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TRADE IMPACT  
FOR GOOD

# The GTEX/MENATEX programme and how it supports regional collaboration

MENATEX

GTEX



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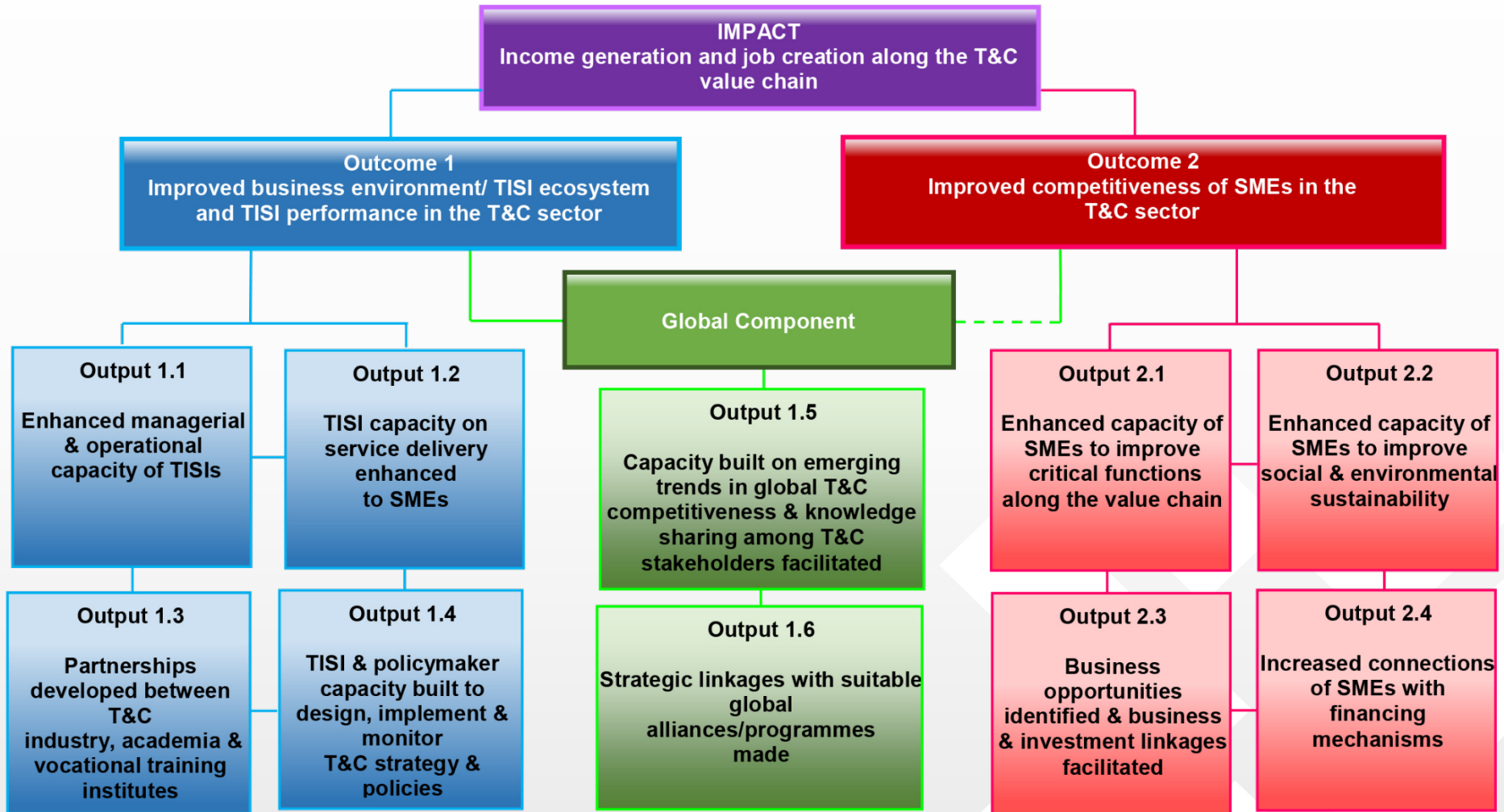
Federal Department of Economic Affairs FDEA  
State Secretariat for Economic Affairs SECO



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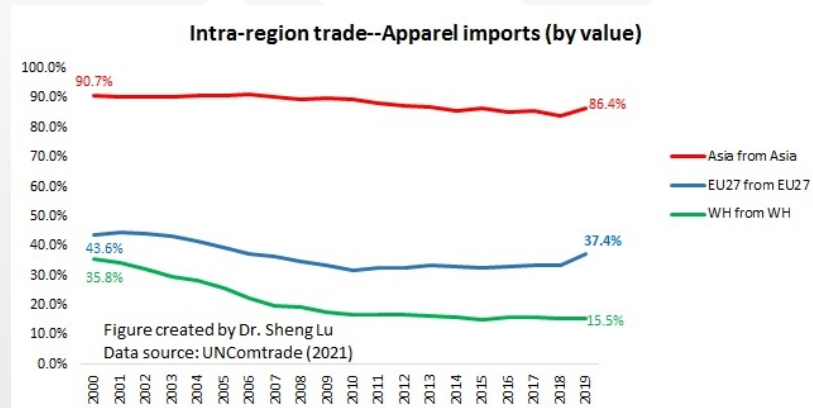
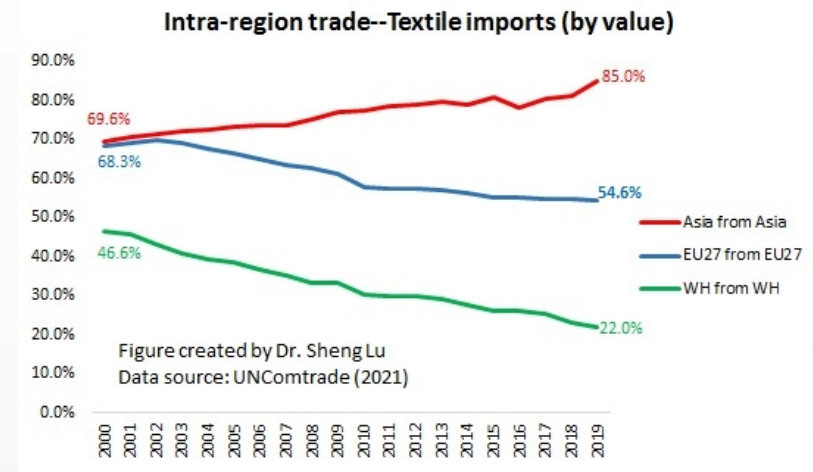


