



“THEMEDNEW Networking for Alliance”

THEMEDNEW is a brand of **cooperation**.

Its “existential reason” resides in the **mission of facilitating the collaboration of new, modern and small businesses** (micro-small enterprises or well defined parts of large enterprises) for achieving practical results (sales, profits) **by sharing values, a common vision and similar entrepreneurial behaviours**.

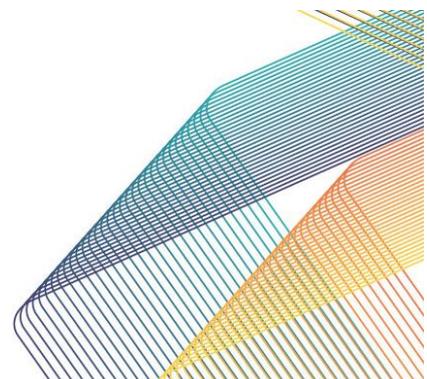
Shared “Values, vision and behaviours” allow **THEMEDNEW to provide a strong “identity”** to all participating partners and to their individual brands.

THEMEDNEW looks at the future, to emerging needs, to fast growing requirements of the consumers by ensuring quality, style, sustainability, and social fairness at local level in our beloved Mediterranean regions.

Once, when a new industrial era was at her dawn, someone urged all workers of the world to unite. Now that the industrial era is at her dusk leaving us a legacy of environmental and social problems, **THEMEDNEW urges “new entrepreneurs and new businesses” to unite for a better future**. At least in our activities, in our Mediterranean countries.

Networking is THEMEDNEW spirit.

We conceive networking in two directions:





1. A **“horizontal direction”** that promotes cooperation among **enterprises of different countries** operating in the same segment of the T/C value chain, in particular, the final one (producers of final products and retailers). This kind of networking is thought for facilitating access to international markets. It is a network that promotes local brands and help them to overcome the limits of their domestic market. It is a network dealing with the consumers, their ever-changing requests, therefore it is a network that constantly provides new cultural inputs. A network that embodies THEMEDNEW identity in all markets.

2. A **“vertical direction” of networking that pushes the cooperation all along and throughout the T/C value chain.** Strong cooperation for producing the “right” products of THEMEDNEW, a network that concentrate the efforts of fibre producers, new materials researchers, spinners, weavers, suppliers of inputs for finishing and final manufacturers toward a real sustainability, a real social fairness. Individually, not a single company can achieve significant results for the whole value chain, for a brand.

In few words: horizontal networking is for a better marketing; vertical networking is for a new production. New market approaches and new production processes requires new design.

Networking with THEMEDNEW means internationalization and innovation.

There are many reasons for an enterprise to join THEMEDNEW.

THEMEDNEW asks for honesty, commitment and cultural openness.

