



# Global Textiles & Clothing Program GTEX

## A value-chain program focusing on improving the Textiles and clothing competitiveness of SME

The main goal of the GTEX Program is to increase export competitiveness of SME in the textile and clothing sector in five selected countries to ensure greater employment and income along the textiles and clothing (T&C) value chain. To achieve this long-term objective, the program aims to reach two outcomes 1) Improved business environment and Trade Support Institutions performance in the T&C sector and 2) Improved competitiveness of SMEs in the T&C sector.

### Rationale

T&C is one of the most dynamic product sectors in global trade and a key sector for many developing countries in terms of employment, income generation as well as foreign exchange earnings. However, the competitive landscape for the sector has been changing since 2008. Several challenges affect the sector and increase the pressure for more competitiveness, notably the continued consolidation in the T&C sector, the preference for market proximity as result of fast fashion, the impact of new technologies, the importance of trading regimes (which can provide countries with advantages over competitors) and the emergence of South-South trade.

SECO has been collaborating with ITC as an implementing partner of T&C sector development projects. The GTEX program bundles activities in different countries, underlining the need for a more systemic approach for the T&C sector. This is done by linking work on the policy framework (macro level) and supporting functions (meso level) with a better definition of roles, rules and relationships among actors. Filling the gap between the skills supply and the industry needs, as well as diversification of input sourcing and markets are other themes GTEX seeks to address.

The GTEX programme is presently co-funded by SIDA, the Government of Sweden, for the MENA region with Jordan as a new country. The full programme is therefore called GTEX-MENATEX. An extension of the program until 2023 was granted to ensure that results can be fully achieved, despite some delays encountered during the pandemic.

---

#### SECO country/region

Tunisia, Kyrgyzstan,  
Tajikistan, Egypt and  
Morocco

---

#### Executing agency

International Trade  
Center ITC

---

#### Duration

2017-2023

---

#### Total budget

CHF 13,400,000

---

#### SECO contribution

CHF 11,900,000

---

## Objectives and activities

The program follows a value chain approach, from production until market access. Particular emphasis is placed on the meso level comprised of Trade Support Institutions (TSIs). The main geographical focus lies on Central Asia and Northern Africa.

The first outcome will improve performance of T&C-related Trade Support Institutions at national or, if existing, at regional level. TSIs will be coached to implement performance improvement roadmaps. Regarding skills development, academia and vocational training institutes are linked more sustainably to the industry by developing closer partnerships with enterprises. This includes the design of industry-specific curricula and regular internship placement programs. Moreover, policy aspects at macro level are addressed in which TSI play a leading role.

The second outcome will focus on enterprise's needs. Capacities of SMEs will be enhanced to improve critical functions along the value chain (technical skills at production level, design and stylist training, new sourcing destinations, marketing, quality management, participation in trade fairs, customs procedures, etc.), including social and environmental standards.

On the global level, a component on Knowledge Management and Policy Dialogue will complement and foster country level interventions, as well as facilitate peer learning and networking at regional and global scale. Synergies with Swiss and international T&C networks shall be strengthened, ensuring exchanges of good practices between selected 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. A field-based Project Steering Committee (PSC) guides the on the ground the monitoring of all projects. At the program level, a GTEX Steering Committee (GTEX-SC) comprising ITC and SECO is established.

Fostering the global perspective, a T&C Expert Forum will be created as well as a Swiss T&C-related sustainability network facilitated to discuss global T&C trends, T&C sustainability issues and provide recommendations to the Program Steering Committee on the approach taken.

## How to get involved

ITC is the main entry point to the GTEX Program. In the five countries, the Swiss cooperation offices (being part of the Swiss Embassy) can also provide information on local contacts.

## Further information and contact details

ITC: [Global Textiles and Clothing Programme \(GTEX\)](#) – Matthias Knappe, [knappe@intracen.org](mailto:knappe@intracen.org)

GTEX at SECO:

Email: [info.wehu.cooperation@seco.admin.ch](mailto:info.wehu.cooperation@seco.admin.ch)

Follow us on **LinkedIn**

[www.linkedin.com/company/seco-cooperation](https://www.linkedin.com/company/seco-cooperation)