# GTEX/MENATEX Intervention Logic



# The rational for regional collaboration

- Intra-regional trade stands at only 1.5% of the total T&C trade of the 4 countries
- Regional supply chains remain a key feature of world T&C trade
- The pandemic moved focus on national survival and interest
- But market changes accelerated by the pandemic (nearshoring, smaller orders, agility, etc.) could be more easily addressed when cooperating



# The scope for regional collaboration and trade under GTEX/MENATEX

- Collaboration can be gradual between 2, 3 or all 4 member countries
- Collaboration can be between enterprises, T&C-related institutions, academia, and between policy-makers
- Facilitating trade along the supply chain:
  - raw materials,
  - intermediate products such as yarns and fabrics,
  - apparel of local/national brands in regional markets,
  - accessories
  - services around the T&C industry
- Collaboration can start with simple measures such as information sharing, getting to know and understanding each other, working on joint initiatives that are non-competitive in nature, towards tackling similar challenges and problems

# What we have done so far

- Supporting enterprises in participating in national and regional trade fairs
- Facilitating exchanges of enterprises & visits
- Supporting companies to launch operations & collaboration within the region
- Organizing joint seminars of interest to stakeholders from all countries
- Organizing regional meetings for policy makers, institutions & enterprises
- Need for an independent analysis to elaborate recommendations to enhance regional collaboration & trade
- Complementing other ITC work:
  - Strengthening regional integration in Arab States by addressing trade obstacles related to non-tariff measures
  - EuroMed Trade Helpdesk, a transparency initiative covering 9, incl Agadir countries



# THANK YOU

## Matthias Knappe

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International Trade Centre (ITC)



[knappe@intracen.org](mailto:knappe@intracen.org)



[www.intracen.org/projects/Global-Textiles-and-Clothing-Programme-GTEX/](http://www.intracen.org/projects/Global-Textiles-and-Clothing-Programme-GTEX/)



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Trade  
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# Regional T&C Trade opportunities and Collaboration

Agadir (Egypt, Jordan, Morocco, Tunisia)

A presentation to: T&C Stakeholders in Agadir  
By: ITC & Euromonitor International  
Date: 17<sup>th</sup> June, 2021



# Agenda

**Introduction**

**Importance of Collaboration**

**Key learnings from other regions**

**Recommendations**





# Objective

Emphasize the need for regional level collaborations towards investment promotion, value chain integration, and enhanced trade

## Approach

Communication and in-depth engagement with the key industry stakeholders in the 4 countries, i.e. government, companies and institutions.

The Analysis in this report is reflective for the current situation; however, the trade analysis has taken into consideration 2019 statistics to avoid any bias caused by the COVID impact on the global trade in 2020

The recommendations are forward looking to achieve the ultimate goal of enhancing and enriching the collaboration among the four countries, with action items dealing with the post COVID impact

# Importance of Collaboration



# Overview of Global T&C

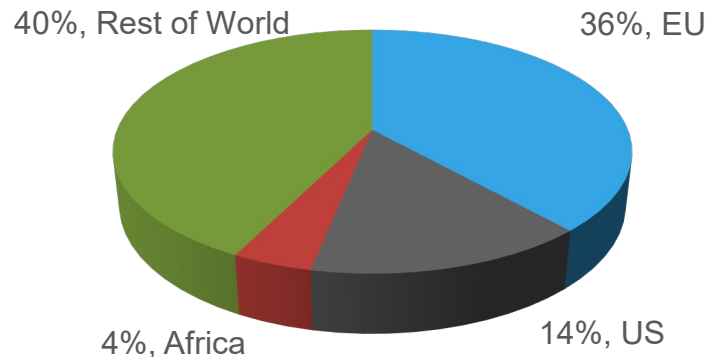
## Global Trade Size

2016	2019
US\$ 712 Bn	US\$ 765 Bn
CAGR (2016-2019) + 2.4%	

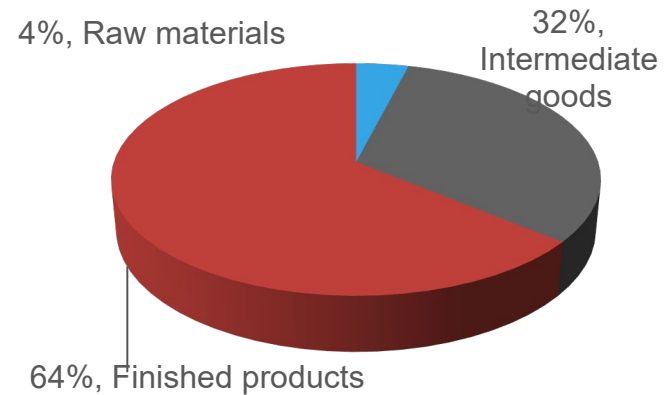
## Key Trends in the T&C industry

- Hyper-consumption of fashion
- Cost-conscious purchases
- Emphasis on sustainability
- Emphasis on “fast fashion”
- Nearshoring
- Preference to full-package providers
- Digitalisation

