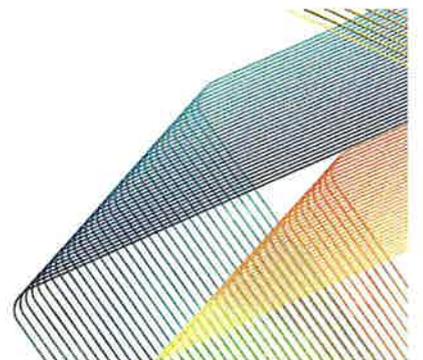




RATIFICATION OF THEMEDNEW ALLIANCE

(CBC ALLIANCES IN INTERNATIONALIZATION - WP4)





TEX-MED ALLIANCES

Considered:

- The successful evolutions of the Specific Initiative “THEMEDNEW”, that brought to the signature of **THEMEDNEW Alliance** (Annex 1)
- The positive assessment of the Initiatives Committee that met on 13th Sept 2022 (Annex 2)

And in compliance with the Project’s **Output 4.4**

The Amman Chamber of Industry – represented by Mr Fadel Labadi - in the quality of WP4 Coordinator, hereby ratifies the establishment of “THEMEDNEW Alliance” among the 26 textile and clothing enterprises from Spain, Greece, Italy, Tunisia, Egypt, Jordan and Palestine who signed the “ALLIANCE for THEMEDNEW”:

	Company	Address	Country
1	Julia Escriba	Tecnocampus Reimagine Textile Barcelona info@juliagescriba.com	Spain
2	Heidi Fashion	heidirona@gmail.com Beit Sahour Bethlehem	Palestine
3	Jabra Khoury	jabrakhoury94@gmail.com Bethlehem	Palestine
4	From The Med	c/Sant Antoni M ^a Claret n ^o 43, 08212 Sant Llorenç Savall, Barcelona	Spain
5	Mollo Tutto	corso Vittorio Emanuele 83, Lipari, Messina	Italy
6	She Chocolate	Amman Marka, Ja`far Bin Abi Talib Street P.O 11192	Jordan
7	Alburgan	12 Talat Harb str. Jabal Amman,	Jordan
8	MV Marianna Vigneri	Via gen. Dalla Chiesa 5, 90143, Palermo	Italy
9	Sartoria Maqueda	Via Villa Filippina 1, Palermo	Italy
10	Textil Ortiz	Roger de Flor 6-8 Canvinyals, 08130, Barcelona	Spain
11	Coccardoro	Largo Primavera 10a, 90143, Palermo	Italy
12	Maslak Alnour	5 Yousef Farra St - Amman	Jordan
13	Silvia Calvo	Passeig del Ferrocarril, 337 1 ^o 2 ^a 08860 – Castelldefels (Barcelona)	Spain
14	Liberty International	Alexandria info@jlinens.com Info@littextiles.com	Egypt
15	Maison Mahi	Ksibet Mediouni Monastir	Tunisia
16	K7 Kostantinos Tsigaros	Mitropoleos 37, Thessaloniki	Greece
17	Hilaturas Jesus Rubio	Moli d'en Gall nau 2, 08210, Barberà del Vallès, Barcelona	Spain



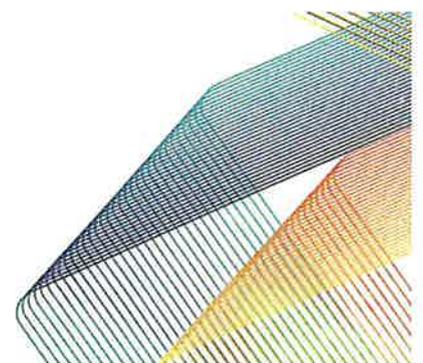
TEX-MED ALLIANCES

18	Scoop Tunisie	ana.rocha@scooptunisie.com Monastir	Tunisia
19	Natdyes	MFC Technopole, Monastir,	Tunisia
20	MIYA	miyaeg.info@gmail.com	Egypt
21	Batool Ammar	Wadi Al-sir, Amman	Jordan
22	BeKarme	17 Bonaire Street l'Aldea, Tarragona, 43896	Spain
23	Fedia Fashion	Rue Abdelkader Berrim, 5070 Ksar Hellal, Tunisia	Tunisia
24	Textil Settam	pstge, torrent de l'estadella, 26-28, Barcelona	Spain
25	Textil BCh	Polígon Industrial Pla Romani, Ronda de la Bòbila, 2 - 4, 08180 Moià, Barcelona	Spain
26	Scarabeus Sacer 2	Wadi El Nile St., 4th Floor, Mohandiseen	Egypt

Further details on the sustainability of the ALLIANCE for THEMEDNEW after the end of the TEX-MED ALLIANCES.project are detailed in Annex 3.

Signed in Cairo, on October 5th 2022

ACI - Amman Chamber of Industry (Jordan) <i>WP4 Coordinator</i>	Eng. Fadel Labadi	
<i>Countersigned by:</i>		
TEXFOR - Confederación de la Industria Textil (Spain)	Monica Olmos	
CTN – Confindustria Toscana Nord (Italy)	Giovanni Moschini	
SEPEE - Hellenic Fashion Industry Association (Greece)	Theofilos Aslanidis	
CETTEX – Centre Technique du Textile (Tunisia)	Rym Charradi	
Mfcpole - pôle de compétitivité Monastir-El Fejja (Tunisia)	Ramzi Zammali	
GACIC – German Arab Chamber of Industry and Commerce (Egypt)	Yasmine Kandil	
PFI - Palestinian Federation of Industries (Palestine)	Tarek Sous	

