

# TEX-MED ALLIANCES

Textile Mediterranean  
Alliances for Business  
Development,  
Internationalization  
and Innovation

SHORTCUT TO TMA  
CBC INITIATIVES



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## What are the TEX-MED ALLIANCES Cross-Border Cooperation initiatives?

**TEX-MED ALLIANCES Project** is launching 4 Cross-Border Cooperation (CBC) Initiatives bringing together enterprises (micro, small, medium and starts-ups) and other business representative organizations (such as associations, chamber of commerce, clusters, research & innovation centres, etc.) in priority areas for the T/C industry, i.e. Internationalization; Innovation and Circular Economy. These Initiatives have been designed to help enterprises to:

- recover from the current negative situation created by Covid-19
- grasp new opportunities originating from the pandemic.

### The 4 FRAMEWORK INITIATIVES are:

**“Fashion Re-start”** concerns the fashion/apparel sector. Covid-19 pandemic is forcing the restructuring of the industry at global level: large retailers are closing many outlets; on-line sales are soaring and consumers are changing their behaviour. This Initiative aims at identifying innovative business models by the development of alliances among manufacturers, designers, and retailers for the development of new collections fit for the Mediterranean markets. The idea is to launch collections designed by having in mind the climate, the colours and the culture of the Mediterranean.

**“Health Emergencies”** aims at establishing Cross-Border Alliances among enterprises of the health textile sector in order to create a Mediterranean Health Textiles Cluster able to provide an effective, quick and tested/certified supply of health devices in case of epidemics in the Mediterranean countries. The Cluster will support common marketing strategies and foster innovation for wearable technologies, in particular in the field of quick diagnosis and alert tools.

**“Dyeing Small Batches”** aims at helping micro and small enterprises in the dyeing and finishing phase of small quantities, small items or accessories, in order to improve the added value of their products. All enterprises participating in the Initiative can personalize colours or performances of their products by using a new dyeing and finishing equipment that will be installed at CETTEX Technological Resource Centre in Monastir, and take advantage of the technical competences of the centre to develop new skills and master dying techniques. The use of equipment is free of charge for the companies participating in the Initiative. The initiative has the final objective to upgrade knowledge in dyeing and finishing by developing a network of SMEs (“Alliances”) that cooperate in this field and is complementary to the development and the finalization of the other project’s Framework Initiatives.

**“Circular Economy in the textile & clothing sector”** has the goal of raising awareness on Circular Economy and the practical objective of stimulating innovative practises for recycling of fibres, fabrics and final products to create sustainable fashion collections. The Initiative makes available raw materials and machinery of high quality for fashion clothing at affordable costs.

Each of the above Framework Initiative encompasses a number of Specific Initiatives, targeting narrow scopes and functional to the implementation and objectives of the Framework Initiatives.

For more details see [Description of the Initiatives](#).

Each Initiative will bring together companies/organizations from the Northern and Southern rims of the Mediterranean, with relevant or complementary specializations.

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## The final goal is to establish new Euro-Mediterranean Alliances among enterprises and organizations of the T/C sector.

Enterprises that will commit themselves to one of the Four Framework Initiatives can get:

- the support of project experts for the implementation of the Initiative in your enterprise.
- the assistance eight organizations (project partners) for international networking, public relations and institutional marketing.
- the services of specialised external consultants procured according to the needs of the Initiatives.
- a financial support up to 10.000 € to cover specific categories of costs related to the Initiatives, such as: mission costs (meetings, visits, seminars, trainings, events), costs related to product innovation/development (i.e: pre-production costs, tests/certifications, consumables, digitalization, etc), or communication costs (marketing, advertising).
- the inclusion in an international network of companies for synergies and knowledge sharing.
- the participation to innovative initiatives that may foster the adaptation of your current business model to the new business environment after Covid-19.
- the participation to Euro-Mediterranean Alliances, that will continue beyond the project's duration.

## How can I take part to the TEX-MED ALLIANCES CBC initiatives?

If you are a Micro, Small, Medium enterprise<sup>1</sup> or a start-up, or a Business Representative Organization<sup>2</sup>, and you are established in one of the [eligible regions](#) of the countries involved in the TEX-MED ALLIANCES Project, i.e.: Spain, Italy, Greece, Tunisia, Egypt, Jordan and Palestine, and you want to join one of our CBC Initiatives, you will have to follow **step by step this procedure**:

## STEP 1

Take contact with the Project Partner in your country (see Contact List below) and express your interest in taking part to an Initiative. You will get a first advice on your eligibility to participate and take advantage from our initiatives and you will be put in contact with the Project partner managing the initiative you are interested in:

<b>Spain</b>	Texfor <b>Monica Olmos</b> <a href="mailto:monica@texmedalliances.eu">monica@texmedalliances.eu</a>	Contact point for Spain and for Covid-19 database
<b>Italy</b>	Confindustria Toscana Nord <b>Lorenzo Incagli</b> <a href="mailto:l.incagli@confindustriatoscananord.it">l.incagli@confindustriatoscananord.it</a>	Contact point for Italy and for «Circular Economy for T/C»
<b>Greece</b>	SEPEE <b>Theofilos Aslanidis</b> <a href="mailto:aslanidis@greekfashion.gr">aslanidis@greekfashion.gr</a>	Contact Point for Greece
<b>Tunisia</b>	Mfcpole <b>Ramzi Zammali</b> <a href="mailto:ramzi.zammali@mfcpole.com.tn">ramzi.zammali@mfcpole.com.tn</a>	Contact point for Tunisia and for «Health Emergencies»
<b>Tunisia</b>	CETTEX <b>Rym Charradi</b> <a href="mailto:rym.charradi@cettex.com.tn">rym.charradi@cettex.com.tn</a>	Contact point for Tunisia and for «Dyeing Small Batches»
<b>Egypt</b>	GACIC <b>Yasmine Kandil</b> <a href="mailto:yasmine.kandil@ahk-mena.com">yasmine.kandil@ahk-mena.com</a>	Contact Point for Egypt
<b>Jordan</b>	ACI - Amman Ch of Industry <b>Fadel Labadi</b> <a href="mailto:Fadel.Labadi@ACI.ORG.JO">Fadel.Labadi@ACI.ORG.JO</a>	Contact Point for Jordan and «Fashion Restart»
<b>Palestine</b>	PFI - Palestine Federation of Industries <b>Ala' Abusada</b> <a href="mailto:paltex@p-ol.com">paltex@p-ol.com</a>	Contact Point for Palestine

<sup>1</sup> For M-SMEs definition, pls check [https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition\\_en](https://ec.europa.eu/growth/smes/business-friendly-environment/sme-definition_en)

<sup>2</sup> BROs include also business support bodies such as Research centres, Innovation pôles, that are key actors in a cluster, value chain etc., and provide services to the T/C sector and/or to the development of Circular Economy.

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## STEP 2

If you wish to receive a financial support, apply to our [Call for Sub-grants](#) to receive a grant up to **10.000 €** to cover specific categories of costs related to the selected initiative:

- Fill all sections of the [Application form](#), including the Budget and sign it. It must be done by computer and in English.
- Fill and sign the [Declaration on the honour](#) and the [Declaration on de minimis](#)
- Send the above three files in pdf format to [callforsubgrants@texmedalliances.eu](mailto:callforsubgrants@texmedalliances.eu) before the deadline.

The deadline to send applications is December 7th at 17 CET. Depending on availability of funds, further deadlines may be opened.

Before filling the Application form, read carefully the [Guidelines for applicants!](#)

### **Please note that:**

- The total available budget is € 312.000
- You can apply for 1 Framework Initiative only, together with one or more of its Specific Initiatives
- The submission of an application for sub-grant does not guarantee the award of a grant: Applications will be assessed by the Project's Initiative Committee (composed of representatives of the Project Lead Beneficiary and of the relevant Project Partners) against defined criteria:
  - consistency of the Applicant's specialization with the Initiatives;
  - commitment and contribution to the implementation of the activities;
  - opportunities/advantages for the Applicant;
  - capacity to assure the actions' sustainability.
- In case the requests for subgrants will exceed the available budget, the choice between applications with the same score will be made taking into consideration the principles of:  
North/South balanced participation, and equal representation of the involved countries.
- Indicative n. of sub-grants awarded: 30/32
- Selected proposals will be invited to sign a [sub-grant contract](#) between the selected SMEs/BROS and the concerned WP Leader.
- 50% of the awarded sub-grant will be paid upon the sub-grant contract signature; the balance one month after the validation of the completion of the outputs.

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## STEP 3

If you will be selected for an initiative, the Project will request you to sign a [Memorandum of Understanding](#) (MoU) as a formal commitment to collaborate for the achievements of the objectives of the chosen Framework Initiatives.funds,

### **Please note that:**

- The signature of the MoU is compulsory for the participation to the Initiative. It commits the company/organization to an Initiative and does not imply the receiving of any financial support from the project.
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## DO NOT MISS THESE OPPORTUNITIES!

For any general info, please refer to:

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### Susanna Leonelli

Project Coordinator

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### Hani Mourad

Fashion International Marketing expert

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### Francesco Pellizzari

Technical Assistance Manager

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

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## Lead Beneficiary



TEXFOR – Spanish Textile Industry Confederation (Spain, Catalunya)

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## Partnership



**CTN** – Industrial Association of Northern Tuscany (Italy, Tuscany)



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



**SEPEE** – Hellenic Fashion Industry Association (Greece, Kentriki Makedonia)



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



**CETTEX** – Textile Technical Center (Tunisia, Ben Arous)



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



**MFCPOLE** – Monastir El Fejja Competitiveness Pole (Tunisia, Tunis)

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