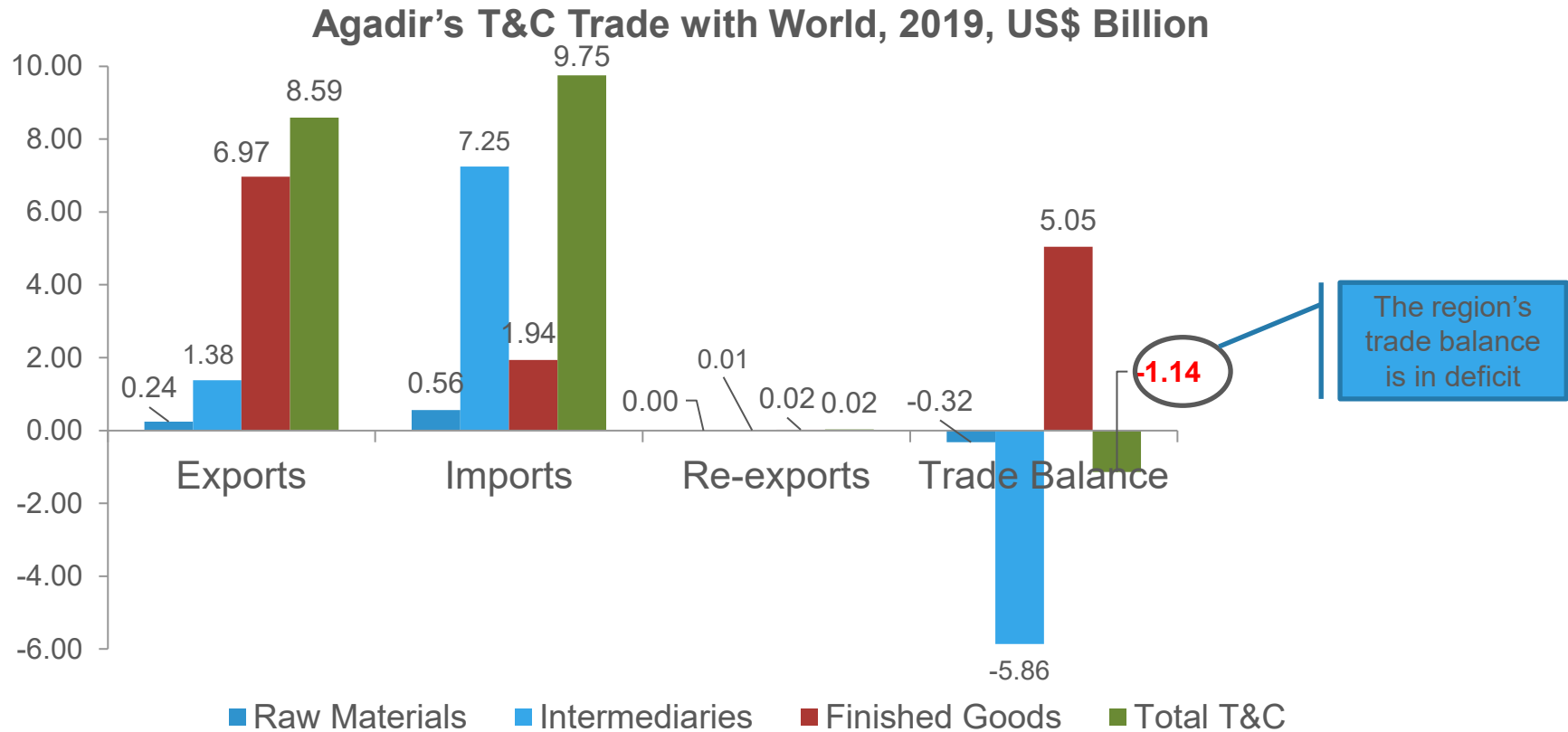
## Imports, Global, 2019



## Imports by value chain stage, 2019



# The need for collaboration in Agadir



## Need for collaboration

Capitalize on the strengths of the member countries' value chain, in order to provide products that meet clients' requirements and increase the competitiveness of the region as a holistic solution provider



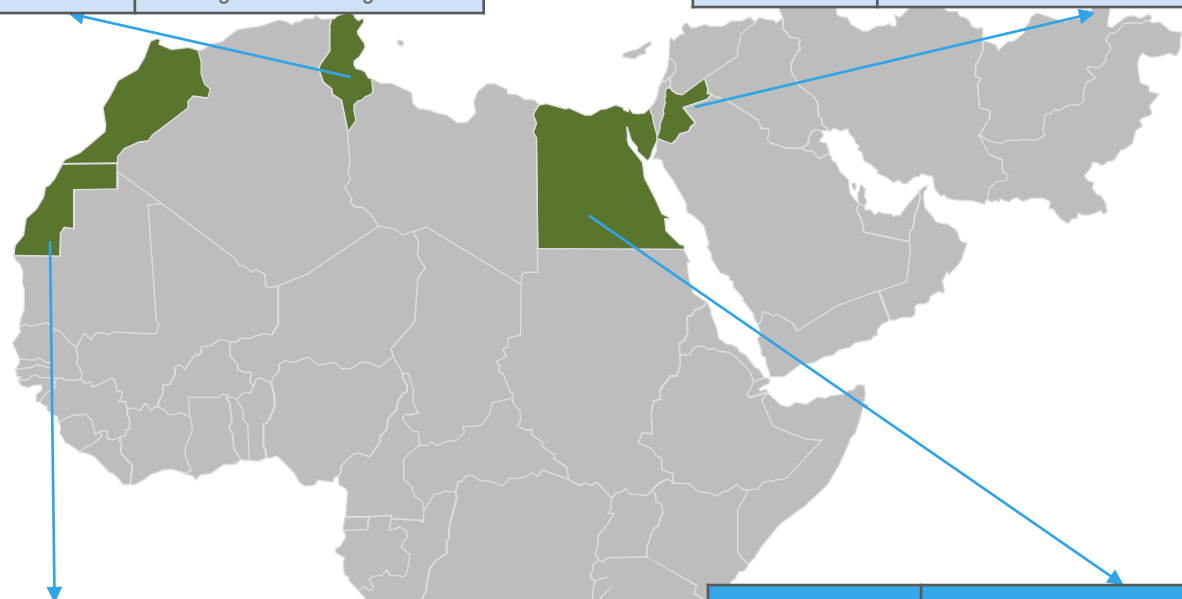
## Areas of collaboration

- Information exchange
- Cross-national investments
- Value Chain Integration
- Promotion of regional strengths

# Priority products to trade within and outside Agadir

Value Chain	To Agadir	To the World
Raw	Cotton, Artificial & Synthetic	Cotton, Coconut and vegetable fibres
Intermediate	Woven fabrics of silk & synthetic woven fibre	Textile wall coverings, Yarn of Jute
Final	Ties and cravats, Blankets and travel rugs	Tarpaulins and sun blinds, Packing sacks and bags

Value Chain	To Agadir	To the World
Raw	Wool, Artificial & Synthetic	Cotton, Synthetic filament
Intermediate	Carpets and textile floor coverings, Nonwovens	Artificial Yarn & Woven fabrics
Final	Men's innerwear, Women's dresses from man-made filaments	Men's nightwear, Babies' garments



Value Chain	To Agadir	To the World
Raw	Cotton	Coconut and vegetable fibres, Jute fibres
Intermediate	Cotton sewing thread, studio back-cloths	Woven fabrics of animal hair, Yarn of jute
Final	Toilet & kitchen linen, Men's or boys' coats	Furnishing textiles, Tarpaulins and sun blinds

Value Chain	To Agadir	To the World
Raw	Silk, Natural	Hemp, Wool
Intermediate	Textile fabrics, yarn & strip	Metallised Yarn, Textile wicks
Final	Gloves, ties, mittens, Women's coats	Women's negligees, Men's or boys' swimwear

# Learnings from other regions

## Collaboration Areas

- Negotiation of ROO
- Vertical integration in maquila industries
- Transport and logistics to cut costs
- Joint marketing events



## Key implications

- Integrate value chains at regional level
- Identify common grounds to increase competitiveness
- United negotiations on ROO with EU
- Represent as one Agadir unit in trade events

## Collaboration Areas

- Government supported 'Growth Triangles'
- AFTEX coordinated linkages of growth triangles
- Active involvement of large enterprises
- Cross national investments