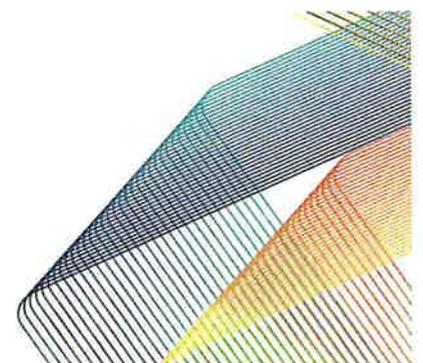




CBC INITIATIVE

“FASHION RE-START”

ALLIANCE FOR THEMEDNEW





TEX-MED ALLIANCES

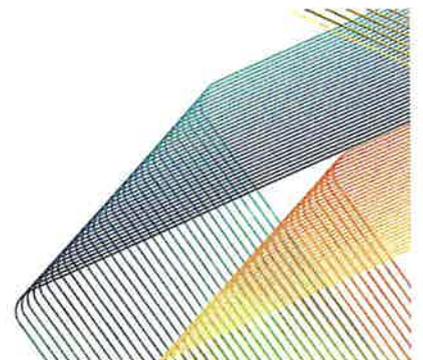
1. The TEX-MED ALLIANCES Project designed and developed a CBC Specific Initiative called “THEMEDNEW”.

The Initiative created a new umbrella fashion brand based on the following distinctive features, as indicated in its Manifesto:

- Mediterranean Style
- Environmental Sustainability
- Social fairness

2. For the implementation of the THEMEDNEW Specific Initiative, the TEX-MED ALLIANCES Project:
 - a) Registered the THEMEDNEW Trade Mark and Logo in the European Union, as well as in the four Mediterranean countries participating to the project (Tunisia, Egypt, Palestine and Jordan)¹.
 - b) Created and put online the THEMEDNEW website <https://www.themednew.eu/> which is also a potential tool as selling platform.
 - c) Carried out a number of promotional actions, including:
 - i. The participation to two editions of the 080 BCN Fashion Week, an international event dedicated to start ups and new fashion brands.
 - ii. The participation to the Athens Fashion Trade Show, an important fair in the Eastern Mediterranean area.
 - iii. The organization of four promotional events in Spain, Egypt, Palestine and Jordan.
 - iv. The production and distribution of visibility materials for THENEDNEW merchandising (posters, hangtags, etc.)
 - v. PR and media relations with communication campaigns on social media and specialised fashion press.

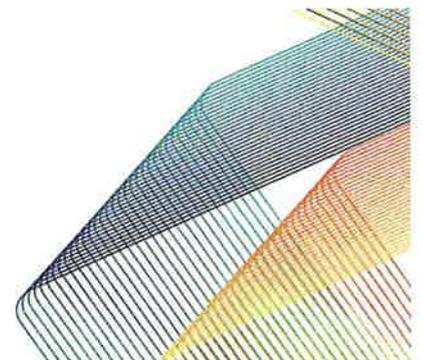
¹ In some of the Mediterranean countries the trade mark registration is still in progress.





- d) Provided core expertise for the launch and the initial development of THEMEDNEW brand and related collections (Project Team and International external experts, including product developers and fashion designers)
3. For the implementation of the THEMEDNEW Specific Initiative, the participating companies:
 - a) Committed to the development of THEMEDNEW by subscribing a Memorandum of Understanding, so ensuring the compliance with the above-mentioned distinctive features of the brand (see point 1).
 - b) Contributed with their ideas and models to the development of THEMEDNEW brand
 - c) Produced dedicated THEMEDNEW capsule collections to exhibit to fairs and other international promotional events.
 - d) Fed THEMEDNEW website and digital show room with pictures and videos of their capsule collections.
 4. THEMEDNEW Initiative achieved substantial results:
 - the brand awareness is fast rising in several markets
 - the number of enterprises joining the Initiative is still increasingand, most important as a proof of good performance:
 - an initial flow of business started in various Mediterranean countries.
 5. As a result of the above, the TEX-MED ALLIANCES project established a robust basis for the sustainability of THEMEDNEW brand after the end of the Project.

The “Alliance for THEMEDNEW” is the mean for ensuring such sustainability and further development of THEMEDNEW brand.
 6. By undersigning this document, the enterprise becomes a member of the “ALLIANCE for THEMEDNEW” and commits to the sustainability and further development of THEMEDNEW brand.



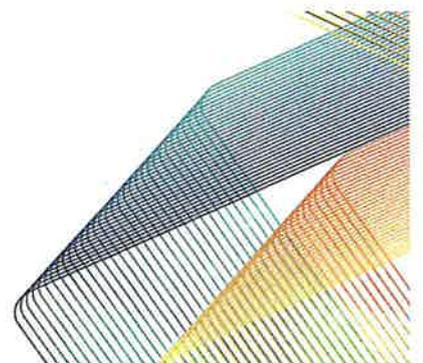


The members of the “ALLIANCE for THEMEDNEW” will have the opportunity of establishing the most appropriate governance for the further exploitation of the assets and market goodwill created by the Project.

The adopted governance will give value to the role of those member companies who started THEMEDNEW Initiative.

7. Once the governance of THEMEDNEW Alliance will be established, the Partnership of TEX-MED ALLIANCES Project will transfer the ownership of assets created (Trade mark and website), in line with the provisions of the ENI CBCMED Programme.

Signatures of member enterprises are included in the following pages





TEX-MED ALLIANCES

Name of the Company:

Yulea s.p.a.

