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Cooperating across borders
in the Mediterranean



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REGIONE AUTÒNOMA DE SARDIGNA
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CRE@CTIVE

Business survey on MSMEs cluster and CCI cluster in Tunisia

Mapping the ecosystems of formal
and informal innovation providers.



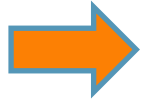
IDENTIFICATION OF THE TRADITIONAL SECTORS (TEXTILE & CLOTHING, FOOTWEAR AND LEATHER) IN THE MED AREA (TUNISIA, PALESTINE, EGYPT, JORDAN, ITALY AND SPAIN)

METHODOLOGY

Step 1

Environmental Analysis: identification of factors

**SURVEYS FROM
SMEs & CCI**s

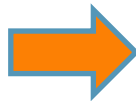


RESULT: OPPORTUNITIES AND THREATS

Step 2

Internal Analysis of the sector

**SURVEYS FROM
SMEs & CCI**s



RESULT: STRENGTHS AND WEAKNESSES

Step 3

SWOT (WEAKNESSES, THREATS, STRENGTHS AND OPPORTUNITIES)



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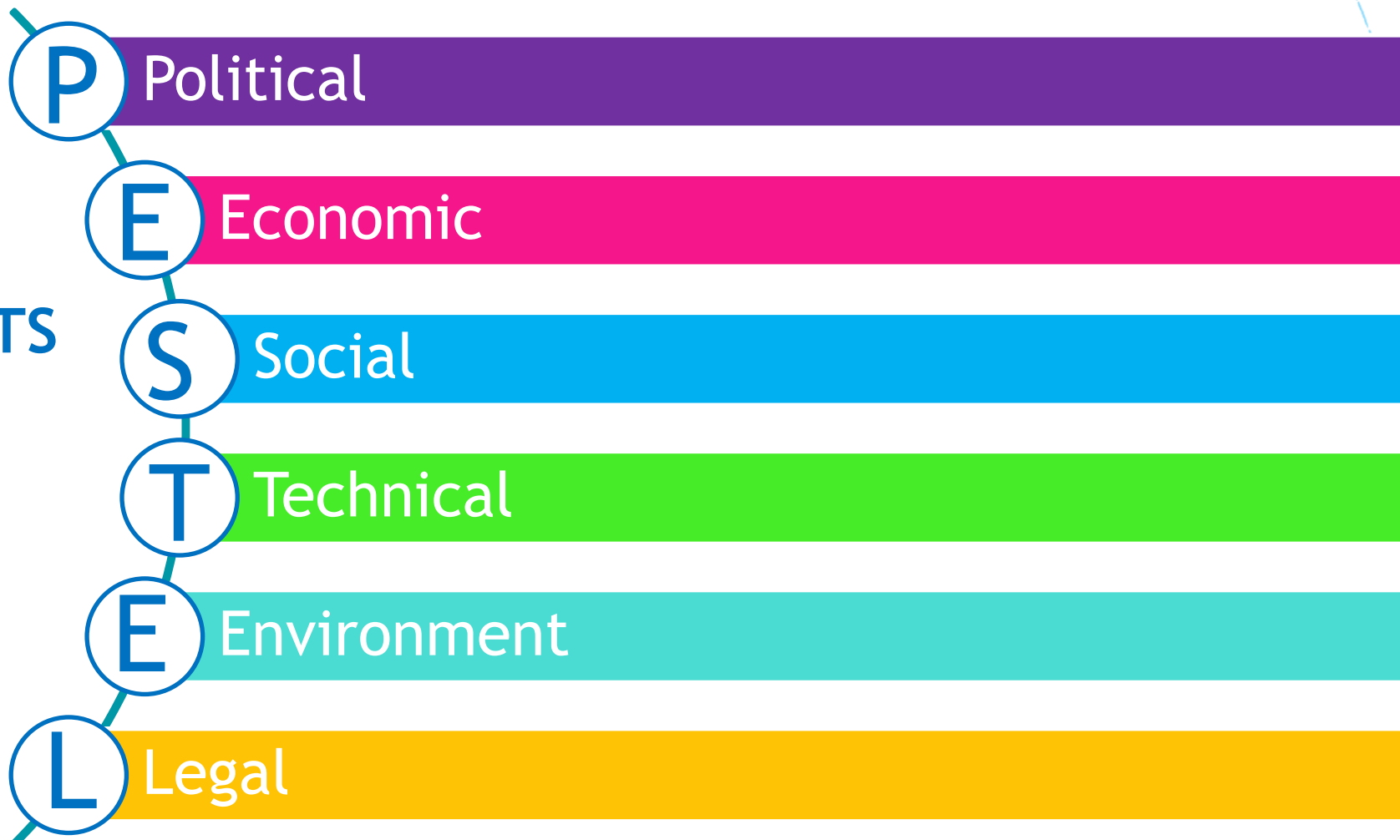


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Step 1

Environmental Analysis: identification of factors

EXTERNAL ELEMENTS
WHICH AFFECT
TRADITIONAL
SECTORS





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**Evaluation obtained through the interviews carried out*

FACTORS	DETAILS	IMPACT				
		Very negative 	Negative 	Indifferent 	Positive 	Very positive 
Political	Support Policies: Policies to support investment, R&D and entrepreneurship					
	Political Environment: Instability. Government changes					
Economic	Access to investment					
	Price Stability					
	Access to funding					
	Decrease of the unemployment					