## Key implications

- Political initiative to support collaboration
- Forming regional level alliances at institutional level
- T&C companies to be forthcoming for collaboration initiatives

# Recommendations



## Foundation Stage

*Agadir Technical Unit may play a pivotal role in facilitating the execution of recommendations; ITC could support the Agadir Technical Unit's measures*

**The Arab Mediterranean  
Free Trade Agreement**

- Raise awareness
- Facilitate meetings
- Facilitate collective exports
- Form Textile & Clothing Committee
- Suggest business improvements



- ITC may work alongside Agadir Technical Unit to support the set up of a T&C chapter
- Initiate and facilitate meetings
- Facilitate interaction

## Expected Outcome

*Convergence in the core objectives of both the Agadir Technical Unit and ITC is anticipated to enable smoother actions towards collaboration, value chain integration and enhanced trade*



## Recommendation 2 (within 2 years)

*Create awareness on comparative advantages of intra-regional trade in each stage of the value chain to benefit from the accumulation of Rules of Origin*



Share production capabilities and existing strengths

Share needed support to improve the value chain



Associations could facilitate a survey among buyers who source from the region

Trade Facilitation Committees could disseminate knowledge about Rules of Origin



Ministries of industry and trade could facilitate the data exchange

Ministries could anticipate any change in ROO, and update institutions

## Expected Outcome

*Gap in knowledge between T&C enterprises about accumulation of Rules of Origin is expected to be bridged towards enhanced trade within and outside the region*

## Recommendation 3 (within 2 years)

*Create a repository of competitive and quickly accessible raw materials for import from the rest of Africa and potential exports of intermediate and finished products*



Conduct in-depth analysis of supply and in demand for yarns, fabrics, and end clothing products



T&C associations and trade facilitation entities could support enterprises by conducting market studies



The Ministries could facilitate discussions between T&C industries of Agadir and textile hubs such as South Africa, Kenya, and Ethiopia

## Expected Outcome

*Reduced final cost and lead time of currently traded end clothing products with the EU and the US and support the export of intermediate and final products to other AfCFTA signatories*

## Recommendation 4 (within 2 years)

*Create one common online platform to find sector and company specific information and share best practices*



Commit to enroll in the online platform, share and update information, and form pilot groups towards collaboration



Facilitate the creation of an online portal  
Share experiences and best practices



Ministries of industry and trade could provide endorsement to add credibility to the information exchanged

## Expected Outcome

*Strong ties and trade relationships would be achieved towards a united Agadir front for intra- and extra-regional trade*

## Recommendation 5 (within 2 years)

*Organise trade seminars, technical conferences and business meetings between enterprises, institutions, and ministries to identify potential investment areas*



Organise seminars, conferences, and meetings to highlight supply and demand in each country



Financial institutions, academia, trade bodies and T&C associations could help enterprises define the necessary conditions to attract investments



Governments may collaborate in the discussions and take up related recommendations

## Expected Outcome

*Could be the initiation for identifying and substantiating investment opportunities and potential benefits for investors and the industry and attract both domestic and foreign investments*

## Recommendation 6 (3 to 4 years)

*Develop full package solutions via regional integration to address EU buyer demands and capitalise on repeat orders*



Enterprises may need to be more open to vertical integration in the T&C sector



Trade facilitation and export promotion agencies could create a database of EU buyers and their seasonal requirements



Ministries in member countries may facilitate technical seminars at a national and regional level

## Expected Outcome

*Increased competitiveness with holistic solutions from companies of all AGADIR countries; would enable meeting the EU buyers' requirements; especially with fast fashion trends*

## Recommendation 7 (3 to 4 years)

*Cross national investments to establish production setups or sub-contracts to small enterprises within the Agadir region*



Cooperate by sub-contracting production to, or partnering with SMEs in Egypt or Jordan



Exchange technical know-how to enterprises towards meeting standards required for the US or EU markets



Ministries could consider the benefits of potential collaborations and support such measures

## Expected Outcome

*Potentially minimises costs through the value chain to export price-competitive final products to the USA and the EU*

## Recommendation 8 (3 to 4 years)

*Launch virtual trade fairs towards the USA, the EU, and the rest of MEA and represent Agadir member countries in person at international trade fairs*



Support marketing and promotional campaigns at virtual expos by sharing digital company profiles



Collaboration from all T&C and trade related institutions is essential to build reputation and credibility for each member country's T&C industry



Relevant ministries to support the approach with positive statements regarding the national T&C

## Expected Outcome

*Meet demand appropriately in destination markets, showcase Agadir members' capabilities in the global T&C sector, and attract potential investments and collaborations*

# Discussion





# Agadir Technical Unit's Initiatives to Strengthen Regional Integration along the T&C Value Chain



Webinar on

“Opportunities for intra-regional trade and collaboration along the T&C sector in the MENA region”

17 June 2021

The Arab Mediterranean Free Trade Agreement



**ATU**

**A g a d i r   T e c h n i c a l   U n i t**

## **Agadir Agreement**

Overview, The ATU

## **ATU sectoral Studies**

Sectoral Studies - Textile & garments Study

## **The Agadir Business Council**

The Council's Strategy, Sectoral Committees

## **Agadir Business Partnerships Network**

Objectives & Benefits

The Arab Mediterranean Free Trade Agreement



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# Agadir Agreement

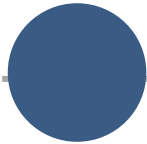
## Overview



Acceding Countries



The Member States



**2001**

Agadir  
Declaration



**2004**

Signing The  
Agadir  
Agreement



**2006**

Ratification  
& Entry into  
force



**2007**

Start  
Implementation

# Agadir Agreement

## Objectives

1



Establishing a **Free Trade Area** in accordance with the provisions of the General Agreement on Tariffs and Trade of 1994 (GATT)

**Developing economic activity**, supporting employment, increasing productivity and improving living standards within the Member Countries.