Country:

Spain

Address:

Tecnocampus - Remergine Textile

Name of the signing representative:

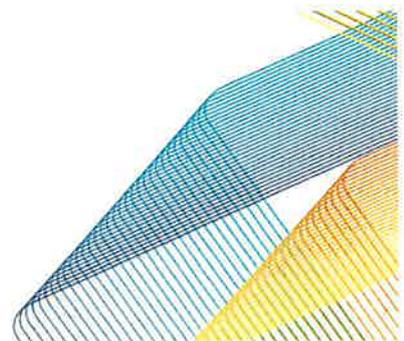
Jules Ferrer Feli

Signature

Jules Ferrer Feli

Date

6-4-2022





 **TEX-MED ALLIANCES**

Name of the Company:

heidi hannayeh

Country:

Palestine

Address:

Beit sahour

Name of the signing representative:

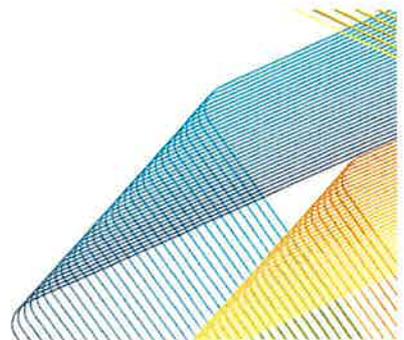
Heidi Fashion

Signature

Heidi

Date

7-4-2022





TEX-MED ALLIANCES

Name of the Company:

Jabra Khoury Official

Country:

Palestine

Address:

Bethlehem

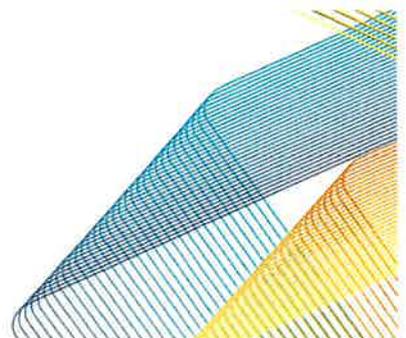
Name of the signing representative:

Jabra Khoury

Signature

Date

6-4-2019





Name of the Company:

From the Med

Country:

SPAIN

Address:

~~ROMA~~
SANT ANTONI M'CLARET 43
08214 SANT LORENÇ SAVALL
BARCELONA

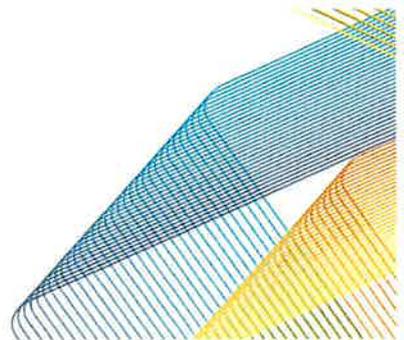
Name of the signing representative:

ANSEL GOLL

Signature

Date

7/4/22





Name of the Company:

MOLLO TUTTO brand

Country:

ITALY

Address:

CORSO VITTORIO EMANUELE II n.80 98050 LIPARI (ME)

Name of the signing representative:

ROBERTA LOJACONO

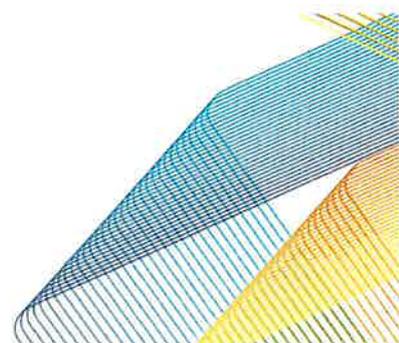
Signature

Roberto

Date

07.04.2022

~





 **TEX-MED ALLIANCES**

Name of the Company:

she chocolate

Country:

Jordan

Address:

Amman, markia

Name of the signing representative:

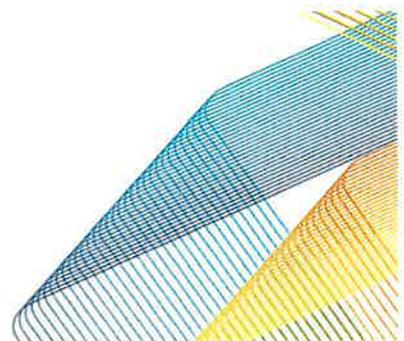
Hussein Alomari

Signature



Date

4/7/2022





TEX-MED ALLIANCES

Name of the Company:

ALBURGAN HANDICRAFTS

Country:

JORDAN

Address:

10 Talet Harb street. Amman

Name of the signing representative:

KHALIL BURGAN

Signature

Date

7.11.2022



Name of the Company:

MV MARIANNA VIGNERI

Country:

ITALIA

Address:

VIA C.A. DALLA CHIESA, 5 90143
PALERMO

Name of the signing representative:

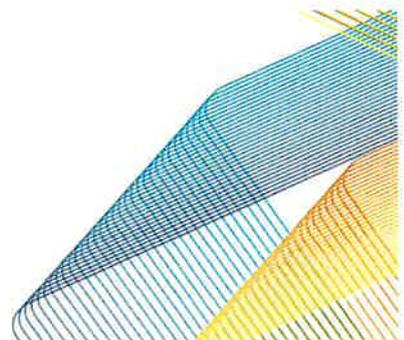
MARIANNA VIGNERI

Signature

Marianna Vigneri

Date

07/04/2022





Name of the Company:

Alice SALMERI / SARTORIA MAQUEDA

Country:

Italy

Address:

Via Villa Filippino 1 Palermo

Name of the signing representative:

Alice Salmeri

Signature

Date

7/4/2022





Name of the Company:

TEXTIL A ORTIZ SAU

Country:

SPAIN

Address:

BARCELONA SPAIN

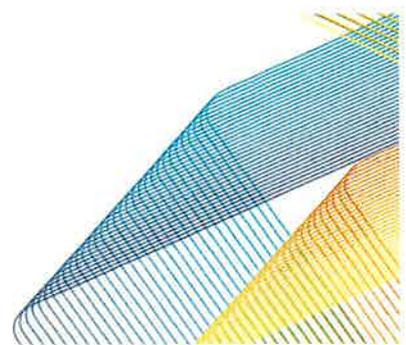
Name of the signing representative:

ARMANDO ORTIZ FRANCO

Signature

Date

07/04/22





Name of the Company: COCCADORO

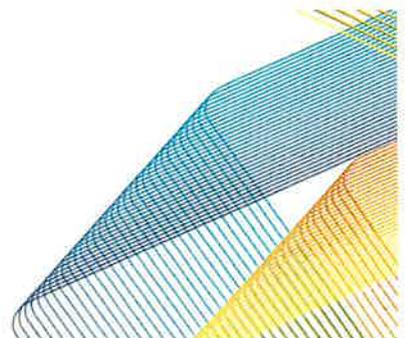
Country: ITALY

Address: VIA G. GEMMELLARO 26 - 90138 - PALERMO

Name of the signing representative: ROBERTA DE GRANDI

Signature: *Roberta De Grandi*

Date: 7.4.2022





TEX-MED ALLIANCES

Name of the Company:

Maslak ALnour

Country:

Jordan

Address:

Aman

5 Yousef Farra St.

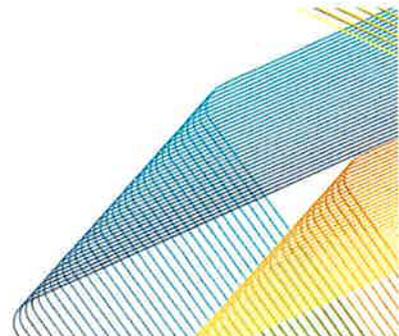
Name of the signing representative:

Yaseen Abualrous

Signature

Date

.....





TEX-MED ALLIANCES

Name of the Company:

Sylvia Calvo BCU.

Country:

SPAIN.

Address:

~~11010~~ Psg. Ferrocarril, 337.

Name of the signing representative:

Sylvia Calvo.

Signature

Sylvia Calvo

Date

7- Apr. 2022.



Name of the Company:

Liberty International Textile

Country:

Egypt

Address:

19 Service St, Boushuf, Alex.

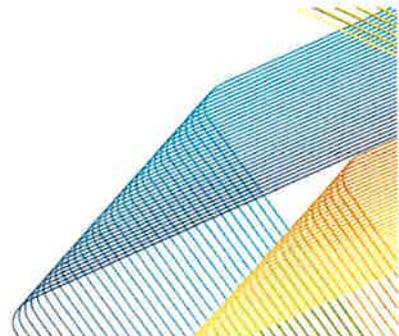
Name of the signing representative:

Tarek Khawassah

Signature

Date

07/04/2022





TEX-MED ALLIANCES

Name of the Company:

MAISON MAHII
TALLER CONFECTION

Country:

TUNISIA

Address:

MONASTIR

Name of the signing representative:

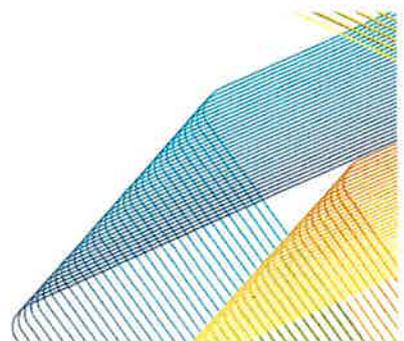
ANA ROCHA

Signature



Date

7/04/22





TEX-MED ALLIANCES

Name of the Company:

X7 konstantinos Tsigaros.

Country:

Greece.

Address:

11 Sigrou str.

Name of the signing representative:

Nikos Tsigaros.

Signature

Date

07/04/2022 ST



TEX-MED ALLIANCES

Name of the Company:

Hilaturas Jesus Rubio

Country:

Spain

Address:

Molidén Gall, nau n° 2.
08210 - Barberà del Vallès

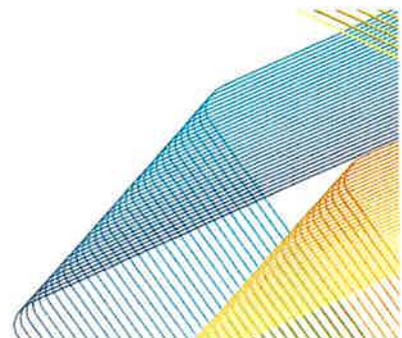
Name of the signing representative:

Pilar Rubio

Signature

Date

7 - Abril - 2022





TEX-MED ALLIANCES

Name of the Company:

SCOP TEXTILE TUNISIE

Country:

TUNISIA

Address:

KSIBET MEDJOUNI-MONASTIR

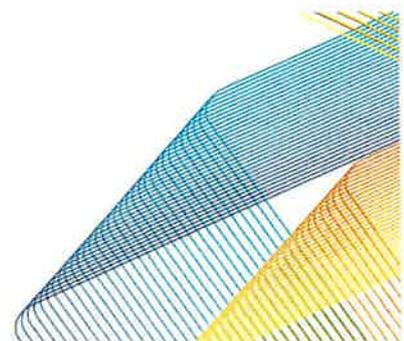
Name of the signing representative:

ANA ROCHA

Signature

Date

7/04/22





TEX-MED ALLIANCES

Name of the Company:

