

Expression of Interest

to become a beneficiary and partner company of the GTEX Programme 2024-2027 in Sri Lanka

About the programme

The International Trade Centre (ITC) is the joint development agency of the World Trade Organization and the United Nations, which enables export-ready businesses and those with export potential in developing and transition countries to increase exports by providing, with partners, sustainable and inclusive trade development solutions to the private sector companies, business support organizations, and policymakers.

This new project in **Sri Lanka** will increase the export competitiveness of selected **textile and clothing (T&C) manufacturers** by improving production, pre-production and post-production capabilities while focusing on **sustainability, circularity and digitalization aspects as key competitiveness drivers**. More competitive companies will be able to export more value-added products that create employment and help reduce poverty while at the same time help greening this industry.

As circularity starts with the design process for more durable and environmentally friendly yet fashionable products, the project will also work with national **fashion designers** that engage in designing with circularity in mind.

How will your company benefit?

Increased Business & Reduced Costs

- Linking you to **new clients & markets**.
- Participation in **leading international trade fairs and fashion events**.
- **Cost saving, waste reduction** and recovery along the supply chain.
- Market access and coaching to obtain market-relevant **certifications**.



Knowledge

- **Preparation towards expected market changes** on environmental sustainability and circularity.
- **Reduction of your environmental footprint and develop circular practices and products**, responding to new market requirements.
- 4 years of continued **operational improvements** through tailored company coaching, training and networking events on competitiveness improvement, environmental performance, Industry 4.0, new digital tools, and access to international markets.
- Managerial and operational improvements through tailored company coaching, training and networking events **related to circularity in T&C**.
- Coaching on **gender diversity, women empowerment** and **leadership** skills as well as **social compliance**.

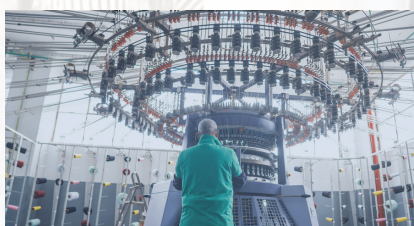
Network

- **Networking and study tours** with T&C circularity hubs and initiatives in Europe and elsewhere
- Expand **contacts with the academic and training spheres**, tie new **partnerships** with T&C manufacturers, green technology and solutions providers.

In addition to working directly with enterprises, the programme also works with **T&C as well as circularity and waste management-related business support organizations**. In order to contribute to the required systemic change of the T&C industry towards more environmental sustainability and inclusiveness, a functioning and well served institutional ecosystem that supports the sector is required. Hence, the project seeks to collaborate and work with all those institutions that support the sector in its circularity endeavours.

Who can apply?

The programme is looking to collaborate with and support:



20-25 TEXTILE AND CLOTHING COMPANIES

supplying the export market, or;
supplying the local market with a
desire to get into exports



3-5 FASHION DESIGNERS AND ENTREPRENEURS

experienced in circularity
aspects

What do we expect from you as a beneficiary?

- Be fully committed to participating in project activities during the entire duration of the programme (4 years) and invest time in the project.
- Committed to transform training and learning outputs, strategies and guidance into concrete actions for your company.

How to apply?

Kindly fill in an application before **April 8 2024** by clicking on one of the links below or scanning a QR code (estimated completion time: 15 to 20 minutes):

If you are a **textile and clothing manufacturer**: Apply [here](#)



If you are a **fashion designer**: Apply [here](#)



We assure you that your response to the survey will be treated with confidentiality and only used for GTEX MENATEX Programme management purposes.

For more information please contact **Samanthi Siriwardana @ Sri Lanka Export Development Board** (0712343004 - samanthi@edb.gov.lk) or **Yohan Lawrence @ Joint Apparel Association Forum Sri Lanka** (yohanl@jaafsl.com).

In case of difficulties in filling out or submitting the survey, please write an email to: cottontoclothing@intracen.org.