2



3



The **co-ordination of overall and sectoral economic policies** in the Member Countries

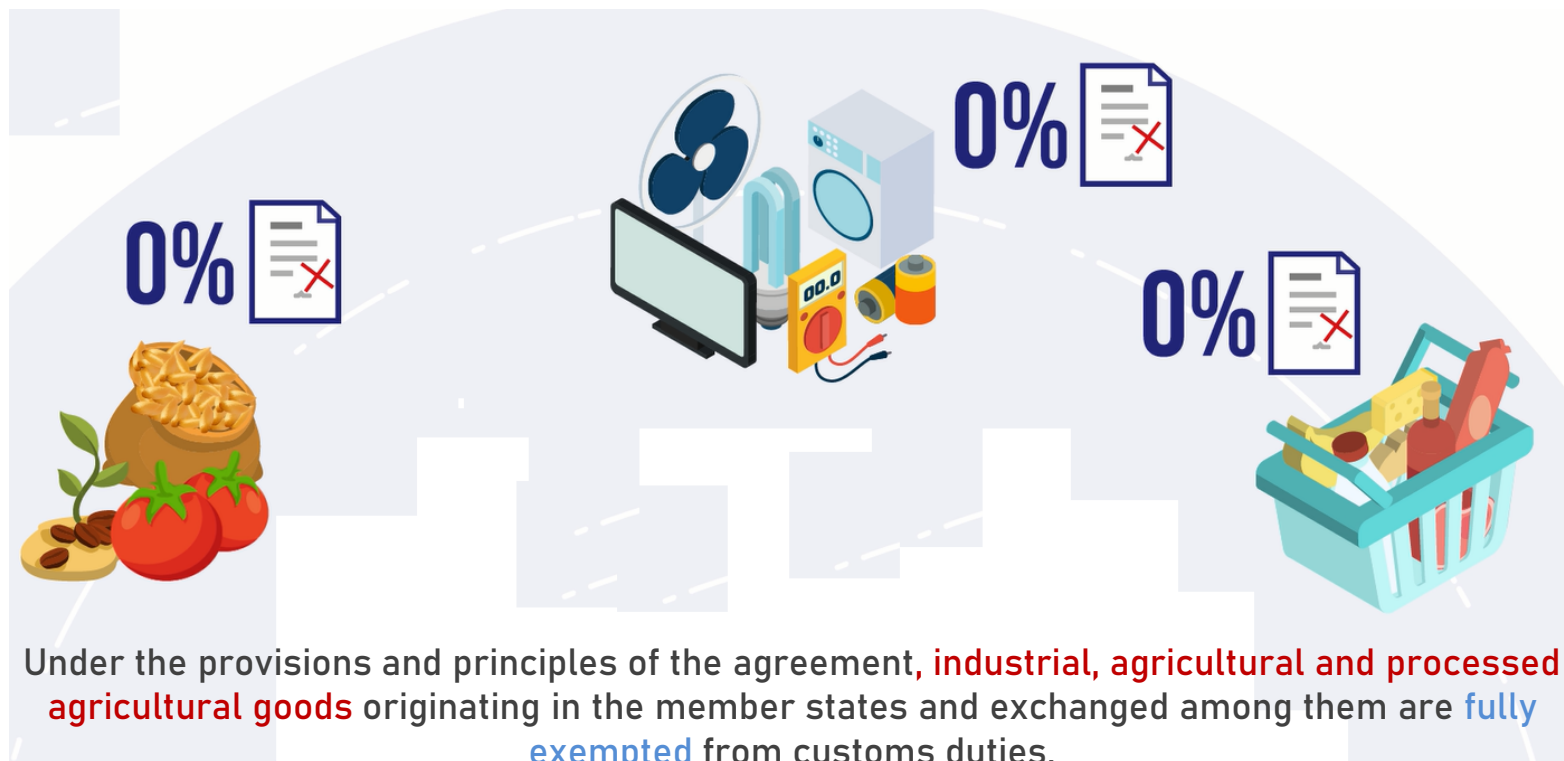
The **approximation of legislations** between the Member Countries with the aim of creating an appropriate environment for economic integration

4



# Agadir Agreement

## Products Coverage



# Agadir Agreement

## Agreement's Privilege

Through the adoption of the same provisions of Euro-Mediterranean cumulation of origin system, the agreement allows any product originating in the member states to be used in manufacturing in any of the other member states, so that the new product would receive the same preferential treatment granted by the Association Agreement for any of the products originating in the Agadir member states, and thus have a relative advantage for access to the (EU).

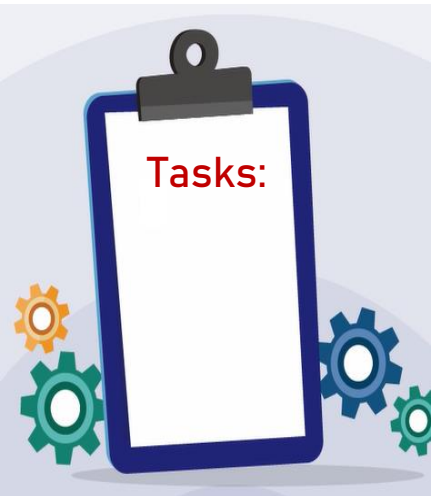


# Agadir Agreement

## Agadir Technical Unit (ATU)

- Established in April 2007
- Headquartered in Amman- Hashemite Kingdom of Jordan.
- Funded by the Member States and the EU

The Arab Mediterranean Free Trade Agreement



- Supports the implementation of the Agadir Agreement
- Follows-up on the decisions of the Committees of Ministers of Foreign Affairs and Trade.
- Provides technical advice concerning the Implementation of the Agreement.



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# The ATU's Sectoral Studies

## overview



- The Agadir Technical Unit conducts studies in areas and sectors of common interest to the Member States, and sectors of promising prospects for complementarity by highlighting the potentials for integration in the concerned sectors.
- In this context, the ATU has conducted a number of sectoral studies in fields, including: automobiles and their components; textiles and garments; leather and footwear, food . Moreover, the ATU has also completed a regional study on the reduction of transportation costs and support (SME's) study.

# The ATU's Sectoral Studies

## overview



- **Automobiles-and Parts thereof study:**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=34>
- **Textile and Garment study :**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=36>
- **Leather Industries and Footwear study :**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=35>
- **Food Industries study :**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=41>
- **SMEs study:**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=37>
- **Study on The Reduction of Transportation Costs study :**  
<http://agadiragreement.org/DetailsPage/AghadirAr/StudiesDetailsAr.aspx?PID=38>

# The ATU's Sectoral Studies

## Textile & Garments Study

### ▪ Objectives of the Study:

- Identifying the cooperation fields between the four Agadir Agreement countries through analysing complementarities opportunities, accumulation of origin and integration in the textiles and apparel sector.
- Strengthening regional trade between the Agadir agreement countries.
- Promoting exports to the European Union in the textiles and apparel sector.
- Identifying the existing opportunities to develop the sector among the countries and to realize complementary projects.
- Attracting European and other investments to the Agadir Agreement countries.

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# The Agadir Business Council

## Overview

- The Agadir Business Council was established in 2016, to be the umbrella through which the private sector can contribute to achieving the Agadir Agreement's objectives. And to benefit from the advantages provided by the Agreement through creating channels to link businesses to achieve more trade and investment partnerships in the Agadir region.



