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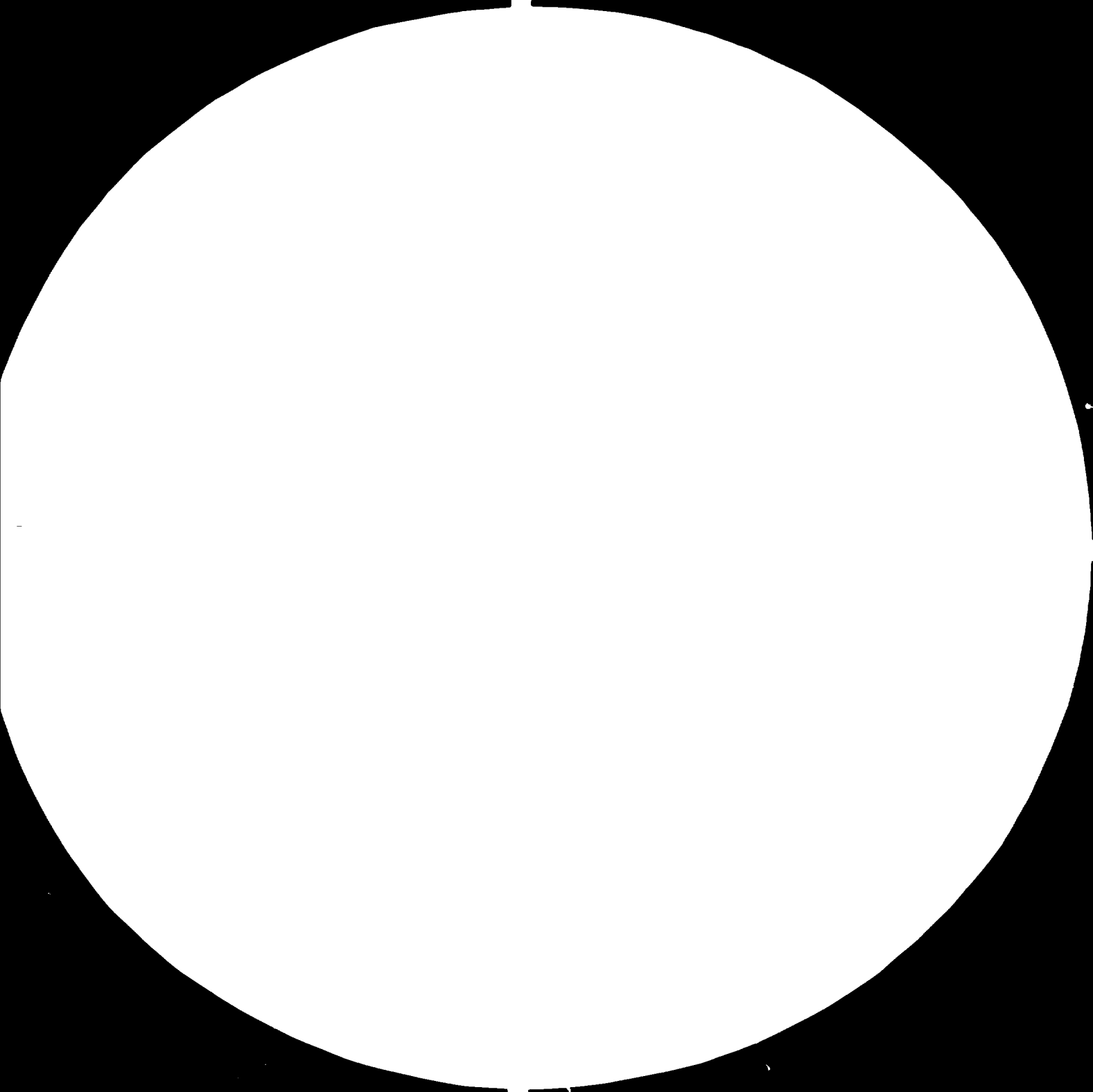
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English

TEXTILE DEVELOPMENT CENTRE, PHASE II -

DP/EGY/77/008

EGYPT

Technical report: Establishing of standard sizes and basic patterns
for children aged 2-12 and preparation of a collection of
children's garments as part of the development of the
garment manufacturing production*

Prepared for the Government of Egypt
by the United Nations Industrial Development Organization,
acting as executing agency for the United Nations Development Programme

Based on the work of Nita Aasmundrud, adviser on
design of ladies and children's garments

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United Nations Industrial Development Organization
Vienna

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RECOMMENDATIONS

1. It is recommended to introduce standard sizes and basic patterns in Egypt for men and women in an effort to improve the fit and appearance of ready-made clothes.

