

Determine the effective capacity development support services for enhancing the competitiveness of Egyptian Apparel Industry .

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Abstract:

Through surveying the opinions of Egyptian apparel manufacturers, this paper aimed at developing a concise yet detailed picture, to specify the various support services needed to improve the competitiveness and export performance of Egyptian's garment companies. The results has showed a lake of the recent support services offered to the apparel sector and suggested different programs that could be designed to enhance the apparel exporters/manufacturers in five selected main areas. This support services could include training, consulting, product development, marketing and information. The results showed that 94% of the companies interviewed expressed their interest in getting external Advices/consulting services in the field of Sewing Production optimization as a priority area, while 70 % of the companies have expressed their needs for a training programs specialized in enhancing their staff textile knowledge. Also 56% from the Sample interviewed have expressed their needs for tailored training program to enhance the managerial skills of their middle management. This paper would therefore help the external service providers (training center, educational units, and consulting companies) to discover the actual market needs and tailor their services accordingly to close the performance gap in export oriented apparel Companies.

Keywords:

- *Apparel Production,*
- *Capacity development,*
- *Technical services,*
- *Egyptian industry*

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