



Global Textiles & Clothing Program (GTEX) Phase II

The program supports the textiles and clothing sector by increasing the export competitiveness of SMEs and focussing on sustainability and digital transition.

The GTEX was launched in 2017 with the overarching goal of creating decent jobs and increasing exports through improved competitiveness of SMEs in the textiles and clothing sector of five selected countries. To achieve this goal, SECO collaborates with ITC as executing agency and the Swedish International Development Cooperation Agency (Sida), as co-donor for the MENA region. The second phase of the programme particularly focus on environmental sustainability and digitalization as key competitiveness factors. The programme pursues two outcome objectives: 1) Increased competitiveness of enterprises in the textile and clothing (T&C) sector through sustainable trade and 2) More effective ecosystem able to direct the T&C sector towards systemic change, addressing sustainability and circularity.

Rationale

The T&C sector is crucial for job creation but also a significant contributor to global greenhouse gas emissions. It plays a pivotal role in economic diversification and provides employment opportunities, particularly for women and vulnerable communities. In the MENA region, despite robust GDP growth, high youth and long-term unemployment remain pressing issues. The T&C sector is a key industry in the countries participating in the programme, contributing substantially to employment and economic growth. All countries face challenges such as low market diversification, environmental sustainability issues, and the need for digitalization. As the EU and US are implementing stricter environmental and social regulations for the fashion industry, producing countries must adapt. The program thus aims to assist suppliers in meeting these regulations and harnessing digitalization for increased efficiency and sustainability.

Objectives and activities

The program aims to foster economic growth and reduce poverty through sustainable trade and job creation within the T&C value chain. By enhancing the competitiveness of T&C enterprises, the program targets to increase exports of quality products, leading to the retention and creation of higher value-added jobs. The focus is on promoting environmental sustainability and inclusiveness within the T&C sector, emphasizing climate actions, resource efficiency, and circularity improvements.

SECO Country/region
Egypt, Morocco, Tunisia and Sri Lanka

Funding partner
Swedish International Development Cooperation Agency (Sida)

Executing agency
International Trade Centre ITC

Duration
2024-2027

Total budget
USD 13,000,000

SECO contribution
CHF 6,500,000



The program will assist enterprises in developing and implementing environmental performance roadmaps, improving resource efficiency, waste management, and adhering to Voluntary Sustainability Standards. It will enhance the overall efficiency and productivity of selected enterprises through lean manufacturing assessments and digitalization, including e-commerce.

Additionally, the program will create business linkages through trade fair participation, branding/marketing strategy development and improved presence on virtual platforms. Enterprises will be capacitated to source green and ethical materials along the supply chain and establish linkages with potential investors.

In terms of systemic change, the program will improve institutions supporting the T&C sector and environmental technologies to develop new services that allow enterprises to manage the twin transition and embrace inclusiveness. The program will also create linkages with Swiss, European, and global think tanks, industry associations, academia, and technology providers to transfer and exchange know-how and develop skills in partner countries.

Governance Structure

At Geneva ITC HQ, the Project Management Team is composed of one global manager (GPM) and of project managers (PM) responsible at regional and/or country level. National Project Coordinators (NPCs) ensure the implementation of the GTEX program at national level. Field-based Project Steering Committees (PSC) provide strategic guidance to all country projects. At the program level, there is a Steering Committee (GTEX-SC) comprising ITC, SECO and Sida. Additionally, a T&C experts' network will be established to discuss global T&C trends, sustainability issues, and provide recommendations to the Programme Steering Committee.



Results from GTEX Phase I


The first phase of GTEX (in MENA and Central Asia regions) has shown very promising results. Overall, 4624 jobs were created in SMEs that increased their exports by USD 101,059,935 between 2018 and 2022. 58 companies implemented resource efficient and cleaner production measures leading to substantial cost savings of USD 1,044,228 annually, with an investment volume of USD 1,248,452. Additionally, 6,276 MWh/year in energy savings, 11,010 tons/year in CO₂ reduction, and a reduced water consumption of 78,203 m³/year were achieved. At academic level, 38 curricula were developed/updated, and 2799 students placed in internships.


Further information and contact details

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Integration in value chains



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