



# Subsectors being developed today in the *Mediterranean*

Textile\_ *Industrial textile* ✂

Targeted business: design & production of textile fibers and fabrics for packaging, mining, transport (auto, aero), agrotextiles (crop protection), construction, etc.

## Context and market

### The subsector today

Technical textiles are gradually melting into a wide range of industrial activities. Used in production processes (machines) as well as input incorporated to the final good, technical textiles are in growing demand from the following sectors: [agriculture](#), packaging, civil engineering and construction (including light work), automobile, aeronautics, equipments & machines for the chemical, agribusiness and mining industries, etc.

Glass, composite or even metallic fibres have become alternatives to traditional natural fibres. As versatile materials, technical textiles offer valuable properties: wear resistance, mechanical performances (resistance to traction of several tons), resistance to chemical or UV aggression, to flame propagation, thermal & electric properties

### Current Med positioning

Textile industry: almost 100% turned towards the clothing industry.

### Weaknesses & obstacles

Technical textiles saved the European textile industry: technology transfers through offshore production in Med countries seems risky.

**Potential markets:** booming Med infrastructure & housing markets, industrial take-off (aeronautics & automotive clusters moving southward), strong mining & agribusiness industries



## The Mediterranean: why, how ?

### A growing market, globally and regionally

Global demand for technical textile is skyrocketing (EUR 65bn in 1995, 85bn in 2005, 100bn in 2010). According to Clubtex, industrial uses weigh 60% of total demand (including 26% for transport). Construction is the fastest-growing segment (geotextiles for earthworks).

Local Med demand is bound to follow the global trend due to the gradual introduction of construction or agricultural techniques based on textiles, and also the development of transport equipment industries.

### Industrial textiles as a way out of ready-made-garment (RMG) addiction, with strong spillover effects for the rest of Med economies

Technical textiles could help diversify Med textile outlets, therefore diminishing regional dependency towards European RMG customers and mitigating the ferocious global competition between emerging economies on RMG making. It would also bring more added-value and once local markets are mature, bring closer producers and buyers.

Spillover effects: in the agribusiness sector for instance, experiments in Tangiers (zucchinis for export grown under unwoven agrotexiles) have shown remarkable results (+326% profit margin).

### New support policies

Agadir Agreement: launch of the Association Textile Agadir, preparation of a Clever Fabrics Plan. Strong public support behind the creation of Med clusters: MFCPôle in Monastir (Tunisia), etc.



# Subsectors being developed today in the *Mediterranean*

Textile\_ *Industrial textile* ✂

They did it: pioneer stories

## Textile for the automotive industry in Tangiers

Spanish group Antolin opened in 2005 a factory in Morocco to manufacture seat covers and door trims for the European automotive industry. The new facility established in Tangiers Free Zones represents an investment worth MAD 50 million (about EUR 4,5 million). The plant provides a hundred jobs.

At the same time, in Tangiers also, Portugal-based Sunviauto invested MAD 40 million (EUR 3,6 million) for another car seat covers factory whose production is sent to Portugal and other European markets.

## TexTech Med, fostering the development of technical textile capabilities in the Mediterranean

The TexTech Med initiative, launched in the framework of the Invest in Med programme, aims at developing a truly integrated Euromed technical textile cluster (Med offer, European demand).

The tools used are "Research to Business" meetings (collaborative R&D projects involving resource & research centres, SMEs and start-ups), "Business to Business" meetings (technical and commercial partnerships, customer-supplier matchmaking) and "Business to Investment" meetings (pitch sessions for industrial and financial stakeholders).

To find out more about TexTech Med, contact the [European Business & Innovation Centre Network](#), leader of the initiative.

## Röder and Sofileta choose Turkey

The German producer of movable inmovables (tents and collapsible buildings Röder products used in fairs, gymnasiums, logistics warehouses, restaurants and concert organisations) has recently set up its main tent production unit in the city of Düzce (East of Istanbul). The factory, which involved a EUR 10 million investment, will export 90% of its production, thanks to the geographical proximity of Turkey with dynamic Central European and Middle Eastern markets. Röder also sees the Turkish market itself as an opportunity in times of global crisis.

French Sofileta, specialised in the design and production of technical and functional innovative textiles, is also present in Turkey.

## Going further into details... (resources, contacts, links)

- ✦ Invest in Med ([www.invest-in-med.eu](http://www.invest-in-med.eu))
- ✦ Antolin ([www.grupoantolin.com](http://www.grupoantolin.com)), Sunviauto ([www.sunviauto.pt](http://www.sunviauto.pt))
- ✦ Röder Group / Röder Turquie ([www.roder.com.tr](http://www.roder.com.tr))
- ✦ Sofileta ([www.sofileta.com](http://www.sofileta.com))
- ✦ Euromed Dialogue on Textiles and Clothing: [ec.europa.eu/enterprise/textiles/euromed.htm](http://ec.europa.eu/enterprise/textiles/euromed.htm)
- ✦ Monastir/EL Fejja-la Manouba textile cluster (MFC Pole) [www.mfcpole.com.tn](http://www.mfcpole.com.tn)
- ✦ Euromed Textile ([www.euromedtextile.com](http://www.euromedtextile.com)) & Clubtex



Programme cofinancé par l'UE  
EU co-funded programme