

**ACTION PROJECT:**

**EMEDTEXNET PROJECT: CONCRETE CASES OF CO-OPERATION BETWEEN COMPANIES.**

(Proposed by Institut Français du Textile - Habillement and Chambre de Commerce et d'Industrie de Paris)

⇒ The project (2002-2004), has clustered 18 partners (professional associations, technical centres and universities, experts) of 10 countries and a group of Southern Mediterranean firms. It has given the opportunity to build up a solid experience concerning Textile-Clothing co-operation in the Euro-Mediterranean area relating to on-line accessibility of data via Internet, mainly focussing on :

- Practices and references of the TC sector (standards, specifications, control forms...), dictionary of the sector in 7 languages (German, English, Arabic, Spanish, French, Greek, Italian), offer-demand matching tool to facilitate the technical and commercial dialogue ;
- Technical, economical and financial Benchmarking, to facilitate companies self-evaluation based on comparisons with a set of average ratios ;
- Specific modules to train the teams, for example Quality Management of fabrics and trimmings ;

⇒ In the view to produce proper results and generate evolution in the companies practices, it is proposed to develop a «coaching» approach of the partnership between pilot companies . Centred on a «bottom-up» rationale, the idea would be through concrete companies' cases to experiment a direct operational approach:

- Gathering binomials « Northern companies » / «Southern companies » ;
- Accompanying each binomial to analyse the relationship between the two companies, to improve and implement technical or commercial aspects ;
- Training in parallel local consultants (free lance or staff of professional associations) who could be associated to the concrete action of co-operation improvement within the binomials ;
- Formalising these experiments in « study cases» subsequently usable as tools by professionals of the sector or their associations ;
- Disseminating these study cases via collective means (conferences, seminars, publications, etc...) and individual supports (tools available for local consultants on paper, on CD, and on-line in particular on the portal [www.emedtex.net](http://www.emedtex.net)).

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⇒ Notwithstanding further needs analysis of each binomial, the main topics could be:

- Quality Management upstream (material) and downstream (products);
- Model making, Design department, possibly leading to creation of collection ;
- Organisation of resources ;
- Client relation management;
- Labelling;
- Value chain management ;
- Peripheral services (transportation, logistic, customs formalities , certification, insurance ...)
- « Day to day » partnership (diligence, follow-up, methods of communication...).

⇒ The project is led by Paris CCI (EMED TEXNET leader) and IFTH with support, in the selected countries, of local partners and experts regarding technical and professional aspects. From 9 to 12 companies binomials, from 3 Northern countries (contracting companies, distributors) and 3 Southern (sub-contractors or manufacturers) would be selected and could participate to the experience. These companies would take advantage of free consulting and technical assistance. But, they should show commitment for the operation and accept to become a “study case”. The duration of the project would be from 18 to 24 months.

⇒ The project could be financed by European funds and / or national / local funds. The estimated cost could vary from 65.000 to 80.000 Euros according to the number of binomials involved (draft estimate per case attached).

**BUDGET PER CONCRETE CASE: 79 400 Euros**

50 days x 1200 €/ day = 60 000 Euros

Working sessions in company: 30 days  
Preparation and follow-up: 10 days  
Formalization of the study case: 5 days  
Dissemination: 5 days

25 per diem x 160 Euros = 4.000 Euros

7 travels x 600 = 4.200 Euros

2 seminars x 1.500 = 3.000 Euros  
(dissemination)

Contribution to realisation  
of a set of tools and cases  
(CD and publications) 2.000 Euros

Miscellaneous 1.000 Euros

Sub-total 74 200 Euros

Admin. Costs 7% x 46.700 € 5194 Euros

**Total 79 394 Euros**