



CottoNet: a Gateway to Export



Textile Industry in Egypt

4500 registered Companies of which :

- 500 Exporters.
- Labor Force (direct & indirect) : 1 Million workers.
- Investments 75 Billion LE.
- Total Production 20 Billion LE.
- Total Exports 1.4 Billion USD.



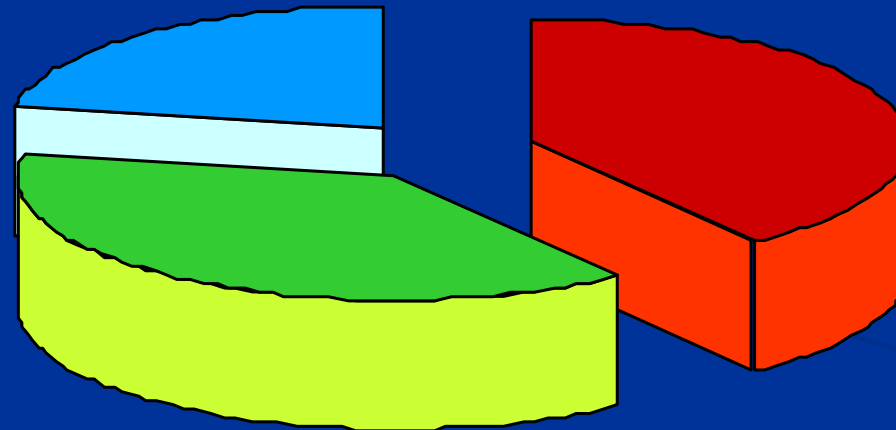
Egyptian Textile Exports

Other
Countries

% 22

America

% 40



Europe

% 38

Egyptian and Italian Complementarities

Egyptian policy of Development towards European Market, due to a series of complementarities, like:

- Geographical position.
- Cultural similarities.
- Reduced shipment timing.
- Superior Egyptian cotton.
- Skilled cost effective labour force.
- New supporting agreements and reduced tariff rules.





CottoNet

- A joint project between the Egyptian Ministry of Trade and Industry, through the Fashion & Design Centre, and the Italian Ministry of Trade represented by CIEM, has as major activities the **Trade Support Services.**



Objectives of the Project

- To introduce Egyptian Textile Producers to the global market.
- Build on the Complementarities & Synergies between Sicilian & Egyptian Co. to compete in the international market.
- Promote Joint-Ventures and Investments.



- Quality improvements along the Textile Production and Trade Management Chain.
- Creation of a Common Italian–Egyptian Label, joining the Made in Italy and the Cotton Trade Mark as symbol of International Standards Quality.



Service Centre's Activities

- Free Information Service Centre to provide a wide Range of Information to identify complementarities between Italian and Egyptian Industries.
- Organize matchmaking events to function as a vehicle for Egyptian textile producers by supporting their exports and imports.
- Support the factories in Supply Chain Management.



- Help companies reach flexibility with appropriate quality, in order to keep up with the international trends.
- Industries' Gap Analyses and Bench Marking.
- Technical support and know-how transfer through International Experts.
- Support the Factories through special Marketing activities.



- Support the Companies in Quality Control and Inspections.
- Help in understanding the Garment's Specifications Sheets.
- Assist the companies for Environment and Social Compliance.



Benefits to the Egyptian Companies

- New and profitable accesses to the International Market.
- Know-How exchange.
- Development of International Quality Certifications.
- Creation of new Brands to be placed on new market and secure new departments of production, not necessarily linked to production requests coming from other countries.



- Increased competitiveness within the International Textile Sector, with constant improvements in management and product quality.
- Support to the Producers in order to optimize the business strategies overcoming old and obsolete techniques.
- Opening new Markets and increase access to the International One.
- Improved design capacity to widely open new businesses concepts.



Thank you