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# Boosting Textile and Clothing Sector Competitiveness in Egypt



## About the Project

The International Trade Centre (ITC) and the Apparel Export Council (AEC) are implementing a new project for small and medium-sized Egyptian enterprises Approved by the Ministry of Trade and Industry; it supports the country's Cotton to Clothing development strategy.

The initial phase of the programme is three years (October 2018 – December 2021) and is open to all Egyptian-owned and managed enterprises. The project is co-funded by the Government of Switzerland under the Global Textiles and Clothing (**GTEX**) programme as well as the Government of Sweden under the **MENATEX** programme.

## Who can participate?

The programme will directly support up to 35 small and medium enterprises for knitwear, sports- and leisurewear and men's shirts. Large enterprises will be considered, provided they work together with and mentor smaller companies so that the latter can start exporting on their own, for example through the "Your Job Next Door" initiative. Interested enterprises can contact ITC or AEC.

## Benefits for participating enterprises

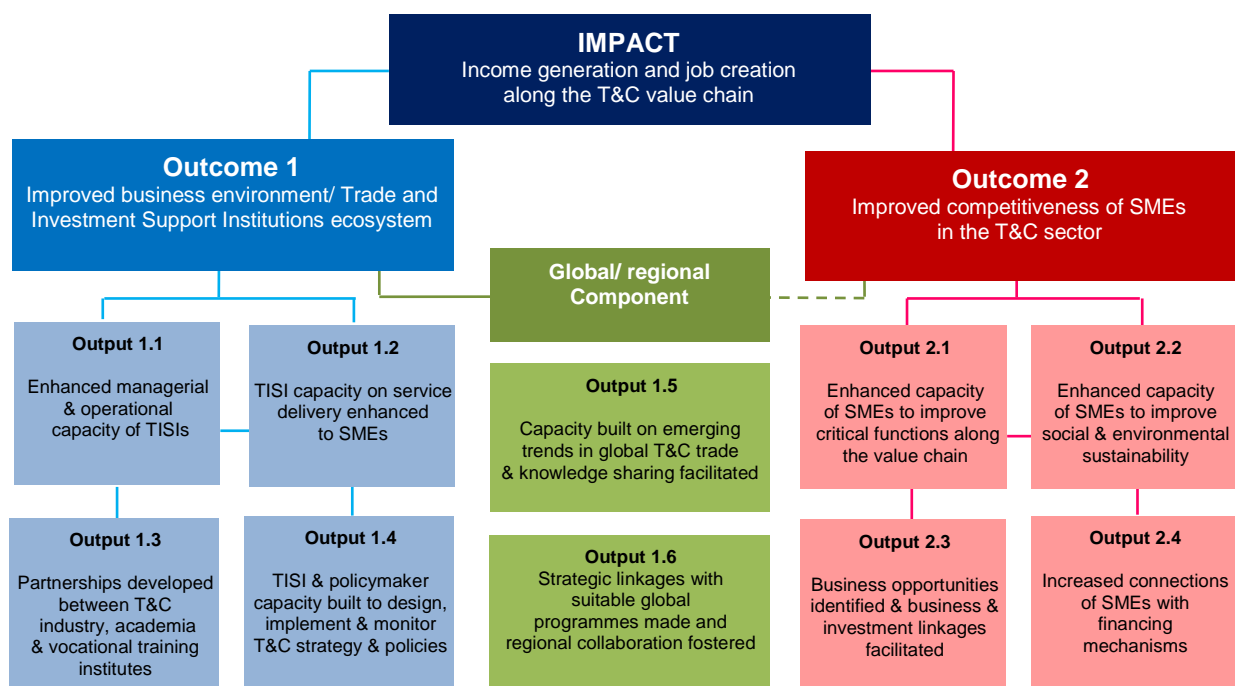
Participating enterprises will increase their international competitiveness and diversify their export base. This will be achieved through:

- Training, coaching and mentoring in value-added areas, such as:
  - ✓ Productivity and lean management
  - ✓ Material sourcing
  - ✓ Product and design development
  - ✓ Export marketing and branding
  - ✓ Process upgrading through electronic integration

- Improving on social and environmental industry standards required by buyers.
- Linking enterprises to new markets and potential new buyers.
- Linking enterprises to financing mechanisms that provide trade finance for companies to move to full package services and finance environmental improvements and expand into textile production.

## Other Project Partners and Priorities

The project will also engage with the Apparel Export Council, the Textiles Export Council, the Fashion Design Institute and trade promotion agencies, including the Export Development Agency and EXPOLINK to upgrade their service portfolio to members. The project will work with enterprises and these institutions to develop training courses to allow enterprises to recruit personnel that meet their requirements. The project will also provide policy advice on investment promotion and improving the dyeing and finishing of textiles. Finally, linkages to the industry in Jordan, Morocco and Tunisia will be developed with a view to expand collaboration and trade in the region.



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