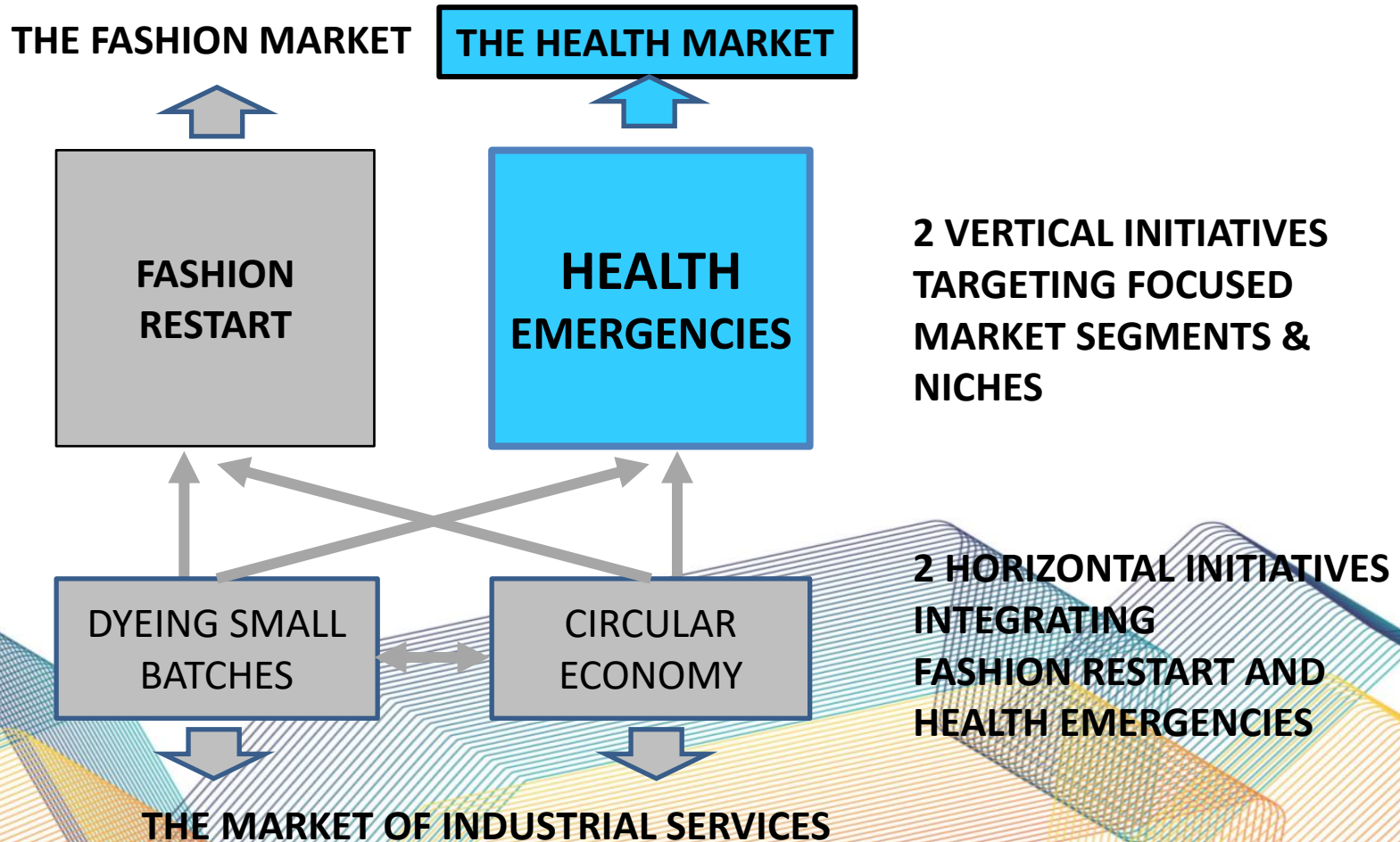
**PFI**  
Palestinian Federation  
of Industries  
(Palestine)

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TEX-MED ALLIANCES

# Health Emergencies within the Tex-Med Alliance Project



## Why HEALTH EMERGENCIES?

Covid-19 demonstrated an overall unpreparedness of the Mediterranean and European countries to quickly react with basic medical devices to pandemics (and other critical health situations). For many months (and partially still now) our countries were depending on the supplies from China and other far located countries with significant problems in terms of quality, safety and service. Health Emergencies aims at ensuring a quick and reliable response to such issues.

- **QUALITY OF MATERIALS: FIBRES, WOVEN/NO WOVEN FABRICS, ..**
- **TYPE OF USE: DISPOSABLE/MULTIUSE – MEDICAL/ PATIENTS/CITIZENS**
- **PERFORMANCES OF THE PRODUCTS: LEVEL OF PROTECTION**
- **END OF LIFE: RECYCLE – WASTE**
- **SERVICE: LOGISTICS/DISTRIBUTION**
- **MARKETING: VISIBILITY-INSTITUTIONAL CONTACTS-TENDERS...**

# *Health Emergencies features*

Health Emergencies aims at supporting enterprises at improving their performance in the health textile business either in the production and in the marketing process.

**PRODUCT QUALITY TESTS**

**CERTIFICATIONS**

**VERTICAL NETWORKING ALONG THE HEALTH TEXTILE VALUE/SUPPLY CHAIN**

**HORIZONTAL NETWORKING WITH OTHER SECTORS (MATERIAL INPUTS, END OF PRODUCTS – ALTERNATIVE USES ..)**

**TOOLS AND ASSETS FOR SECTORAL MARKETING**

## *The Health Emergencies ultimate purpose*

**Participants should consider the inclusion of the project orientation in their own strategy and concurrently take advantage of the network to implement the Health Emergencies Initiative**

**The achievement of good results from the network and the cooperation should end up into business alliances among participants and the establishment of a Health Textile Mediterranean Cluster.**

## *Support and tools*

The Project Management Team: Technical Assistance

The Project Partners: Networking and Facilitation

Participants (Enterprises): Realization/Implementation of the Initiative

The project provides support for:

- Procurement of Services ( i.e.: tests, certifications, digitalization of the business,)
- Specialized External expertise: technicians , marketing experts,....

## *Where do we stand now*

We are at the very beginning of the Initiative.

The Project has:

- A. Developed a networking/marketing basic tool: the Covid Data Base that gather a number of enterprises (mainly from Spain)
- B. Selected for sub-granting 9 companies from Tunisia (5), Spain (2), Jordan (2).
- C. Selected additional 23 companies of other CBC Initiatives that can take advantage of the cooperation (in particular in the Circular Economy Initiative and the Dyeing Small Batches Initiative. 4 of the 9 companies of the Health Emergencies Initiative selected also the Dyeing Small Batches Initiative.



## *Next efforts of the Project*

While progressing with the implementation of the Initiative by the 9 present companies, the project will act in order to attract new participants because of the possible technical and marketing benefits of the cooperation even without grants.

Our purpose is to include additional companies from the other countries of the project, in particular: Italy, Greece, Egypt and Palestine that currently are absent.

## Objectives of this webinar

- ❖ Start mutual knowledge and Networking
- ❖ Map needs
- ❖ Identify services and specialized expertise

Thank you for your attention