Two separate training courses, one for ladies garments and one for men's garments, should be implemented. Introduction should be given in garment design and garment production. Standard sizes and basic patterns should be established during the courses as on the job training programmes.

Duration and number of trainees and counterparts at each course:
Six months for 20 trainees and 2 counterparts.

2. A Central Development/Training Center in garment manufacturing on a small-scale basis is recommended to be established and to sort under The Ministry of Social Affairs. This Training Center should assist small scale producers. It should offer training opportunities in management, marketing, planning, accountancy, stock-keeping, design, various production techniques and maintenance of machines. In addition, training in retail sale should be given. (A shop catering for the the tourist market could be annexed to the development training center).
3. A similar training center as above is recommended to the Textile Development Center in Alexandria. This center should carry out a special industrial training programme and only accept highly qualified students. Such a center could have considerable impact on the further development of Egypt's important large-scale garment manufacturing industry.
4. The production of school and nursery uniforms should be reserved as part of the training programme at the Development Training Center which is suggested under 2. It is furthermore recommended to look for funds to cover the expenses of providing school uniforms for government schools.
5. It is recommended that supplementary training abroad should be given to students and counterparts who have qualifications for responsible tasks in the field of garment manufacturing. One designer, one potential manager/manageress, one marketing person and one foreman or woman from each course should get a chance to compare their knowledge and specialization with international standards.
6. A special training course for young people between 14 - 16 years to be given at The Training Center under no. 2. is hereby recommended. This training course should be aiming at developing good sense of proportions, shapes and colours, and the programme should give room for young people's need to diversify their activities.

7. It is recommended to rearrange the production at the Welfare Centers in order to enable these centers to assist the society better.

Children are at present involved in production under the name of training in some welfare centers.

Before the age of 14 a child should not work in a Welfare Center. The centers should aim at supporting and educating these children.

8. It is recommended that The Training Center under no. 2. purchases fabrics and materials for all the welfare centers after a previously made up plan. Each welfare center is too small to place any orders of interest to a textile mill. The Ministry of Social Affairs must be guaranteed a sufficient provision of selected materials to enable the welfare production centers to function in a rational way. This can only be implemented if the welfare centers themselves make an effort to work after a planned programme. It is therefore, further recommended that each Welfare Center send in a list of their planned production to the Ministry of Social Affairs. Accessories should be imported according to a previously made up plan, if not available on the local market.
9. Maintenance and quality labels on manufactured garments must be introduced from now on. This enable people, who cannot spend too much money on garments, to spend their money according to certain quality standards.

It is, therefore, recommended that The Ministry of Social Affairs looks into this matter.

SUMMARY

At the request of The Ministry of Social Affairs, Egypt, assistance was given in

- Development of standard sizes and basic patterns for children aged 2 - 12
- Introduction in design and production of children's garments

by this advisor who was recruited by the United Nations Industrial Development Organization for a period of three months.

The assistance was carried out as an on-the-job training programme during 9 weeks in collaboration with 3 counterparts and 21 trainees.

The mission's objective, establishment of standard sizes and basic patterns for children aged 2 - 12, was reached. This will enable the industry and other manufacturing units to produce clothes of a better fit and to fixed measurements.

An explanation of various elements that - put together - give design its full impact was given. Some practise in this subject was carried out; the creation of a collection of children's garments. Introduction of various production methods was given. The limited time of this mission did not allow a serious production programme to be fulfilled.

The local situation in garment production centers and on the garment market was looked into, in order to uncover shortcomings in garment production.

