

ASCAME supports the textile industry, as a great opportunity for the Mediterranean growth

The Association of the Mediterranean Chambers of Commerce and Industry (ASCAME) has co-organized the III MEDITEX entitled “Building Euro-Mediterranean Crossroads to Create Textile Synergies” in support of the textile and clothing industry in the region, which took place last 1st-2nd December in Alexandria, Egypt.

Barcelona, 2nd December 2015



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In collaboration with the German-Arab Chamber of Industry and Commerce (GACIC), the Euro-Mediterranean Development Center (EMDC), the Federation of Egyptian Chambers of Commerce (FEDCOC), the Federation of Egyptian Industries (FEI) and the Confederation of Egyptian European Business Associations (CEEBA), this 3rd edition has represented a unique occasion to look at the state of art, opportunities and challenges of the Textile and Clothing sector within the region, especially in Egypt, and to capitalize on textile ENPI CBC MED projects: Sustexnet, TEXMED and Euromed Invest.

Moderated by Dr. Alaa Ezz, General Secretary of CEEBA and FEI, the inauguration of the event welcomed keynote speakers such as the President of the Chamber of Commerce of Alexandria, Mr. Ahmed. El Wakil, who highlighted: “the key importance of the textile industry in the country (Egypt), as the third sector in terms of GDP.”

Presidency

Chamber of Commerce, Industry and Agriculture of Beirut & Mount Lebanon

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During the 2-day event diverse projects dealing with the industry have been presented. For instance, Dr. Alaa Ezz presented the Sustexnet project aimed at establishing a cooperation network among main textile agents across the Mediterranean to increase the competitiveness and sustainability in the whole textile sector. Dr. Ezz also presented the Euromed Invest Initiative whose main objective is to boost the private business and investment within the Euromed area and to contribute to the inclusive economic development of the region, through 5 promising sectors: tourism, transport & logistics, water & green energies, agrifood and cultural sector, including textile.

This ASCAME event was also the occasion to organize B2B meetings to encourage business opportunities between Egyptian and other Mediterranean operators in this field.

For a long time, the textile and clothing industry has dominated the commercial exchanges in the Mediterranean. Today, it keeps playing a main role in the improvement of economic conditions, especially in the South of the Mediterranean, where the sector is of key importance. Around 40% of the European textile and clothing trade goes to the Mediterranean region. The vision of a bilateral development aimed at making a totally integrated market should create a win-win situation for both sides of the Mediterranean. That's why; ASCAME has organized this event not only to present the opportunities of the textile sector in the region, but also challenges within a growing competitive scenario. It is essential to modernize this industry in the Mediterranean region so that it can remain competitive in a highly competitive global marketplace.