

EXPRESSION OF INTEREST - EGYPT

Global Textile and Clothing Programme - GTEX/MENATEX Phase II 2024-2027

About the programme

The International Trade Centre (ITC) is the joint development agency of the World Trade Organization and the United Nations, which enables export-ready businesses and those with export potential in developing and transition countries to increase exports by providing, with partners, sustainable and inclusive trade development solutions to the private sector companies, business support organizations, and policymakers.

Building on the success of its first phase, **GTEX MENATEX II will support the textile and clothing (T&C) sector in Egypt, Jordan, Morocco, Tunisia as well as Sri Lanka to increase its export competitiveness by focusing on sustainability and circularity aspects as key competitiveness drivers.** Thus, the programme will support **T&C companies** to become more competitive by focusing on circularity and digital aspects. More competitive companies will be able to export more value-added products that create employment and help reduce poverty while at the same time help greening this industry.

As circularity starts with the design process for more durable and environmentally friendly yet fashionable products, the project will also work with national **fashion designers** that engage in designing with circularity in mind.

Benefits

Increased Business & Reduced Costs

- Linking you to **new clients & markets.**
- Participation in **leading international trade fairs and fashion events.**
- **Cost saving, waste reduction** and recovery along the supply chain.
- Market access and coaching to obtain market-relevant **certifications.**



Knowledge

- **Preparation towards expected market changes** on environmental sustainability and circularity.
- **Reduction of your environmental footprint and develop circular practices and products**, responding to new market requirements.
- 4 years of continued **operational improvements** through tailored company coaching, training and networking events on competitiveness improvement, environmental performance, Industry 4.0, new digital tools, and access to international markets.
- Managerial and operational improvements through tailored company coaching, training and networking events **related to circularity in T&C.**
- Coaching on **gender diversity, women empowerment** and **leadership** skills as well as **social compliance.**

Network

- **Networking and study tours** with T&C circularity hubs and initiatives in Europe and elsewhere
- Expand **contacts with the academic and training spheres**, tie new **partnerships** with T&C manufacturers, green technology and solutions providers.

In addition to working directly with enterprises, the programme also works with **T&C as well as circularity and waste management-related business support organizations**. In order to contribute to the required systemic change of the T&C industry towards more environmental sustainability and inclusiveness, a functioning and well served institutional ecosystem that supports the sector is required. Hence, the project seeks to collaborate and work with all those institutions that support the sector in its circularity endeavours.

The programme is looking to support and collaborate with:



20-25 TEXTILE AND CLOTHING SMES

supplying the export market, or; supplying the local market with a desire to get into exports



3-5 TEXTILE AND CLOTHING CHAMPION COMPANIES



3-5 FASHION DESIGNERS AND ENTREPRENEURS

experienced in circularity aspects



1-2 GREEN AND/OR TECHNOLOGY SOLUTION PROVIDERS



BUSINESS SUPPORT ORGANIZATIONS & ACADEMIC INSTITUTIONS

What do we expect from beneficiaries/partners?

- Be fully committed to participating in project activities during the entire duration of the programme (4 years) and invest time in the project.
- Committed to transform training and learning outputs, strategies and guidance into concrete actions for your company/institutions.

To express interest

Kindly fill in one of surveys to express interest in becoming a beneficiary of GTEX MENATEX Phase II in Egypt by clicking on the categories below or scanning a QR code (estimated completion time: 15 to 20 minutes)

[Textile and Clothing manufacturers](#)



[Designers and Entrepreneurs](#)



[Green/technology Solution Providers](#)



[Business Support Organizations & Academic Institutions](#)