الإتحاد العام لمقاولات المغرب  
+ⵎⵎⵓ ⵜⴰⵎⵓⵔⵜ ⵜⴰⵎⵓⵔⵜ ⵜⴰⵎⵓⵔⵜ ⵜⴰⵎⵓⵔⵜ  
Confédération Générale des Entreprises du Maroc





# The Agadir Business Council

## Objectives

Increase awareness of the Agadir Agreement and its advantages among companies belonging to businesspersons' organizations in Member States and among organizations affiliated with this council.

Maximize the benefit of the Agadir Agreement through enhancing partnerships, cross-investments, and trade exchanges between companies and businesses in the Agadir Member States by providing advice and issuing recommendations to government agencies concerned with the implementation of the Agadir Agreement.

To exploit cooperation opportunities available between small and medium enterprises (SMEs) by utilizing the rules of origin and activating the cumulation of origin principle

Support and encourage small and medium enterprises (SMEs) that apply the cumulation of origin principle and propose the best mechanisms to help them improve their performance and competitiveness in export markets, whether within the Member States or towards the European Union.

Improve the export performance among the Member States and towards the Euro-Mediterranean space by creating programs and mechanisms that contribute to achieving this objective.

Improve the export performance among the Member States and towards the Euro-Mediterranean space by creating programs and mechanisms that contribute to achieving this objective.

## Agadir Business Council Objectives

# The Agadir Business Council

## Agadir Business Council Strategy (2021-2023)

The Council developed a strategy for (2021-2023) to achieve its objectives

### Main Pillars of the Strategy

Developing the council, its structure, institutional relations, and means of communication

Enhancing the role of the council in preparing policies, providing advice, presenting proposals and submitting recommendations

Developing intra-trade, promoting partnerships, joint investments and industrial integration among the Member States.

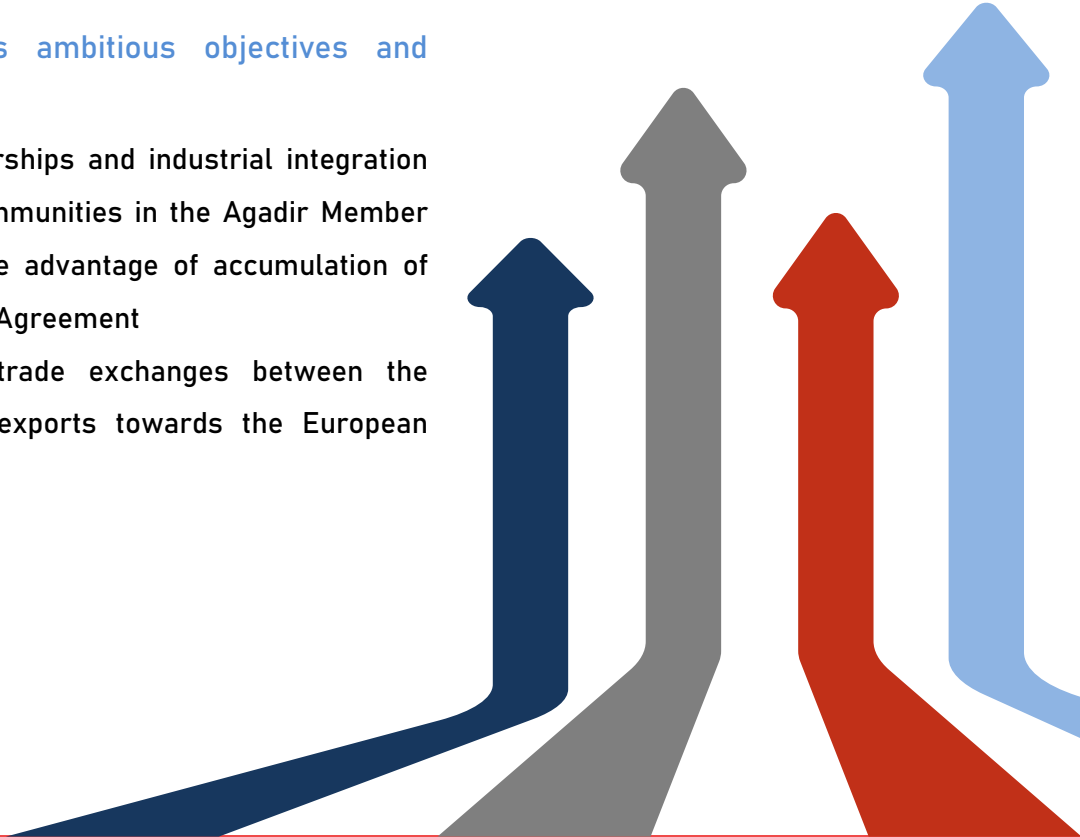
# The Agadir Business Council

## Agadir Business Council Strategy (2021-2023)



The strategy includes ambitious objectives and supportive ideas to

- ✓ Build effective partnerships and industrial integration between business communities in the Agadir Member States, by utilizing the advantage of accumulation of origin provided by the Agreement
- ✓ Raise the level of trade exchanges between the Member States and exports towards the European Union.



# The Agadir Business Council

## Sectoral Committees

- The strategy proposed establishing sectoral committees with the aim to:
  - ✓ Identify the value chains and the potentials.
  - ✓ Program activities to exchange experiences, benefit from successful experiences, and cooperate in the field of training and technology transfer between specialists in the sectoral committees.
  - ✓ Coordinate to hold B2B meetings to create business links and exploring opportunities of joint projects.

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## Agadir Business Partnerships Network

Objectives & Benefits

# The Agadir Business Partnerships Network

## Objectives & Benefits

- An electronic platform for the business community in the Agadir Member States
- The overall objective of the Agadir business partnerships network is to provide the business community with an electronic instrument necessary to find and establish partnerships & industrial integration in the member states.
- The businesses can create networks and interact with each other, and it is possible to showcase/ present products and update information as needed, so it would be a dynamic and interactive platform.
- This platform also helps to define the Agadir value chains and the industrial integration opportunities.