NATDYES

Country:

Tunisia

Address:

Technopole Mnastir

Name of the signing representative:

MHENNI Farouk

Signature

Date

16/6/2022



Name of the Company:

UTYA

Country:

Egypt

Address:

g7 Abdel Salam aref Gleem, Alex

Name of the signing representative:

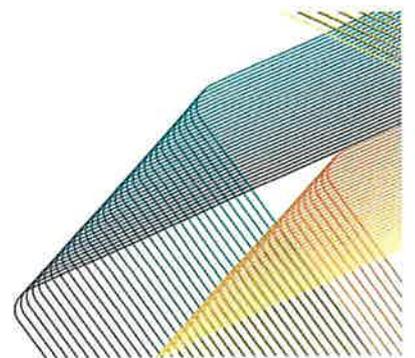
Mai Elhennawy

Signature

Mai Elhennawy

Date

15/June/2022





TEX-MED ALLIANCES

Name of the Company:

Batool Ammar

Country:

Jordan

Address:

Al-Rabiyeh, Amman, Jordan.

Name of the signing representative:

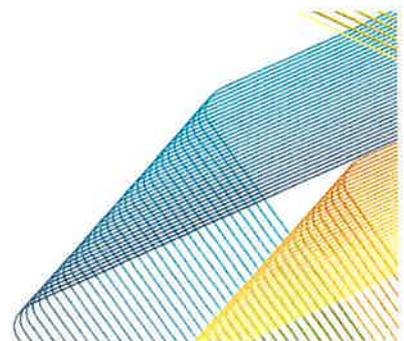
Batool Ammar.

Signature



Date

15th June 2022





TEX-MED ALLIANCES

Name of the Company:

..... Bekarme

Country:

..... Spain

Address:

..... c/Bonaise 17

Name of the signing representative:

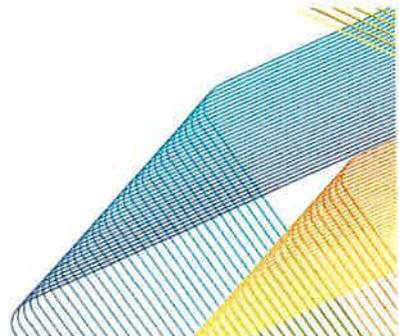
..... 

Signature

.....

Date

..... 15 July 2022





Name of the Company:

Sté Fendi Fashion Création

Country:

Tunisia

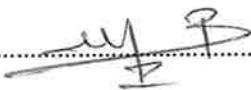
Address:

Rue Abde Kader Besmi

Name of the signing representative:

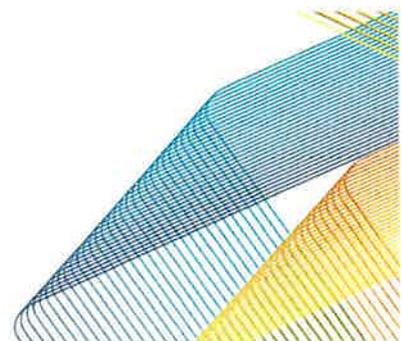
Douss Bassen

Signature



Date

15/06/2022





TEX-MED ALLIANCES

Name of the Company:

.....*TEXTIL SETTAM*.....

Country:

.....*SPAIN*.....

Address:

.....*P/te TORRENT DE L'ETADELLA 26-28*
.....*08030 BARCELONA*.....

Name of the signing representative:

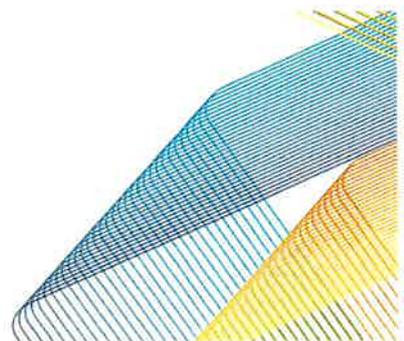
.....*CEJAR BLASCO*.....

Signature

.....*[Handwritten Signature]*.....

Date

.....*15-06-2022*.....





Name of the Company:

TEXTIL BCHI.....

Country:

SPAIN.....

Address:

POL. III PIA ROMANI OBISO MOIA.....

Name of the signing representative:

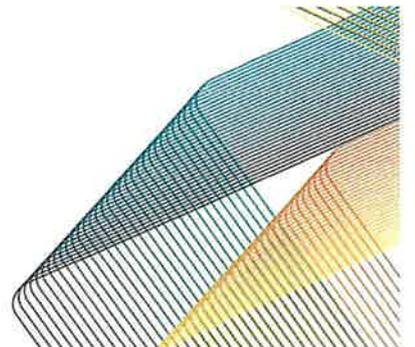
ALBERT MATARODONA.....

Signature

.....

Date

16-06-2022.....





TEX-MED ALLIANCES

Name of the Company:

Scarabaeus Sacer

Country:

Egypt

Address:

2 Wadi El Nile Street
Mohandiseen

Name of the signing representative:

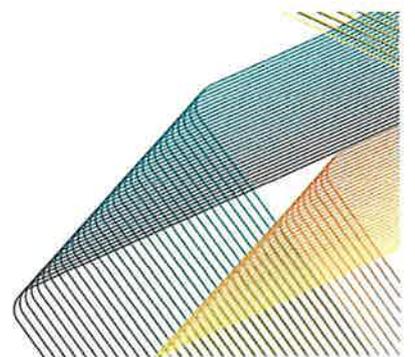
A. El Nowawi
Cairo
Egypt.

