



TEX-MED ALLIANCES

THE DEVELOPMENT OF A MEDITERRANEAN NETWORK with TEX-MED ALLIANCES

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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, Kerkira Makedonia)



CETTEX
Textile Technical Center
(Tunisia, Ben Arous)



MFPCPOLE
Monastir El Fega
Competitiveness Pole
(Tunisia, Tunis)



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



ACI
Amman Chamber
of Industry
(Jordan, Amman)



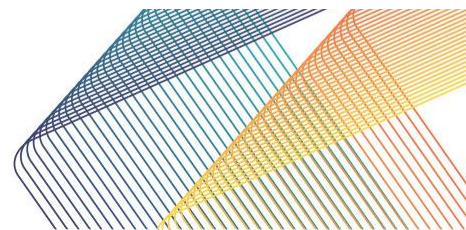
الاتحاد العام للصناعات الفلسطينية
Palestinian Federation of Industries

PFI
Palestinian Federation
of Industries
(Palestine)

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 **TEX-MED ALLIANCES**



Networking: an illusion or a real thing?

For many years “Institutions” (EU, UNDP, UNIDO, etc.) have been promoting “networking”. Networking consists in the multiplication of contacts with the aim of subsequent development towards a strong cooperation among SMEs of different countries and sectors.

Words like “cross border fertilization”, “technology transfer”, “knowledge sharing” etc. are the typical mantra accompanying the concept of networking.

Unfortunately, very seldom networking among SMEs of different countries and sectors achieved satisfactory results.

Networking is much more fruitful among “institutions”, universities, researchers ...
Networking between entrepreneurs is more difficult.



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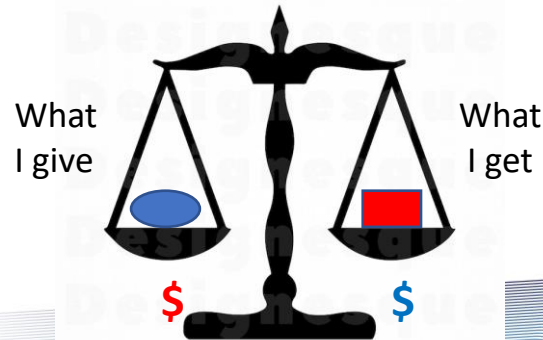
Networking between entrepreneurs.

Entrepreneurship is an utmost individualistic activity (and it must be as such!)

Entrepreneurs are not inclined to “share”.

On the contrary, they tend to ... “protect their goodwill in the market” – “save their clients” - “keep secrets” - “defend their technical knowledge” – “avoid competitors in their same field” ... therefore, positive networking among SMEs should not be given for granted.

Only CLEAR AND BALANCED MUTUAL BUSINESS ADVANTAGES can be a strong basis of effective networking .



Networking in Tex-Med Alliances.

Our networking targets three overall objectives:

