



Fashion & Design Centre



The Garment Sector in Egypt



- Characteristics
 - ✓ 99% Private Sector
 - ✓ Small and Medium Enterprises
 - ✓ Labor intensive
- Strength
 - Comparative advantages in labor – intensive industries
 - Linkage to a strong local textile industry (strong cotton and growing polyester)
 - Large potential for exports



- Weakness **Action required**
- Low capacity for new product development
Training in Design and Pattern making
- A lack of design capabilities
Design Houses
- Low capacity for global marketing
Advanced local and International marketing
- Low quality due to ineffective quality control
Training in quality control and Sewing

What's the FDC



- Joint Project between the Ministry of Trade and Industry and Istituto di Moda Burgo, a reputable Institute located in Milan.
- Type of Assistance : Targeted Technical Assistance
- Strategy of Intervention :
 - Stimulate the Demand
 - Support of the establishment of supply entities
 - Demand Driven
 - Market oriented
 - Eventually Sustainable
 - Eventually Private Sector

Business Model



Management :

- Private Management
 - Profit Center
 - Impact oriented and Profit Sharing Management Contract
 - World Class Quality
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- The Project has started on 2001 with the main objective of transferring the Know How for Pattern Making and Design.
 - The Methods and Tools utilized are constantly updated and modified according to the World standards level.
 - Release of International Diplomas.
 - Training of the Egyptian trainers in Egypt and in Italy

Products and Activities



- **Training:**

- Stylist Course
- Fashion Design
- Pattern Making
- Accessories: Jewelry, Leather Products
- Production Management
- Computer Cad Cam: Pattern Making and Fashion Design by Gerber System

- **Style and Design Studio (SDS):**



- Collections
- Patterns
- Companies' Analyses
- Consultation: Quality Control, Production Management, Know How Transfer, Textile Consultation.
- Trends Seminars
- Marketing Activities
- Recruitment Office

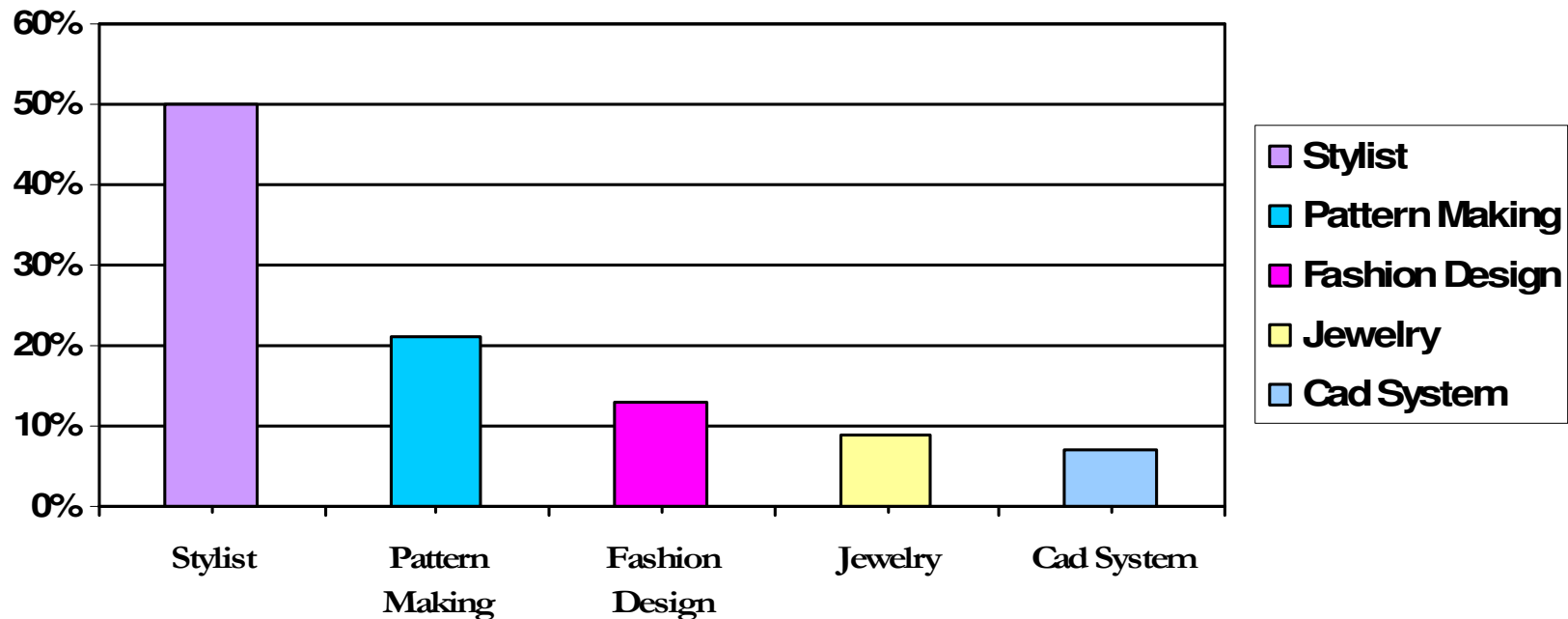
- **Special Project:**

- Cultural Heritage
- Industrial Training

Training:



Percentage of courses at FDC premises

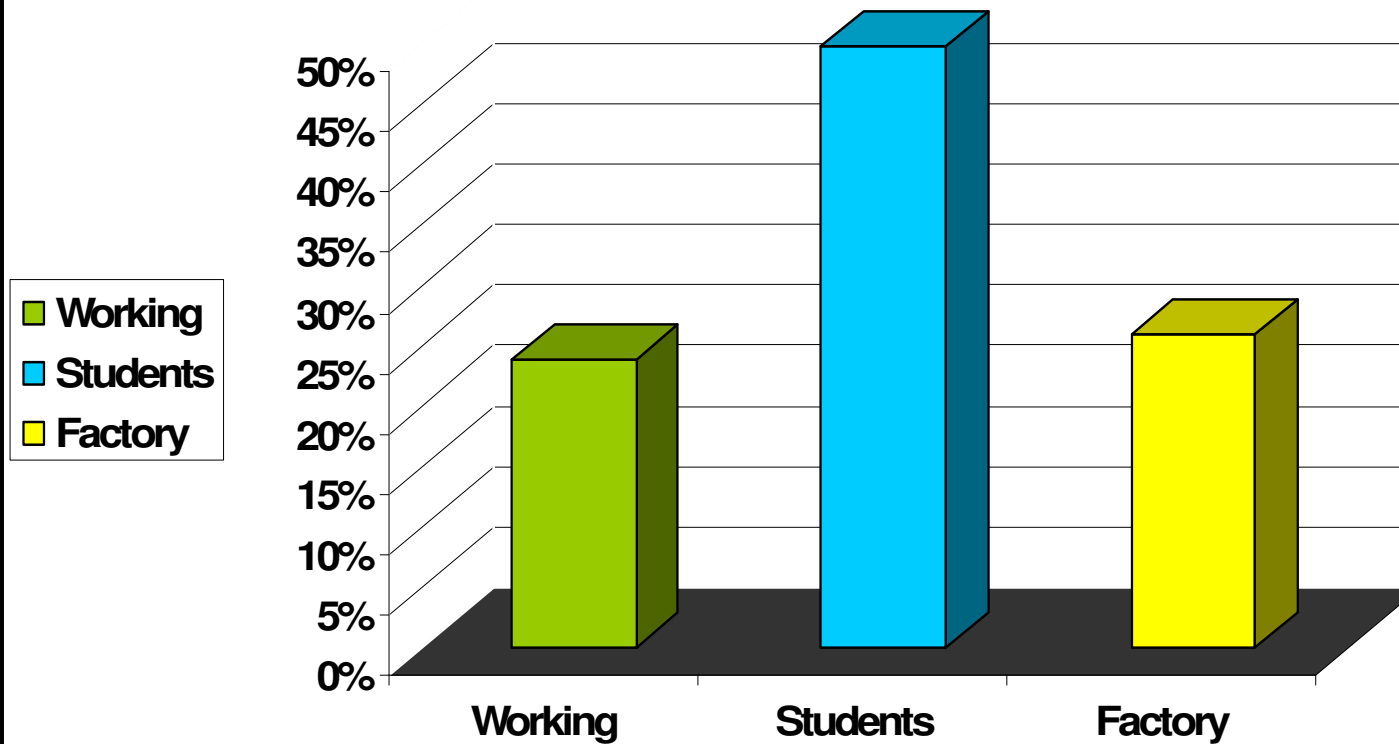


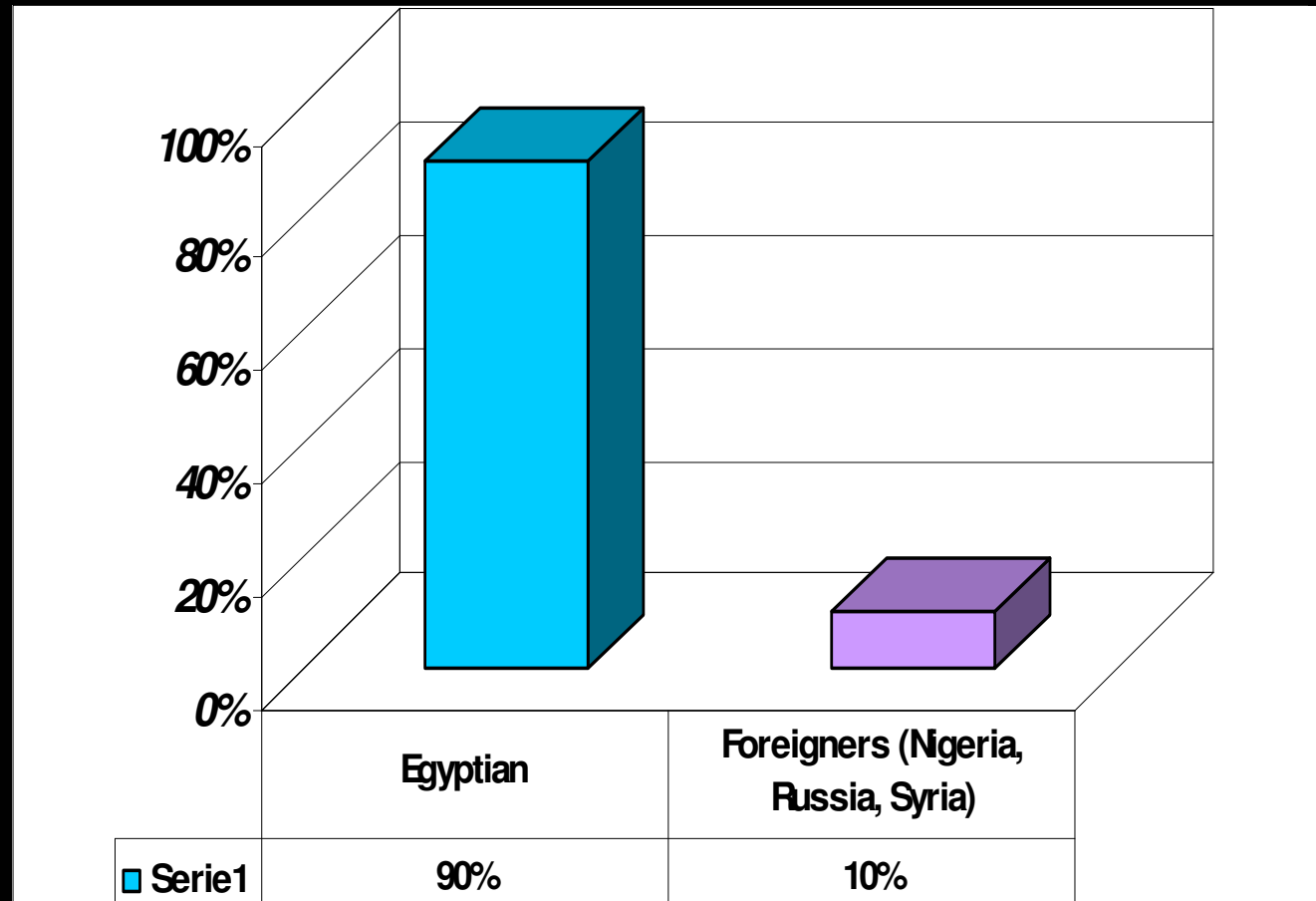
Number of Students in year 2006: **267**

Number of Graduated since opening: **150**



STUDENTS' PRESENT SITUATION







Style and Design Studio (SDS)

- Collections and Patterns are delivered to companies upon request together with Consultations, some of them as follows:

- **Caterpillar Co.**
- Chourbagy Underwear
- **Egypt Air, Hostess Uniform**
- Egyptian Post
- Schools uniform
- El Dawoor Co.
- Sound & Light Co.
- **Olympic Uniforms Athens 2004.**
- El Saiad Tricot
- **Disney Co., Middle East Distribution**
- Dream Co.
- **Red Mountain Co. Belgium Co.**
- **Puttman Co. (German)**
- Yasmina Co.
- Vestia Co.
- Dytex Co.
- Bella Donna
- **Arafa Group**
- Iram Co. for Jewelry
- El Nour Wal Amal, Uniforms of the Orchestra
- **Rocky4 Company**
- Miss Class Company
- Rimonds Company for Uniform 2006
- Miss Mona Company
- Beauty Girl Company
- Making Company
- Flamengo Company

Special Project:



- **Upgrading Project**

Consultation service to the Egyptian Ready-Made Garment Factories in order to improve and upgrade the level of production, through training courses, quality control, packaging , through Italian experts in view of future export

The most important companies are:

- **Vestia**
- **Dytex**
- **Habiba**
- **Puttman Co. (German)**
- **Baby Coca**
- **Yasmina**
- **Conitex**
- **Puttman**

Cultural Heritage



- **Objectives:**

- Creation of modern designs inspired by the Bedouin culture and heritage.
- Training women in the fields of fashion design and pattern making.
- Marketing the products of the organization and creating job opportunities for the trainees in a modern framework that brings together the authenticity of the Bedouin design with the modern Italian expertise. Raising the quality of products and enabling them to compete in the domestic and international markets.

- **The main areas are:**

- Saint Catherine
- Siwa, in two different occasions
- El Areesh
- El Fayoum
- Abu El Nomrous

Future Plans



- Integrate new activities such as:
 - Enhance the relations between the Italian Fashion Houses and the Egyptian Market in order to allow opening of new outlets, but as well the cooperation with the Egyptian Producers
 - Trade Assistance Services.