



FOSTEX | Fostering Innovation in the Jordan and Moroccan Textile Industry

Round Table Meeting with The Jordanian Garment & Textile Industry Organized by Amman Chamber of Industry “ACI”

Amman Chamber of Industry “ACI” organized a round table meeting in Amman with the Jordanian Garment & Textile Industry on March 10, 2020.

The meeting was organized within the framework of the European Project “Fostering Innovation in the Jordanian and Moroccan Textile Industry FOSTEX” and it was attended by (30) participants from several garment and textile Jordanian Manufacturers as well as Jordanian stakeholders such as: Ministry of Industry & Trade, Vocational Training Corporation, Jordan Garment & Textile Exporters Association, Garment Design & Training Services Center.

Eng. Fadel Labadi – Manager of Industrial Department of ACI delivered opening remarks at the start of the meeting at which he highlighted the main objective of FOSTEX project which is to develop partnership between the industry and universities through establishing technology centers at the Jordanian universities joining the projects, Jordan University of Science & Technology “JUST” and Balqa Applied University “BAU”. The centers are planned to provide package of services to the industry as well as to students and researchers in several areas such as specialized consultancy, advisory, training, lab testing, applied research, innovation and product development.

Then the meeting continued as per the set agenda, starting with a presentation of Prof. Monica Ardanuy representative of the project coordinator/ University Politecnica Catalunya “UPC” – Spain at which she described the project main objectives, pillars and methodologies, indicating that FOSTEX project aims to enhance competitiveness of the garment & textile sector in Jordan and Morocco, also that the roundtable meeting aims to enhance consultation with the industry and plan the intended technology center services. Then Eng. Fadel Labadi presented the outcomes and recommendations of a field survey that was conducted by ACI and answered by 40 garment & textile manufactures. The survey questions covered several areas such as competition in the local market as well as export issues in addition to the status and priority needs of the Jordanian garment and

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textile industry. Eng. Labadi confirmed that Jordanian garment industry need to shift gradually from price based to innovation based competition. Then each project partner of the Jordanian Universities, Jordan University of Science & Technology "JUST" and Balqa Applied University "BAU" delivered a presentation about the intended technology center to be established at each University explaining about the testing equipment to be procured and lab testing to be provided in addition to the planned center services for the industry as well as for the students, researchers and start ups.

Furthermore, a presentation by non Jordanian project partners were delivered starting with a presentation by Mr. Josep Casmada representative of the Catalan Technical Textiles Cluster "AEI" - Spain at which he described the EU markets of the advanced technical textile sector highlighting the functionalities of the technical textile, value chain as well as the final applications in several areas such as civil engineering, construction, medical sector, automobiles, personal protection, sports in addition to several industrial applications. Then Mr. Casmada highlighted about the EU Markets trends and indicators of the technical textile industry which covered around 27% of the total textile industry lead by Italy, Germany, France and Spain and the turnover in year 2016 was Euro 24 Billion operated by 6,000 Enterprises that employed 111,000 workers.

Then Prof. Omar Cherouki - The R&D Director of the Center for Advanced Textiles "ESITH" - Morocco presented the Experience of Morocco in the area of advanced textile sector at which he started with highlighting export indicators of the Moroccan textile & clothing sector which reached to a level of 3,7 Billion us\$ in year 2017 , then he indicated that there are (3) clusters among them is the Moroccan technical textile cluster of a market volume of 1,3 Billion , then Dr. Omar indicated that R&D Department of ESITH during the last (10) years was working to serve the companies in the area of products development, innovation in addition to responding to companies daily problems as well as innovative processes. Also Dr. Omar indicated that ESITH has conducted (55) applied research projects among them (34) PhD projects , also they gained (21) patents and issued (100) scientific publications.

Then a discussion took place at which the participants confirmed several main points such as the importance for the intended technology centers to add value for the industry in the area of innovation and product development, as well as the need to organize specialized training in the area of production management and productivity improvement in order to employ Jordanians in these specialties. Also the participants raised the issue of an obstacles which is the critical competition that face Jordanian garment industry due to increasing import of low quality & cheap products,. Furthermore, a discussion took place covering the investment opportunities and niche markets in the area of technical textiles.

