



Deutsch-Arabische
Industrie- und Handelskammer
German-Arab
Chamber of Industry and Commerce
الغرفة الألمانية العربية للصناعة والتجارة



“TEX-MED ALLIANCES: Towards a sustainable Fashion & Textile Industry across the Mediterranean”
Capitalization Forum & Final Event
4 – 5 October 2022
InterContinental Cairo Semiramis Hotel – Cairo

Join Zoom Meeting
<https://us02web.zoom.us/j/86107636899>

Meeting ID: 861 0763 6899
Passcode: 437828

Agenda

DAY 1 – Tuesday 04.10.2022 AFTERNOON	
Hall: Cleopatra ballroom, 2nd floor	
CAPITALIZATION FORUM	
16:00	Registration & Coffee Break
17:00 – 17:30	Opening & Welcome Notes <ul style="list-style-type: none"> • Sonja Miekley, German-Arab Chamber of Industry & Commerce (GACIC) • Susanna Leonelli, TEX-MED ALLIANCES Project (TMA) • National Contact Point, ENI CBC MED Program - <i>tbc</i> • Hany El Habibi, Sahara Group
17:30-18:20	Presentations <ul style="list-style-type: none"> • Dissemination of Project Results, Achievements for Capitalization and Lessons learned Francesco Pellizzari, Technical Assistance Manager – TMA • FASHION RESTART/THEMEDNEW: Creating value by assets, Technical support and Promotion, Hani Mourad, Fashion & International Marketing Manager - TMA
18:40-20:00	<ul style="list-style-type: none"> • Real Assets for Future Sustainability: <ul style="list-style-type: none"> ➤ The Health Textile Digital Cluster, mfcpole - Tunisia ➤ Equipment for dyeing and finishing for micro and small producers, Cettex - Tunisia ➤ The Leftovers Platform, CTN - Italy

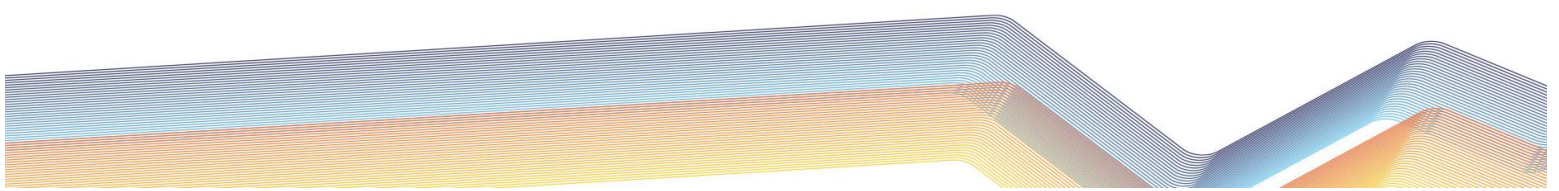


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	<ul style="list-style-type: none"> • Success stories of SMEs participating to TMA initiatives • Sharing of experiences with other Projects, Monica Olmos - TMA • Q&A and Wrap up, Susanna Leonelli - TMA
20:00	Networking Dinner

<p>DAY 2 – Wednesday 05.10.2022 (MORNING)</p> <p>Hall: Teeba ballroom, 3rd floor</p>	
PROJECT FINAL CONFERENCE	
9:00- 09:30	Registration & coffee Break
9:30-9:35	<p>Opening & Welcome Notes</p> <ul style="list-style-type: none"> • Sonja Miekley, German-Arab Chamber of Industry & Commerce (GACIC) • Susanna Leonelli, TEX-MED ALLIANCES Project (TMA)
09:35-09:50	<p>Keynote Speech: Overview of sustainable textiles & innovation of Cotton industry in Egypt</p> <ul style="list-style-type: none"> • Wael Olama - Chairman, Cotton Egypt
9:50-10:20	<p>Panel discussion: Progress and current status of the TMA Initiatives</p> <p><i>Round 1: SWOT Analysis of Project Initiatives</i> Moderated by Francesco Pellizzari - TMA</p> <p>Participants:</p> <ul style="list-style-type: none"> • ACI (WP4 Initiative Coordinator) • mfcpole (WP5 Initiatives Coordinator) • CTN (WP6 Initiative Coordinator) • CETTEX – DSB Coordiantor • Hani Mourad – TMA
10:20-10:45	<p><i>Round 2: Insights for the next steps & future sustainability</i> Moderated by Francesco Pellizzari – TMA</p> <p>Participants:</p> <ul style="list-style-type: none"> • Hani Mourad – TMA • Testimonials & cases of SMEs participating in the TMA Initiatives
10:45 – 11:00	<p>Technologies for recycling and re-use of textile scraps A study presented by:</p>





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	Andrea Falchini, Next Technology Tecnotessile
11:00 – 11:15	Coffee break
11:15-12:00	Ratification & Closing Session Moderated by Susanna Leonelli – Project Coordinator - TMA <ul style="list-style-type: none">• Ratification of the Alliance for Internationalization (THEMEDNEW)• Ratification of the Alliances for Innovation (HTDCM and DSB)• Ratification of the Alliances for Circular Economy (LEFTOVERS) Closing and Final Remarks Monica Olmos. TEXTFOR – Lead Beneficiary, Spain
12:00-13:00	Networking Lunch
2:30-03:30	General meeting among TMA companies & PP
4:00 – 5:30	Project closing meeting