Available in three  
Languages

✓ Arabic

✓ English

✓ French

The screenshot displays the website's interface. At the top, there is a navigation menu with links for 'الرئيسية' (Home), 'الشركات' (Companies), 'فرص ومعلومات مهمة' (Important Opportunities and Information), 'من نحن' (About Us), 'اتصل بنا' (Contact Us), and language options 'EN FR'. A 'تسجيل دخول' (Login) button is also present. The main content area features a registration form titled 'انشاء حساب' (Create Account) with fields for: 'اسم الشركة باللغة العربية' (Company name in Arabic), 'اسم الشركة باللغة الانجليزية' (Company name in English), 'اسم الشركة باللغة الفرنسية' (Company name in French), 'الدولة' (Country) with a dropdown menu, 'النشاط الرئيسي' (Main activity) with a dropdown menu, 'اسم المستخدم' (Username), and 'كلمة المرور' (Password) with a 'كرر كلمة السر/ كلمة ال' (Repeat password) option. There is also a checkbox for 'تؤكد على صحة المعلومات' (I confirm the accuracy of the information) and a checkbox for 'أنا لست برنامج رويت' (I am not a robot). Below the form are buttons for 'هل نملك حساب؟' (Do we have an account?) and 'سجل' (Register). To the right of the form, there is a heading 'اهلا بك في شبكة شركات الاعمال في دول اغادير' (Welcome to the Agadir Business Partnerships Network) and a paragraph in Arabic describing the platform's services. Below this is a search bar labeled 'البحث في الشركات' (Search for companies). At the bottom, there are four flags representing partner countries: Morocco, Egypt, Tunisia, and Jordan, each with the text 'شركات مسجلة من' (Registered companies from).





## Welcome to the Agadir business partnerships network ABPN

An electronic platform for the business community in the Agadir Member States: (Jordan, Tunisia, Egypt, and Morocco) that provides the electronic tools necessary to create and build commercial partnerships and industrial integration between the Member States and to maximize the benefits of the Agadir Agreement. Companies can register, create an account, interact and search for opportunities for industrial and commercial partnerships to develop intra-trade between the member states and towards the European Union

Company search

### Create account

Company name in Arabic

Company name in English \*

Company name in French


Country \* User E-mail \*

Main Category \*

User Name \*

Password \* Repast Password \*

I approve the information are correct

I'm not a robot   
Privacy - Terms

Register

Already have an account?



Companies registered in Jordan



Companies registered in Tunisia



Companies registered in Egypt



Companies registered in Morocco



## Bienvenue dans le réseau de partenariats d'affaires des pays d'Agadir

Une plate-forme électronique pour le milieu d'affaire dans les États membres de l'accord d'Agadir: (Jordanie, Tunisie, Égypte et Maroc) qui fournit les outils électroniques nécessaires pour créer et construire des partenariats commerciaux et l'intégration industrielle entre les États membres et pour bénéficier des avantages de l'accord d'Agadir. Les entreprises peuvent s'inscrire et créer un compte, pour objectif de rechercher des opportunités de partenariats industriels et commerciaux pour développer les échanges intra-commerciaux et vers l'Union européenne dans le cadre de l'accord d'agadir.

Recherche d'entreprise

### Créer un compte

Nom de l'Entreprise en arabe

Nom de l'Entreprise en anglais

Nom de l'Entreprise en français \*

Pays \*

E-mail de l'utilisateur \*

Catégorie Principale \*

Non d'utilisateur \*

Mot de passe \*

Répéter le mot de pa \*

Je déclare que ces informations sont correctes



Je ne suis pas un robot



reCAPTCHA  
Confidentialité - Conditions

s'inscrire

Déjà inscrit?



Entreprises enregistrées en Jordanie



Entreprises enregistrées en Tunisie



Entreprises enregistrées en Egypte



Entreprises enregistrées au Maroc



## Creating & Editing Profile

شبكة شراكات الاعمال في دول اغادير  
Agadir Business Partnerships Network

Home Companies Requests Opportunities & Important information About Us Contact us

COMPANY NAME

Company XYZ

Back to home page

### Activities details

The sub-activities classification is based on the International Standard Industrial Classification of All Economic Activities (ISIC.4).

Main Category \*

- Please Select
- Industry and mining
- Agriculture
- Business persons' organizations: (Federations / Chamber of Industry, Commerce, or Export ...)
- Trade, import, export, distribution
- Consulting services (export, quality, market research, product research, development, design ...)
- Shipping and clearance services
- Small and medium enterprises financing institutions, and export credit programs.
- Products inspection services
- Other

Main Category	Subcategory 4	Action
Industry ar	19	



## Creating & Editing Profile

The screenshot displays a web browser window with a dark grey header and a white main content area. The browser's address bar is empty. The website header features the Agadir Business Partnerships Network logo and name in Arabic and English, followed by a navigation menu with links for Home, Companies, Requests, Opportunities & Important information, About Us, and Contact us. A user profile icon and language selection (AR, FR) are also present. Below the header, a circular profile picture placeholder contains a blue building icon and the text 'COMPANY NAME'. To the right of the profile picture is the company name 'Company XYZ' and a small flag of the United Arab Emirates. A 'Back to home page' button with a house icon is located in the top right corner of the profile section. The main content area is divided into four rounded rectangular panels, each with a red circular icon and a title: 'Basic Information' (list icon), 'Products' (cube icon), 'Contact Data' (calendar icon), and 'Activities details' (line graph icon). Each panel contains sub-sections with text: 'Basic Information' has 'products' and 'Raw materials used'; 'Contact Data' has 'Contact Data', 'Company locations and subsidiaries', and 'Social media information'; 'Activities details' has 'Activities', 'Ce obtained by the company', and 'Documents and information'.



Add Company  
products & other  
info

The screenshot shows a web browser window displaying a company profile page. The browser's address bar is empty. The page header includes the Agadir Business Partnerships Network logo and name in Arabic and English, a navigation menu with links for Home, Companies, Requests, Opportunities & Important information, About Us, and Contact us, and a user profile dropdown menu. The main content area features a circular profile picture placeholder with the text 'COMPANY NAME' and a flag of the United Arab Emirates, with the company name 'Company XYZ' displayed below. A 'Back to home page' link is visible in the top right. The 'products' section contains a descriptive paragraph and a form with the following fields:

- Product name \* (text input)
- HS Code \* (text input)
- Specifications (text input)
- Description (rich text editor with a toolbar containing icons for bold, italic, underline, list, link, and other text formatting options)



Searching for  
companies



## Companies

Company Name

Country

Please Select



Main Category

Please Select



Search

Simple Search

When searching within the activities of industry, mining or agriculture, it is also possible to search by selecting the product and the (HS code).





Interaction &  
Networking

Sending  
Requests

The screenshot shows a web browser window displaying a company profile page. At the top, there are three colored window control buttons (red, yellow, green) and a search bar. The main header area features a circular profile picture placeholder with a blue icon and the text "COMPANY NAME", followed by the company name "Company XYZ" and a small flag icon. A "Back to home page" link with a house icon is located in the top right corner. Below the header, there are two tabs: "Inbox" (selected) and "Archived Requests". The left sidebar contains a search bar and a list item for "Echo Technology" with a red notification dot and the date "09/06/2021". The main content area shows a chat conversation with "Echo Technology". The chat messages are represented by grey speech bubbles, with the first one containing a redacted name and the date "12:23:34 16/06/2021". Two subsequent messages from "Echo" are shown with their respective timestamps: "16/06/2021 12:25:11" and "16/06/2021 12:26:33". At the bottom of the chat area, there is a text input field labeled "Write a message..." and a send button icon.