The products are not provided with quality declarations, such as fiber quality, on the garments or fabrics for sale. The fabrics are of good quality, the workmanship is exceptionally good. These factors are wasted because of poor design. As Egypt can become a highly competitive country in garment manufacturing, training in this field is urgently needed.

A Development/Training Center in garment manufacturing is recommended. It has further been recommended to repeat the same training programme as above in order to establish standard measurements and basic patterns for ladies and men. Such standards do not yet exist. The inconvenience of this lack is felt by the consumers.

The further objective of the training programme was to identify specific skill of the trainees, and to recommend special and supplementary training for the most gifted trainees, in order to enable these people to participate in the development of a high technical level of garment design and garment production after fulfilled training.

A one day seminar covering the subject of industrial design in garment manufacturing was held at the Textile Development Center, Alexandria. Visits to large scale garment manufacturing enterprises made it evident that assistance in order to achieve modern design and production methods is strongly needed even there. While this sector was not included in the terms of reference, this observation by the advisor could have considerable importance for Egypt's garment industry, if appropriately followed up.

1. INTRODUCTION

The Ministry of Social Affairs in Egypt is directly responsible for some 1400 pre-school nurseries and day care centers. It also supervises some 400 privately owned nurseries and day care centers. The total number of children in these centers is of the order of 75,000. This Ministry also supervises and assists some 30 welfare centers for women. Part of the activities at these welfare centers is garment manufacturing.

The Ministry has stressed the need of standardized for garments, the development of technical skill in design and pattern construction and methods to increase efficiency and productivity in garment processing.

This advisor was recruited by the United Nations Industrial Development Organization at the request of the Ministry of Social Affairs for a period of three months - starting date 31.8.80 - with the following mission impact targets:

- Development of standardized sized for children.
- Design uniforms for pre-school children from various socio-economic groups.
- Introduce the production of these garments at a training center in accordance with small-scale industrial methods.

The Ministry of Social Affairs has done its utmost to facilitate the implementation to the mission. Premises (at the Organization of Productive Families, El Meptodaian Center), machines, material and accessories and transport have been provided by the Ministry.

Visits that the advisor made to institutions and factories as well as visits to children's retail garment shops indicated that a much wider range of technical assistance than the objectives of this mission is needed in the field of garment manufacturing.

A training programme for a limited period, 13 September - 19 November, was arranged. The trainees, twenty-one in number, are inspectors of welfare centers. Their duties are to control the working conditions in the various centers and to act as advisors to them. Apart from a good general education the inspectors already have a certain education in pattern construction and tailoring, but not according to modern requirements.

The result of this supplementary vocational training has helped to identify trainees' special skills. For example, trainees with a gift of creativeness are considered potential designers, those who manifested organization talents and efficiency could become good supervisors or foremen. Some of the trainees seemed to have a gift for teaching.

The Ministry wants to offer further training opportunities to a number of gifted trainees in order to enable them to take an active part in the development of local manufacturing of high quality standard garments.

All the trainees participated together with the UNIDO adviser and three counterparts, in the practical work to achieve the objectives of this mission, namely the establishment of standard sizes and basic pattern for children aged 2 - 12 and the preparation of a collection of different models of pre-school uniforms. Designing school uniforms and some extra models of ordinary clothes were included in the work programme.

An introduction in subjects like "Pattern construction", "Composition of models", "Quality standards" had to be given before one could proceed to the design and establishment of the garment collection in question.

The last three weeks of the training period were consecrated to an introduction in efficient production methods.

A one day seminar at the Textile Development Center in Alexandria was held by the adviser, stressing the need of industrial design in garment manufacturing. The subject was a resume of the training programme mentioned in this introduction. While about 20 people had been invited only the half appeared. However, the participants were designers and production engineers in important garment manufacturing enterprises. One of those, with 500 employees, was visited following the seminar on special invitation.

2. THE SCOPE OF THIS MISSION

MAIN DUTIES

2.1 The duties:

To determine standard sized for children's garments.

To prepare a well designed collection of uniforms for (pre-) school children (aged 3 - 12) for various socio-economic groups and making use of the established sizes.

Introduce the production of these uniforms at a training center.

Train counterparts in the above duties.