Signature

A. Nowawi

Date

4/6/22





Name of the Company:

GACIC

Country:

Egypt

Address:

Alexandria

Name of the signing representative:

Yasmine Kandil

Signature

Yasmine

Date

15/06/2022





Initiatives Committee Meeting

13th September 2022 – 10.00CET

MINUTES OF THE MEETING AND DECISIONS OF THE INITIATIVES COMMITTEE

A. Assessment of the final results and achievement of the 4 Framework and Specific Initiatives (Ownership of assets/results; Financial and operational sustainability, Linkage with other BROs, networks, technology providers, if any):

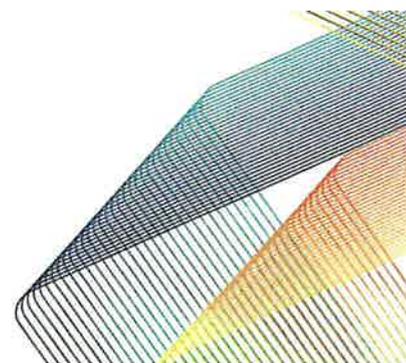
	WP	Framework Initiative	Specific Initiative	Initiative Coordinator
1	WP4	Fashion Restart	THEMEDNEW	ACI
2	WP5	Health Emergency	Digital Cluster for Health Textile	MFCPOLE
3	WP5	Dyeing Small Batches		CETTEX
4	WP6	Circular Economy	Leftovers	CTN

Based on the inputs of the INITIATIVE MONITORING SYSTEM and on the following discussions, the Initiatives committee members reviewed and assesses the final results and the achievements of the four mentioned initiatives:

1. Framework initiative Fashion Restart/ Specific Initiative THEMEDNEW

Final results & achievements (data refer to 13th Sept 2022):

- 12 enterprises awarded with a Subgrant for the Fashion restart Framework Initiative
- 36 companies underwrote a Memorandum of Understanding for the Specific Initiative "THEMEDNEW"





TEX-MED ALLIANCES

- Out of which: 25 companies undersigned the “Alliances for THEMEDNEW”
- Intangible assets: THEMEDNEW registered trademark, website www.themednew.eu
- Delivered consultancy services through 4 external consultants and internal experts.
- Large networking Community established
- Many promotional and business events organized in different countries

Degree of Sustainability of the Initiative

The large majority of the sub-granted SMEs of Fashion Restart joined THEMEDNEW specific initiative. The remaining ones implemented their own individual business plan. Therefore, the degree of sustainability of the Framework Initiative in itself is low.

The Specific Initiative THEMEDNEW built up a very strong system of tangible and intangible assets and a community of companies sharing a set of common values which enable the alliance to be technically and operationally sustainable.

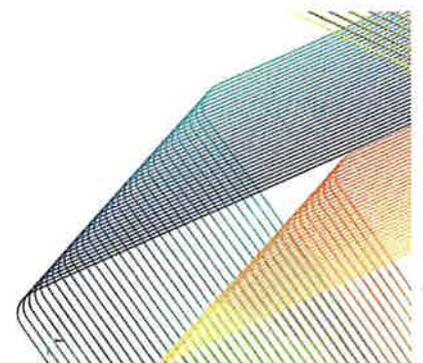
The financial sustainability depends on the commitment of the SMEs as well as by the early sales of THEMEDNEW collections. The project envisaged and gave birth to a brand and an alliance which are very sustainable.

The governance of the alliance as well as the transfer of ownership of the assets is set to be discussed at the Final Conference in Cairo 4-6 October 2022.

2. Framework Initiative: Health Emergency/ Specific Initiative Digital Cluster for Health Textile

Final results & achievements (data refer to 13th Sept 2022):

- 8 enterprises awarded with a Subgrant for the Health Emergency Framework Initiative (out of which 4 belong also to the DSB Initiative) and signed a MoU for the participation to the Framework Initiative.
- 15 companies undersigned the “Digital Cluster for Health Textile” (HTDC)





TEX-MED ALLIANCES

- 130 companies registered in the “Health Textile Company Directory” hosted in the HTDC.
- Intangible assets: HTDG website (www.healthtextiles-dc.eu)
- Delivered consultancy services through external consultants (NTT Nextechnology Tecnotessile, and E2BUSINESS CONSULTING) plus internal experts.
- International Symposium event organized in Tunisia

Degree of Sustainability of the Initiative

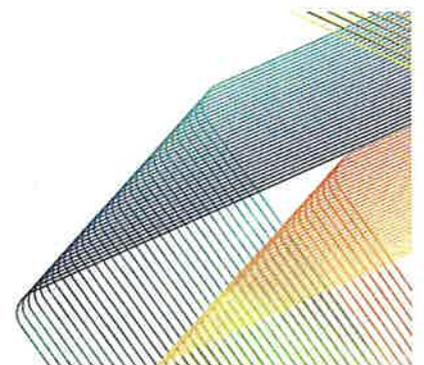
The success of the Digital Cluster catalyzed the interest of many companies, either sub-granted and not sub-granted ones. This reduced the attractiveness of the Framework Initiative “HE” is diverting the majority of companies to the SI Digital Cluster for Health Textile.

The website and the services included in the cluster are progressing under the management of mfcpole, the externalities of the Neotex Monastir Technopark and the help of the external consultancy NTT. From a technical and managerial standpoint, the Specific Initiative has a high degree of sustainability. The commitment of mfcpole to manage, animate and improve the digital cluster ensures also the minimal resources for the enhancement of services delivered. TEXTFOR expressed his interest in being part of the Cluster.