## Important info & opportunities

The screenshot shows a web browser window displaying the Agadir Business Partnerships Network website. The page features a dark header with a search bar and a registration/login area. Below the header, there are four sections for companies registered in Jordan, Tunisia, Egypt, and Morocco, each with a flag icon. The main content area is titled "Important information and the latest news" and contains three news items, each with a lightbulb icon and a brief description. At the bottom, there is a carousel of four images, each with a flag icon and a right-pointing arrow.

Company search

I'm not a robot

Register

Already have an account?

Companies registered in Jordan

Companies registered in Tunisia

Companies registered in Egypt

Companies registered in Morocco

View all

### Important information and the latest news

An introductory video on the advantages of the Agadir Agreement (link)

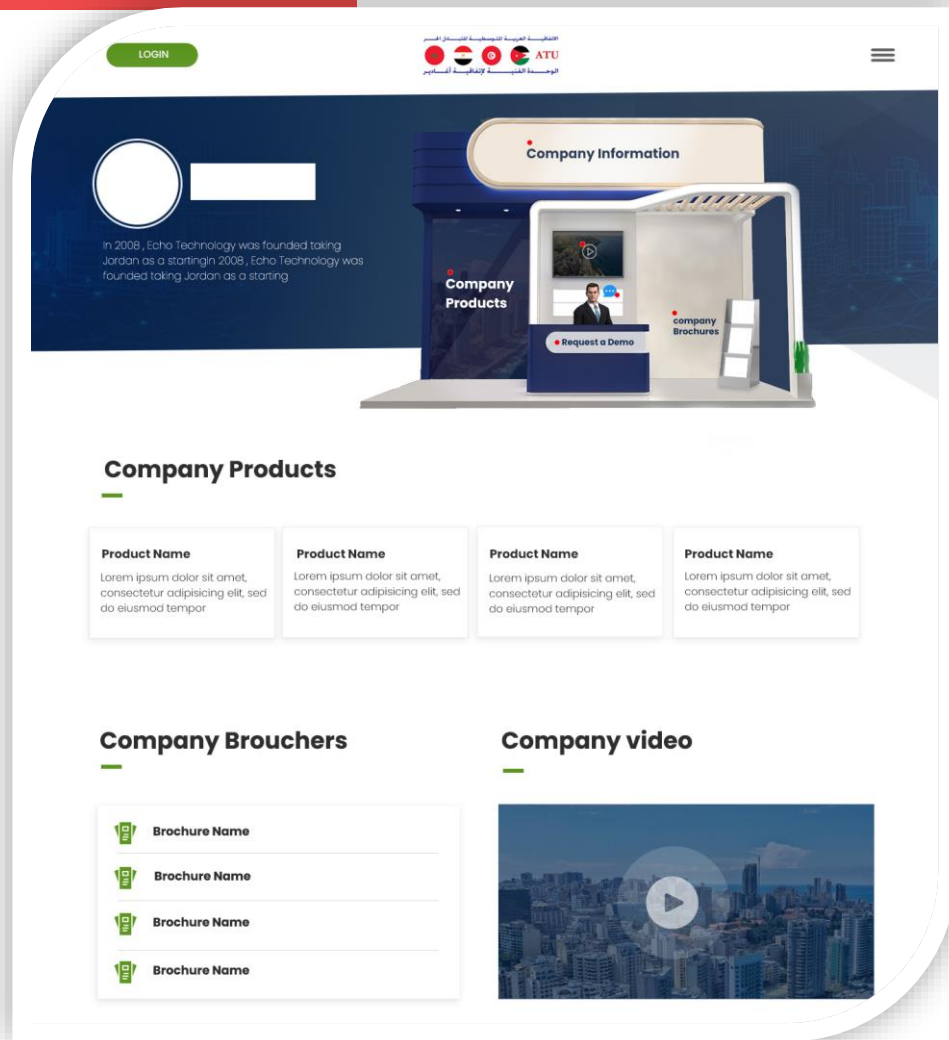
Website of the general confederation of Moroccan enterprises

The Jordan chamber of commerce website

< >



The next step targeting the business community is to organize virtual exhibitions



The Arab Mediterranean Free Trade Agreement



Agadir Technical Unit

## Agadir Technical Unit

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# Thanks

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<https://www.facebook.com/Agadir.Technical.Unit/>



<https://twitter.com/AgadirUnit>



<https://www.linkedin.com/company/agadir-technical-unit>



International  
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TRADE IMPACT  
FOR GOOD

# The GTEX/MENATEX programme Regional Action Plan

Funded by:



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Federal Department of Economic Affairs FDEA  
State Secretariat for Economic Affairs SECO



السويد  
Sverige



# Main interventions to strengthen cooperation between Agadir countries

The ITC intervention will focus on three areas:

- Reinforced cooperation between the Ministries in charge of the T&C sector
- Enhanced capacity of T&C relevant TISIs to deliver effective Regional support services to SMEs
- Enhanced capacity of SMEs to benefit from regional opportunities

# Reinforced cooperation between the Ministries in charge of the T&C sector

- Facilitate the establishment of Committee for the T&C Sector under the umbrella of ATU Business Council;
- Support the T&C Committee in the development of its operational and action plans;
- Identify key NTMs relevant and specific to the T&C sector and propose concrete actions to be undertaken at national and regional levels to eliminate selected obstacles,
- Organize high-level workshop for policy makers and government officials to take stock of achievements and share experience through an active consultative process

## Enhanced capacity of T&C relevant TISIs to deliver effective Regional support services to SMEs

- Support relevant T&C-related institutions from the four countries in identifying common areas of interest (e.g. gender development, academic and training content, etc.) and promote collaboration among them
- Build an online B2B platform to showcase sector and company specific information for networking among industry stakeholders at all levels.
- Organise trade seminars, technical conferences, or business meetings to identify e.g. potential investment areas.
- Facilitate joint promotional activities that could promote the T&C sector of the region

## Enhanced capacity of SMEs to benefit from regional opportunities

- Organize webinars, training sessions and meetings to raise awareness on the benefits of intra-regional trade along the value chain.
- Gather and collect relevant info from SMEs to feed into the regional platform, while building on existing databases of T&C associations
- Together with the institutions, deliver coaching and training programmes to SMEs to enable them use the platform (e.g. possibilities of sourcing, and others).
- Facilitate the delivery of joint promotional activities (e.g. Magic, Première Vision, Destination Africa and other events that attract buyers)
- Facilitate the participation in trade fairs and other events in any of the 4 members countries