

Executive Summary

Textile Mediterranean Alliances for Business Development, Internationalization and Innovation

Context

The **Confederación de la Industria Textil, Texfor**, is the reference textile industry association in Spain with more than 400 members from the whole textile value chain, from yarns to fabrics including accessories, finishing processes, printing and dyeing for the apparel industry, home textiles and technical/industrial applications.

Texfor is leading the [TEX-MED ALLIANCES](#) project, *Textile Mediterranean Alliances for Business Development, Internationalization and Innovation* together with 7 partners from other Mediterranean countries. The project aims to improve competitiveness of the textile industry in the Mediterranean Basin by the implementation of cross border cooperation initiatives that fosters internationalization, Innovation and Circular Economy.

Objective and Achievements

The objective of the project was to establish strategic and lasting alliances between companies from the north and south of the Mediterranean to improve their competitiveness in the fields of Innovation, Internationalization and Circular Economy.

Regarding the achievements, a call for funding was opened to support the specific projects of Mediterranean textile companies in terms of internationalization, innovation and circular economy. A total of 35 projects have been financed with initiatives ranging from the development of a new yarn based on recycled jute fibres from coffee bags, the development of reusable masks that comply with health and PPE regulations, natural dyes for industrial production processes or a digital online sales platform for industrial products, to mention some examples.

On the other hand, we have developed and promoted two initiatives to help the Mediterranean textile industry during the pandemic.

A production capacity database of textile products for health use was created and we helped to connect companies with different productive capacities to develop products that complied with the required regulations. This initiative started from **Texfor** in Spain and was extended to all Mediterranean countries taking part in the project. The database is available on the website of the [Health Textiles Digital Cluster](#) of the Mediterranean, which we are still promoting to continue ensuring the production of health textiles in the Mediterranean and take advantage of the complementary knowledge and productive capacities that exist in the northern and southern Mediterranean countries.

Another initiative that also emerged during the pandemic to help small businesses that were affected by the general lock down is the [Themednew](#) platform. [Themednew](#) is a brand umbrella created to help textile companies from the entire fashion and home textile value chain, with shared values of sustainability, creativity and cultural tradition, to develop and positioning internationally, through their cooperation and with the support of a team of experts.

Methodological approach

The methodological approach used was to get the wider impact as possible. Each of participating company was able to choose which part of their production process or product needed to improve or develop. Likewise, the project consortium has encouraged cooperation between companies to achieve the proposed objectives. The methodology used in the case of the two aforementioned initiatives, **Themednew** platform and the Health Textile Digital Cluster, has been to connect companies in the value chain, technological centers, and other necessary actors to foster cooperation and synergies to develop new products and to expand business opportunities.

Results

Until now a total of 35 projects of textile companies in the Mediterranean Basin has been financed and developed within the project.

More than 40 companies from the value chain are participating in the Themednew initiative and were present in the virtual and physical networking and matchmaking events organized by Texfor and the other partners to explore collaboration possibilities. About 140 companies, technological centres and other textile suppliers from the Mediterranean Basin are in Mediterranean Database of the Health Textile Digital Cluster.