2.2. The result achieved

2.2.1 Programme adjustment

A specific work programme was prepared after initial discussions with the Ministry (Annex 1), in order to fulfill the duties of the mission in the most practical way.

The above duties could not be carried out properly before the counterparts and trainees involved had received an understanding of the impact of design in garment manufacturing.

A training course in design and garment manufacturing for vocational teachers was, therefore, arranged at the wish of the Ministry of Social Affairs. The training course was implemented during a period of nine weeks.

21 trainees and 3 counterparts participated in collaboration with the UNIDO adviser.

The annex is a resume of the curriculum of the training course. It offers a description of the various aspects of garment design and the proceedings implicated to determine and obtain a well designed item.

2.2.2 Standard sizes

Twenty children in each age group, from 2 - 12, were measured in the Cairo district. Standard measurements were suggested as close to the typical value of each age group as possible. The variety of these measurements, together with the typical value, were later counterchecked on other children of relevant age groups, when possible in other parts of the country.

After careful control of the findings, it was ascertained that the difference between these Egyptian measurements and the standardized European measurements for the EEC was so slight that it was decided to adjust the Egyptian measurements to those of the EEC. This will enable Egypt to produce for the local and the export market at the same time in the future.

2.2.3 Collection of uniforms for (pre-)school children

During the procedure of measurement taking, it was found that considerable gaps existed in quality and look of the garment standard between private schools and government owned schools.

One government owned school - El Chahid Aatef El Sadat - with 3,000 children was visited several times. The personnel at the school, management and teachers, were all very co-operative and took an active part in organizing the measurement-taking.

They were very keen on developing better clothing for their children. They pointed out, however, that the economic means to purchase clothes were very limited. Many children at government schools had several layers of clothes (because of the poor isolating character of these clothes) under their uniforms. More than to protect the clothes underneath, the uniform served to hide a poor clothing-standard.

At the private schools the children were well and functionally dressed. Each item served a special clothing purpose.

On this background, and in view of the problems related to the trainees previous level of understanding of design and manufacturing, it was decided to limit the work in this field to the establishment of basic patterns for low cost uniforms having good functional and appearance standards.

2.2.4 Production of uniforms

The training programme at the El Meptodaian Center was not suitable for actual production. The number of items actually produced during the programme was limited to 50. However, the center received an order for 3,000 uniforms from the El Chahid Aatef El Sadat school, where the models had been tested. The center at the present stage does not possess machines and equipments to execute this order, but the Ministry would be able to carry out the order in another and better equipped vocational training center as part of a production training programme.

2.2.5 Training for counterparts

As already mentioned, it was found that the level of qualification in the trainees needed improvement in a greater sense before the specific task of school uniform development could be attacked.

A training programme was, therefore, designed and successfully carried out.

Two counterparts assisted actively in the execution of this programme. A third counterpart, representing the Textile Development Center, Alexandria, also took part and concentrated on the importance of the subjects treated for up-grading quality and efficiency in industry.

The programme included a curriculum which is presented in Annex 2.

2.2.6 Know-how achieved by the trainees in pattern construction and design

The annex offers an understanding of what subjects the trainees treated during the training course.

All the trainees will not make good designers as an artistic nerve cannot be acquired by training. However, this gift has been identified in some pupils.

As for the remaining pupils, they all proved skilled enough to become qualified basic pattern constructors, graders, supervisors, vocational trainees or inspectors. Some practise in each speciality is needed, and they should be given opportunities to obtain it.

Not only work-shops but also the garment industry would be able to profit from their knowledge.

Immediate achievements have been establishment of standard sizes and of basic patterns for children aged 2 - 12.

These achievements should be of direct and lasting interest to any productive garment unit from small workshops to bigger industry. (As for adult standard sizes and basic patterns they have not yet been introduced).

Another immediate achievement has been the development of simple but functional school uniforms.

3. THE SCOPE OF THIS MISSION
SUPPLEMENTARY DUTIES

3.1 The supplementary duties:

The adviser was, in addition to the tasks already described, asked to:

- Visit various institutions and factories where garment manufacturing is carried out in order to identify which form of assistance is needed.
- Visit children's garment retail shops to identify the existing variety of garments offered and the price range.
- Review the availability situation and costs of raw materials and accessories such as zip-fasteners, elastic, laces etc.