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**Evaluation obtained through the interviews carried out*

FACTORS

DETAILS

Socio-demographical and cultural

Equality and globalization

Online commerce

Influence of famous people

Physical image, beauty concerns

Trending change from the consumer side, products with shorter
lifetime

Customization and exclusivity of the product teens, asked by
costumers

IMPACT

Very
negative



Negative



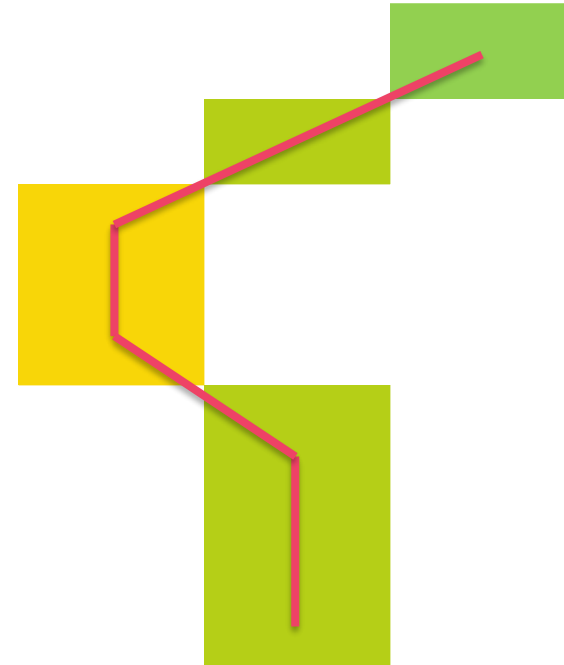
Indifferent



Positive



Very
positive





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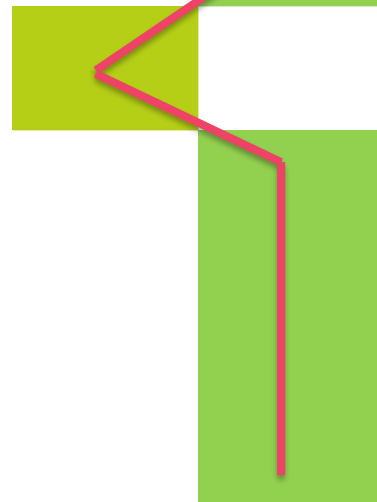
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**Evaluation obtained through the interviews carried out*

FACTORS	DETAILS	IMPACT				
		Very negative 	Negative 	Indifferent 	Positive 	Very positive 
Technological	Digitalization and system connectivity					
	Emergent technologies investment					
	Process automatization					
	Social media and internet expansion					
	E-commerce deployment					





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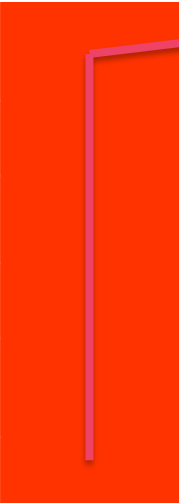


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**Evaluation obtained through the interviews carried out*

FACTORS	DETAILS	IMPACT				
		Very negative 	Negative 	Indifferent 	Positive 	Very positive 
Ecological	Waste disposal restrictions and control					
	Eco-certifications: SteP, ISO14001, OEKO-tex, Eco passeport, Made In green					
	Socio-environmental pressure from customers					
Legal	Exchange regulations					
	Social and fiscal costs					
	Insolvency					
	legal creation of companies					
	Funding Mechanisms					
	Tax incentive for SMEs					



Step 2

Internal Analysis of the sector

RESOURCES		CAPABILITIES	
R1	Low R&D investment	C1	Investment in smart textile, new materials
R2	Low interest on local market	C2	High qualified labor force
R3	High interest for design & creativity	C3	High appreciation for environmental & sustainability issues
R4	Subcontracting activity with a low added value	C4	Innovative products & process
R5	Low development of Leather & Footwear activities	C5	Proximity from Europe: supply markets in few days
		C6	Efficiency in Small orders
		C7	Opening to the international markets

Superfluous strenghts

C3

R2

Key strenghts

C1

C4

C7

C2

C5

R3

C6

Irrelevant zone

Key weaknesses

R1

R4

R5



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Step 3

SWOT (WEAKNESSES, THREATS, STRENGTHS AND OPPORTUNITIES)





W

WEAKNESSES

- Low investment in R&D
- Low access to financial support and subgrants
- Traditional activity based on subcontracting with low added-value
- Absence of a center supporting creativity & innovation
- Absence of local brands
- Poor development of leather and footwear activities

T

THREATS

- Political instability affects negatively the decision making to support investment, R&D and entrepreneurship
- High dependency on subcontractors orders
- Gaps in the value chain especially in pandemic time
- Competition from other countries' markets



S

- Good knowledge of innovative textile processes (technical, Smart...)
- High qualified labor force
- Efficiency in small orders
- Awareness about environmental and sustainability issues

STRENGTHS

T

- Strategic geographical position: proximity from Mediterranean & European countries allow markets supply in few days
- Governmental policy encouraging digitalization in textile industry
- Interesting potential in technical textile industry

OPPORTUNITIES