3. Framework Initiative: Dyeing Small Batches

Final results & achievements (data refer to 13th Sept 2022):

- 6 enterprises awarded with a Subgrant for the DSB Framework Initiative (out of which 4 belong also to the HE Initiative, and 1 to the FR Initiative) and signed a MoU for the participation to the Initiative.
- 5 companies undersigned the “Dyeing Small Batches Network” agreement
- tangible assets: DSB equipment purchased installed at Cettex laboratories in Monastir





TEX-MED ALLIANCES

- Delivered training and coaching services with the support of external consultants (AITEX) and internal technical resources.
- Thematic Seminar “NEW FRONTIERS OF DYEING AND FINISHING FOR SMEs IN T/C SECTOR” and “MATCHMAKING MEETINGS” organized in Monastir
- Training and coaching sessions held in presence (31 May, 1st- 2nd June) and online (14th, 27th, 29th June)

Degree of Sustainability of the Initiative

Dyeing Small Batches Initiative has particular features: It is based on the equipment installed and by the training activities delivered by Cettex. Waiting for more precise guidelines by the Programme, we suppose that the ownership of this equipment shall be retained by CETTEX (see art 22 of the Grant Contract)

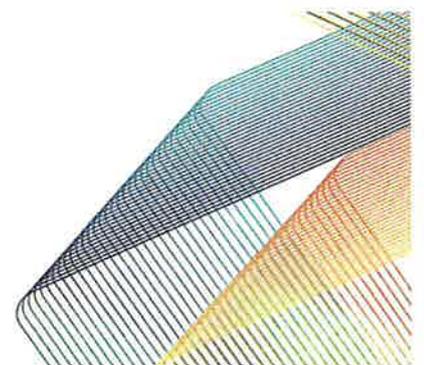
The DSB Network will take advantage of innovative testing techniques and researches coordinated by CETTEX. Cettex will continue to apply favorable conditions the members of the Network the use of the machines.

Therefore, the DSB Initiative has a high degree of sustainability.

4. Framework Initiative Circular Economy/ Specific Initiative LEFTOVERS

Final results & achievements (data refer to 13th Sept 2022):

- 8 enterprises awarded with a Subgrant and signed a MoU for the participation to the Framework Initiative for Circular Economy.
- 14 companies undersigned the “Leftovers Partnership” agreement
- Intangible assets: Leftover Virtual Platform hosted by a Facebook Group (www.facebook.com/groups/347672659624044)
- 382 individual members, out of which 35 are companies (“suppliers”)
- 1000 posts, out of which 800 with fabric photos.





TEX-MED ALLIANCES

- 1 Leftover physical event organized in Prato (6-7 June 2022)
- More than 50 samples were exchanged on the basis of contacts established through the platform or physical meetings

Since the large majority of SMEs joined other specific Initiatives, the Framework Initiative “Circular Economy” is not sustainable, while the Specific Initiative “LEFTOVERS” is sustainable: CTN, which manages the Leftovers Platform, is rather satisfied with the results achieved. The platform hosts about 1000 posts with 800 pictures of items. It gathered about 400 members and it viewed on a regular basis by members. Therefore, is willing to continue to manage the platform after the end of the project by providing the necessary human and financial resources. Since the management of a third party (not directly involved on the businesses) is a good solution, we assess that the Leftovers Initiative is sustainable.

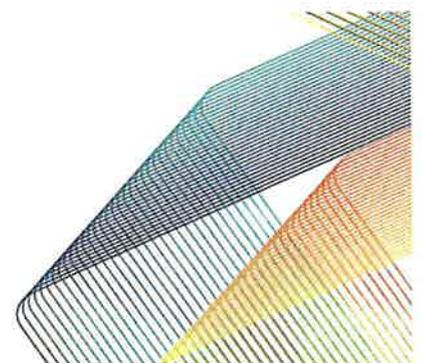
In this case, there is not an issue of ownership of the asset, being the Virtual Platform hosted on Facebook, and fed by posts of interested members, without any specific cost related to its future maintenance.

CTN expressed its commitment to monitor the evolution of the platform and encourage companies to continue posting in the platform or to stimulate contacts among companies of the Group.

B. Finalization of the CBC initiatives into “alliance”, “cluster”, “partnership” network”

The Initiative Committee approved the finalization of:

- The specific initiative “THEMEDNEW” into an “Alliance” of Euro-Mediterranean companies
- The Specific initiative “Health Textile Digital Cluster” into a “Cluster” of Euro-Mediterranean companies
- The Framework Initiative “Dyeing Small Batches” into a “Network” of Euro-Mediterranean companies





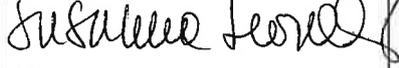
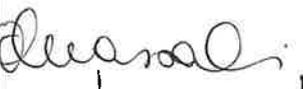
TEX-MED ALLIANCES

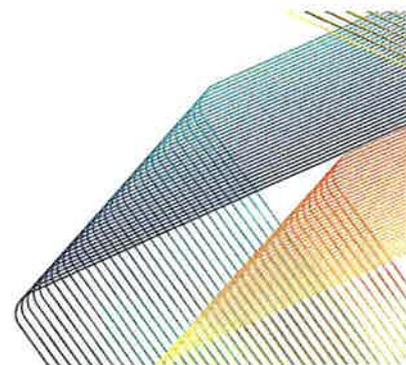
- The Leftovers Specific Initiative into a “Partnership” of Euro-Mediterranean companies

The above 4 chosen “Alliances” will be ratified at the Closing meeting for Establishment of CBC Alliances during final conference in Cairo.

