

Textile East Africa

Promoting sustainable trade in the East African cotton, textile and apparel industry



Textile East Africa is a Danish-Kenyan collaboration, supporting sustainable development of the East African cotton, textile and apparel industry.

The purpose of Textile East Africa is to strengthen the Kenyan cotton, textile and apparel (CTA) industry and promote CTA export from Kenya into Europe.

THE PROGRAMME

The programme targets a limited number of important actors in the Kenyan CTA sector including manufacturers, technical schools and business associations. Over a 1½-year period the participants will receive training, consultancy and technical assistance in order to strengthen their potential for penetrating the Danish and European markets. The programme collaborates and coordinates activities and strategy with CTA institutions across the East African region.

THE FOCUS

As European buyers are increasingly concerned about the social and environmental impact in the entire value chain of the product, Textile East Africa adopts a value chain approach and integrates capacity building within quality, productivity, design and export with strategic corporate social responsibility.

ACTIVITIES

The three groups of actors in the project are subjected to different activities:

1. Companies

A limited number of Kenyan textile and apparel exporters will be selected for the programme. Barriers to quality, productivity, design and CSR will be identified throughout the exporters' value chains. Companies in the chain will participate in consultancy and workshops in order to remove the identified barriers.

2. CTA business associations

Workshops and consultancy will strengthen the capacities of African Cotton & Textile Industries Federation (ACTIF), Kenya Association of Manufacturers (KAM) and Association of Fashion Designers – Kenya (AFADK), in facilitating members' access to European markets.

3. Technical training schools

Technical training schools will receive capacity building and assistance, focused on upgrading their curriculum and content of courses.

INDUSTRY INTEGRATION AND BUSINESS PROMOTION

Network activities will promote linkages between the three groups of actors, supporting the coherence of the sector. Furthermore, the Kenyan actors in the programme will be linked with Danish textile importers, business associations and technical schools for transfer of knowledge of market trends, knowhow and technology, and for the promotion of trade.

KEY PARTNERS:

Textile East Africa is designed and run by:

- **Danish Fashion and Textile (DFT):** Trade association for Danish textile and clothing companies, representing 340 of the strongest players in the Danish fashion and textile industries.
 - **African Cotton & Textiles Industries Federation (ACTIF):** Regional business organisation representing the CTA sectors of 20 African countries, promoting trade and increased market access for the cotton, textile, and apparel industry in Africa.
 - **Danish Federation of SMEs (DFSME):** Trade association for Danish SMEs, representing more than 20,000 members across various sectors
- The programme is supported by DANIDA.

**DANSK
MODE
&
TEXTILE**

ACTIF
African Cotton & Textile
Industries Federation

HÅNDVÆRKS RÅDET
The Danish Federation
of Small and Medium-
Sized Enterprises

KAM
Inspiring global competitiveness
KENYA ASSOCIATION
OF MANUFACTURERS

DANIDA

DFT: www.dmogt.dk, Head of CSR, Pia Odgaard, po@dmogt.dk, +45 51 28 77 79

DFSME: www.hvr.dk, Head of Department, Jens Kvorning, kvorning@hvr.dk, +45 3059 0686

ACTIF: www.cottonafrica.com, Executive Director, Rajeev Arora, arora.r@actifafrica.com, +254 738 926 224