

TEXMED 16 -17-18 June 2010
Parc des Expositions du Kram – TUNIS

**TEXMED TUNISIA, a showcase of the export potential of the
Tunisian textile & clothing sector**
A model of reactivity and creativity

The Euro-Mediterranean Garment Exhibition, Texmed Tunisia 2010, will be held from 16th to 18th June 2010 in the fairgrounds of Kram (Parc des Expositions du Kram) in Tunis.

Organised by the Tunisian Export Promotion Center (CEPEX), the National Textile Federation (FENATEX) and the Textile Technical Center (CETTEX), TEXMED asserts itself today as a major Euromed business and partnership meeting platform among professionals of the textile, clothing and accessories and aspires to pursue the qualitative and quantitative achievements that it targeted with more than 250 exhibitors and nearly 3000 professional visitors.

The new concept of TEXMED exhibition adopted since 2009 edition based on the dispatching of the exhibition space in 7 villages, allows to present a rich and diversified offer:

- Jeans & sportswear Village
- Ready to wear Village
- Knitwear Village
- Underwear and swimwear Village
- Professional clothing Village
- Fabrics and accessories Village
- Services and fashion accessories Village

EXHIBITORS:

The exhibition aims to show a complete Tunisian offer showcase of textile and clothing products supported by a diversified and a complementary Euromed offer ranging from design - creation to finished products - and services related to the production process.

VISITORS/ BUYERS:

Mainly professional sourcing decision-makers and buying groups, department stores, importers and distributors from France, Italy, Belgium, Germany, United Kingdom, Spain, Portugal & Scandinavian countries.....

As per previous editions, international textile and clothing experts and high ranked professionals within the Euromed area will attend the exhibition.

Big international brands are increasingly coming to TEXMED Tunisia to establish new partnerships. Among these brands : Cortefiel, Decathlon, El Corte Ingles, Monoprix, kaidi, Teddy Smith, Zara, 3 Suisses, Etam, Adidas, Carrefour, Max Mara, Burberry, Marina Rinaldi, Massimo Dutti,.....

Undoubtedly, TEXMED is becoming the professional reference event for the Euromed area and a response to proximity sourcing with the European countries. Indeed, Near Shoring proposes an alternative for the offshore production. A relocated tool of production, but of proximity, for a better competitiveness and productivity gains.

Texmed, a B to B platform is a “Must” to develop business in Co-competition for fast fashion collections.

Assets of the Textile & Clothing sector in Tunisia

Rich in time-honoured tradition and international experience of over three decades, the textile and clothing industry sector in Tunisia has forged itself a strong image and positive positioning on the international scene in most of the parameters set by the industry.

Thanks to its assets in terms of flexibility, reactivity, just-in-time delivery and respect for social and environmental standards and norms, the textile and clothing industry sector in Tunisia offers all-encompassing solutions and a new dynamic for win-win cooperation with partner countries.

In addition to the inciting framework for the creation and the development of companies, many assets with a favourable business environment await you in Tunisia: professionalism, high skills, reactivity, flexibility and speed go hand in hand with a quality of services tailored to your needs. Furthermore, the strict compliance with environmental rules and social ethics is a priority. Lastly, certification of products, systems and environment, experiences a remarkable development within the companies of the sector just as the development of labels such as OEKOTEX, ECOLABEL...

The dynamics which the textile-clothing sector knows, generate several opportunities in the manufacturing field as well as in services and position Tunisia very favourably for:

- Small orders
- Restocking & updating collections
- Reactivity
- Lean retailing and just-in-time delivery

Main reasons for choosing Tunisia :

- A climate of security, stability and social rest,
- Reliable and high performance sourcing,
- Qualified and available human resources,
- Respect of social and environmental standards
- Competitive production costs,
- Short and respected Delivery times frames
- Flexible and adaptable production system,
- Full line services available from sub-contracting to co-contracting and finished products production.

The Textile – Clothing sector in Tunisia

Key figures

- Nearly 2.100 companies (10 employments and more) employing 208.000 people.
- 83% of these companies are totally exporting.
- 46% are in partnership or with 100% foreign capital (French, Italian, Belgian and German).
- An average export value of more than 2.600 million Euros per year
- Tunisia is among the major world suppliers of clothing (5th supplier of Europe and 2nd supplier of France).
- The European Union is the main market of Tunisia with 96% of total exports.
- France, Germany, Italy and Belgium share together 82% of Tunisian exports.

Of all goods imported by France : 1 pair of jeans out of 4, 1 bra out of 3, 1 swimsuit out of 2, 2 work garments out of 3 are manufactured in Tunisia.

In spite of strong Asian competition and the dismantling in 2005 of the Multifibre agreement, the sector recorded during 2008 more than 8% export growth compared to 2006.

Tunisia is classified 2nd world exporter per capita in clothing.

An assured Cost effectiveness

Tunisia is classified as the most competitive country of the South-Mediterranean Area according to World Economic Forum of Davos 2008/09.

To comparable level of qualifications, competence and quality, Tunisia offers competitive production costs in proportions going from 1 to 5 compared to European competitor countries.

Respect of delivery time

Strong in reactivity, the Tunisian ready to wear branch positions favourably on small & medium orders, restocking and fast fashion.

Average time delivery for a sub-contracting company in the clothing industry (Source: Cettex)

- Registration of the technical dossier via Internet
- Prototyping: 3 days
- Product industrialization: 3 days
- Production cycle: 3 to 4 days
- Transport time: 3 days
- Total delivery time: less than 15 days

Development of the raw material sourcing: A win-win partnership

Free trade agreements signed in 2007 between the European Union and the Agadir Agreement countries (Egypt, Jordan, Tunisia and Morocco) allow a preferential access to products coming from these countries with exemption of customs duties.

A good example of horizontal partnership for the development of trade.

A geo-strategic position

Tunisia is at the gateway to Europe (less than 1 hour flight) facing a market of 500 million consumers.

7 commercial ports and a modern maritime fleet facilitating a regular service to major European ports.

Goals & Perspectives of the sector

Among the strategic orientations of the textile-clothing sector defined in the 2008-2016 plan:

- To go up from subcontracting to the finished products for 300 companies (20% of the companies of the sector) against 30 currently.
- To develop finishing to reach 40% of the requirements by 2016.
- To reinforce creation and design
- To develop technical textiles
- To train 500 engineers and high-level technicians by 2016
- To support the development of the pole of competitiveness of Monastir-El Fejja (Manouba) dedicated to the textile & clothing. A park of industrial activity on 50 hectares dedicated to the finishing activities.
- To develop the transport infrastructure: the new airport of Enfidha (09), the port of Radès, the Tunis-Sfax motorway.