Dated: 20 September 2022 –

Signatures of the Initiatives Committee Members:

	Organisation	Member	Signature
LB	TEXFOR	Monica Olmos	
PT	PC:	Susanna Leonelli	
	FM:	Oriana Mazzali	
	TAM:	Francesco Pellizzari	
	FIM:	Hani Mourad	
PP1	CTN (WP6 Leader)	<i>on behalf of</i> Marcello Gozzi	
		Giovanni Moschini	
PP4	MFCPOLE (WPS Leader)	<i>on behalf of</i> Ramzi Zammali	
	Anissa Lahdhiri		
PP6	ACI (WP4 Leader)	Fadel Labadi	





Annex 3

SUSTAINABILITY OF THEMEDNEW ALLIANCE

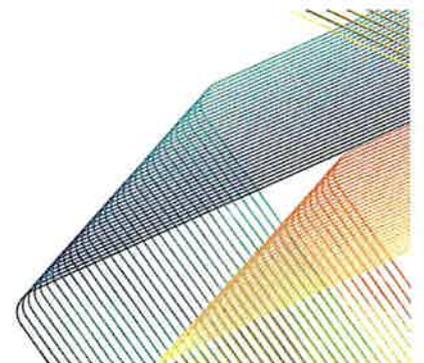
THEMEDNEW Initiative achieved substantial results:

- 12 enterprises awarded with a Subgrant for the Fashion restart Framework Initiative
- 36 companies underwriting a Memorandum of Understanding for the Specific Initiative “THEMEDNEW”, out of which: 25 companies undersigned the “Alliances for THEMEDNEW”
- Intangible assets: THEMEDNEW registered trademark, website www.themednew.eu
- Delivered consultancy services through 4 external consultants and internal experts.
- Large networking Community established
- Many promotional and business events organized in different countries

- Institutional sustainability:

Considered the success of the TMA project (recently attested by the International Textile Manufacturer Confederation Award – Annual conference Davos - 2022) The **TEX-MED ALLIANCES Partners** intend to continue their support to the future development of THEMEDNEW. To this aim:

- THEMEDNEW sustainable TRADEMARK /BRAND will be managed by LB TEXFOR, as super-partes organization, in order to take advantage of the previous experience in brand visibility and promotion.
- THEMEDNEW website will be managed by PP2 SEPEE (i.e.: hosting, email server, website update - backups, domains update), in order to ensure continuity in the communication management.
- All the TEX-MED ALLIANCES Partners will keep supporting THEMEDNEW development in their own countries by:
 - o Promoting THEMEDNEW brand in their own events, media, etc
 - o Keep promoting the enlargement of the Alliance with new member companies





TEX-MED ALLIANCES

- Supporting THEMEDNEW member companies with market information etc
- In their quality of BROs, facilitate the access to shared services (i.e. participation to fairs) for THEMEDNEW members

TheMedNew Members agree in keeping THEMEDNEW Alliance as an “informal business association” of companies that could:

- Keep Contributing with their ideas and models to the development of THEMEDNEW brand
- Establish constant communication among the “community”
- Share information on the different markets
- Share the organization and costs of common activities, such as participation to fairs, or similar activities, in the different countries.
- Feed THEMEDNEW website and digital show room with pictures and videos of their sustainable collections.
- Any other shared issue that could be of common interest.

The governance of the alliance will be ensured by a “Board of Directors” elected by the Members.

- Financial and organizational sustainability:

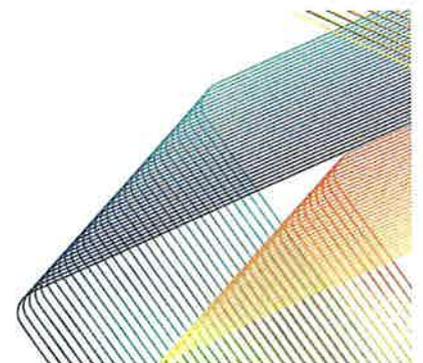
The **TEX-MED ALLIANCES Partners** will guarantee the internal human resources needed for carrying out the activities described above. In particular, TEXTOR will guarantee the brand management and SEPEE is committed to the maintenance of the website domain. All Partners will continue providing the needed human resources inputs to support the local development of THEMEDNEW.

In addition, the financial sustainability of the alliance will be will further supported by the revenues of future sales of products co-branded THEMEDNEW.

Also, additional funds for the further development of THEMEDNEW Alliance may be obtained by the participation to future calls for proposal launched by international or national donors.

- Environmental sustainability (where applicable):

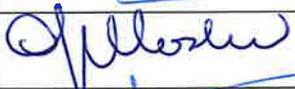
All the companies that signed the THEMEDNEW Alliance are local brands or manufacturers committed to THEMEDNEW Manifesto principles: Environmental sustainability, social fairness and Mediterranean Style.





 **TEX-MED ALLIANCES**

Signed in Cairo, on October 5th 2022

ACI - Amman Chamber of Industry (Jordan) <i>WP4 Coordinator</i>	Eng. Fadel Labadi	
<i>Countersigned by:</i>		
TEXFOR - Confederación de la Industria Textil (Spain)	Monica Olmos	
CTN – Confindustria Toscana Nord (Italy)	Giovanni Moschini	
SEPEE - Hellenic Fashion Industry Association (Greece)	Theofilos Aslanidis	
CETTEX – Centre Technique du Textile (Tunisia)	Rym Charradi	
Mfcpole - pôle de compétitivité Monastir-El Fejja (Tunisia)	Ramzi Zammali	
GACIC – German Arab Chamber of Industry and Commerce (Egypt)	Yasmine Kandil	
PFI - Palestinian Federation of Industries (Palestine)	Tarek Sous	

