

TEX-MED ALLIANCES

Textile Mediterranean
Alliances for Business
Development,
Internationalization
and Innovation

FASHION RE-START



REGIONE AUTONOMA DE SARDEGNA
REGIONE AUTONOMA DELLA SARDEGNA



TEX-MED ALLIANCES

The Project TEX-MED ALLIANCES is launching four Framework Initiatives to help Mediterranean micro, small and medium enterprises (including start-ups) and other support organizations of the Textile and Clothing sector to recover after the Covid-19 emergency.

The Initiatives will provide both consultancy services and financial resources for developing new business opportunities through Cross-Border Alliances among Mediterranean enterprises and other economic actors.

Fashion Restart Framework initiative concerns the fashion/apparel sector. Covid-19 pandemic is forcing the restructuring of the industry the 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.

Fashion Restart encompasses four Specific initiatives:

- Local Regional Brands, to create alliances between small producers and small retailers, where local designers/product developers will play a catalyst role.
- Fashion Hubs Network, to provide fashion trends forecasting tools and develop specific training courses and presentations.
- Technical Textiles for Mediterranean, to promote the use of technical textile to create comfortable summer wear garments.
- New Memo, to drive the successful business models into a new shared brand characterized by top design, high comfort, natural/recycled materials and sustainable processes.

[Click here for more info >>](#)

STEPS TO FOLLOW

Fashion Restart targets designers, clothing manufacturers and local retailers interested in taking advantage of creating new fashion hubs and test new business models in cooperation with other Mediterranean companies and with the coordination of TEX-MED ALLIANCES senior experts.

Starting from October 2020 Interested companies can express their interest in taking part to this initiative and can apply until 7th December 2020 to get financial support up to Euro 10,000 the project's contribution to selected costs.

After the selection of participants and a first provision of funds, the Initiative will be implemented from January 2021 to June 2022.

The final outcomes will be new opportunities and Mediterranean alliances for SMEs for fashion restart.

I AM INTERESTED, HOW CAN I BENEFIT FROM THAT?

Enterprises and other support organizations can apply for our initiatives starting from October 2020.

Applicants shall be legally established in one of the eligible regions of the countries involved in the TEX-MED ALLIANCES Project, i.e. Spain, Italy, Greece, Tunisia, Egypt, Palestine and Jordan. [see more here >>](#)

Interested enterprises and other support organizations are asked to sign a Memorandum of Understanding for the participation to the Initiative. Also, they can apply for a grant of up to Euro 10.000 as contribution to selected costs, such as – among others – travel costs and dyeing consumables.

The call for sub-grants was launched at the end of September 2020 and the first deadline for the submission of sub-grant applications is 7th December 2020 CET. Depending on budget availability of this call for sub-grants, additional deadlines may be on: 8th February 2021, 17:00 CET or 12th April 2021, 17:00 CET.

[Click here for the dossier of the Call >>](#)

DO YOU HAVE ANY QUESTION?

Fashion Restart Framework Initiative is coordinated by the **Amman Chamber of Industry (ACI)**.

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[Project website here >>](#)

Lead Beneficiary



TEXFOR – Spanish Textile Industry Confederation (Spain, Catalunya)

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)

This publication has been produced with the financial assistance of the European Union under the ENI CBC Mediterranean Sea Basin Programme. The contents of this document are the sole responsibility of TEXFOR and can under no circumstances be regarded as reflecting the position of the European Union or the Programme management structures.