1. Internationalization
2. Innovation
3. Circular Economy

HORIZONTAL NETWORKING FOR INTERNATIONALIZATION

VERTICAL NETWORKING FOR INNOVATION AND CIRCULAR ECONOMY



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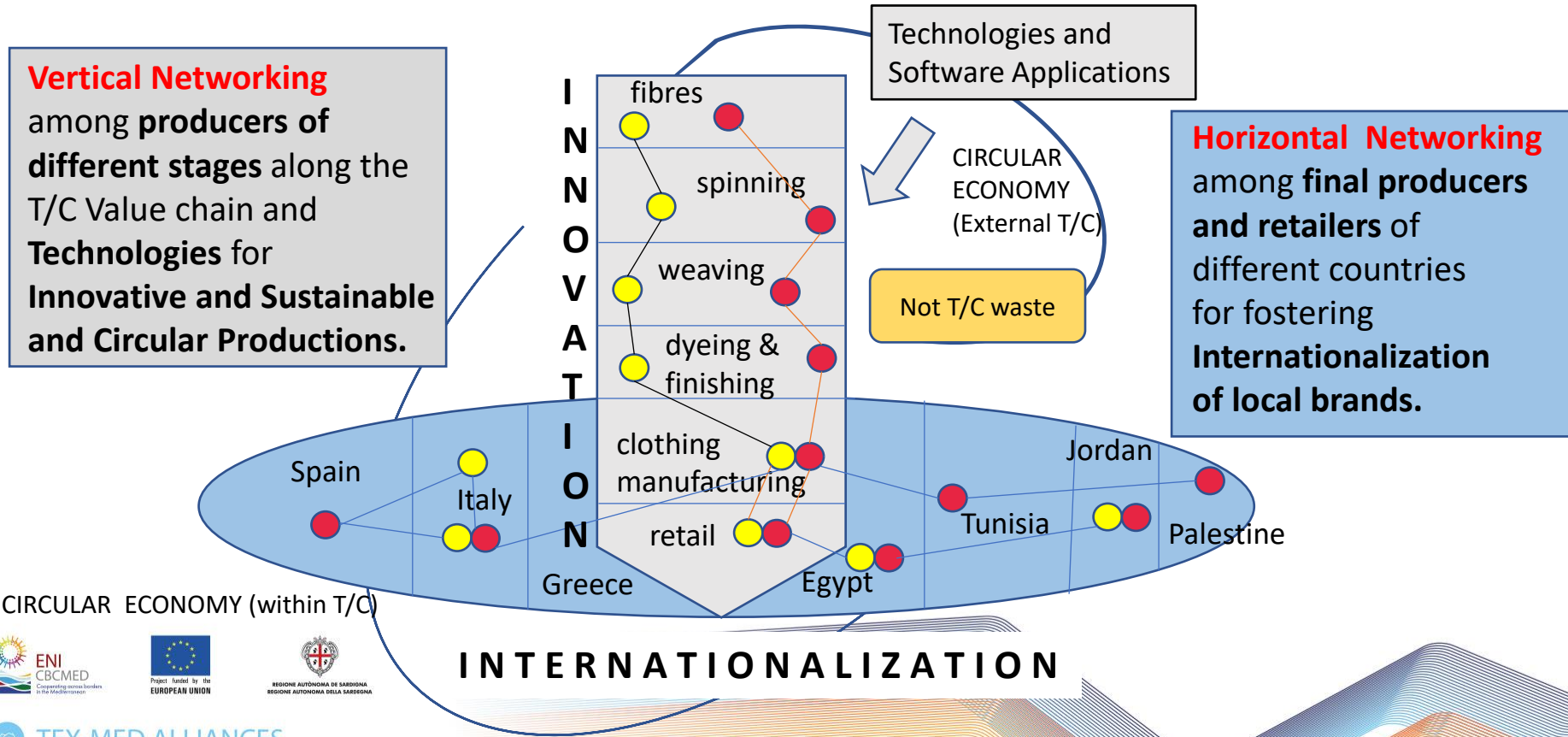


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Horizontal and Vertical+Circular Networking.



CIRCULAR ECONOMY (within T/C)



Networking by Common Assets.

Networking is possible only if some **“common assets”** are shared and used for business exploitation by each participant.

Tex-Med Alliances has built and is building some common assets for each of its Initiatives to make Networking and Cooperation really possible.



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Initiatives and Common Assets.

1. FASHION RESTART

A REGISTERED TRADE MARK (BRAND): **THEMEDNEW**
A CLEAR **MARKET POSITIONING** AND STRATEGY
A **WEBSITE WITH AN ONLINE SELLING PLATFORM**

2. HEALTH EMERGENCIES

HEALTH **TEXTILE DIGITAL CLUSTER** WITH SELLING PLATFORM
DATA BASE OF SPECIALIZED COMPANIES

3. DYEING SMALL BATCHES

EQUIPMENT FOR DYEING FOR MICRO AND SMALL ENTERPRISES

4. CIRCULAR ECONOMY IN T/C SECTOR

LEFTOVERS **ONLINE PLATFORM**



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Advantages of Networking with Tex-Med Alliances.

The first advantage when joining an Initiative of Tex-Med Alliances is that the concerned SME becomes potential “owner or privileged user” of the asset(s) of the Initiative.

Additional advantages can be grasped by taking part of specific Initiative Activities.



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Activities of Networking with Tex-Med Alliances

1. FASHION RESTART

Technical assistance by selected fashion designers (western and modest) and experts for the collections of participants.
A “Fashion Trend” service

2. HEALTH EMERGENCIES

A promotion and marketing plan and action for accessing international Procurement agencies and organizations (institutional buyers)

3. DYEING SMALL BATCHES

Training and coaching on dyeing and finishing

4. CIRCULAR ECONOMY IN T/C SECTOR

Promotional activities on Social Media



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Thank you
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