3.2 The results

3.2.1 The welfare organization's garment manufacturing units

Visits were made to about 15 workshops where the production of garments was carried out under the sponsorship of welfare organizations.

The persons directly involved in the production were people who needed help to support themselves. In some cases the help-seekers who took active part in the production were children. The initial intention with this form of production must have been to try to give a vocational training to the helpseekers and, thereafter, to try to sell the products that resulted from the on-the-job training programme.

The persons directly in charge of the centers from the chair-women/men and committee members to the supervisors seemed to be very dedicated and altruistic people. They often carried out their work on a voluntary basis. However, vocational training demands a know-how of the teacher. This know-how must be based on practical and theoretical insight. Vocational training aims at rendering professional skill to trainees to a degree that they can become economically self-supported after a fixed period of training. To run a workshop demands a management training as well as an insight in the workshop's speciality. Any production demands planning to avoid waste of material and waste of time and the production has - or should have - a profit in view. For this reason one needs a sale strategy.

It was difficult to judge from brief visits to which degree the personnel was self-supported by their work-input, and if the input of work was relevant to the payment received. Judging from the items on display and in the production-phase it did not seem likely that the articles had been submitted to any serious production-planning, nor sales-planning.

It was said that a lack of continual availability of desired fabrics and accessories represented an obstacle in the production. One had to make up items according to the fabrics that one was able to obtain.

The design of the products gave evidence of stagnation. The same articles were often repeated from workshop to workshop.

Because of the voluntary work that was carried out by the manager and due to the cheap labour involved, the sales prices of the garments were not based on realistic production costs. It was pointed out by the adviser that the amount of fine hand-embroidery and applications that was allotted to one nightgown and its negligé could easily be portioned out on three sets of these items, which could obtain; the same sales price, and even more than what was now obtained for one. This idea did not meet any positive reaction. Welfare centers are non-profit organizations. Profit could be allocated into more welfare assistance. A set of nightgown and its negligé in pure silk, and hand-embroidered, from welfare centers sales-outlets sells for LE 65 (LE 1 = \$ 1,4) while an imported machine-embroidered sweater in synthetic fibre, country of origin Portugal, can sell for LE 55.

The articles in vogue are:

- Girl's hand-embroidered dresses in cotton.
- Hand-embroidered nightgowns and negligés in pure silk or fine cotton.
- Hand-embroidered tablecloths and napkins in cotton.
- Hand-embroidered sheets in cotton.

Judging from most of the items, the only sales strategy that one could possibly trace was to have selected the bride-to-be as a potential customer.

The sales outlets and the displays are not well arranged.

A special form for organized production in Egypt is the one that The Organization for Productive Families carries out.

In many families there are elderly people or small children who cannot be left alone at home. This prevents some active family members from going to work. As they have more time at their disposal than the household demands the above organization has taken the initiative to organize a production that can be carried out at home.

The organization provides material and accessories, the producers are paid a certain sum for each produced item. The finished item goes back to the organization who is responsible for the sales operation.

The same comments that have been made about the products from other workshops mentioned above are relevant to the latter products.

3.2.2 Comments on the large-scale industry

Assistance to the large-scale industry was not included in the terms of reference for the mission and would have been impossible within the time available. However, the work programme included visits to five enterprises in this sector (250 - 500 persons employed in garment manufactured). The observation made justify a few comments.

The Egyptian garment manufacturing industry has certain valuable advantages by international comparison: Exceptionally good raw materials, based on the country's famous cotton, workmanship of strikingly high quality because of the country's traditions in handicraft, and also the advantage - from the point of view of competitiveness - of low wages and salaries.

Unfortunately, the advantages are spoiled by the absence of sufficient know-how in management, industrial methods and design, as well as marketing. Typically, it was hard to obtain facts about the daily output per worker, but it was agreed to be low by international comparison. The low output was explained by lack of standardization of the assortment and frequent absentees by the workers. The low output could be due to poorly organized chains with too many manual operations.

The quality of the products also suffered from the use of accessories of inferior standard, from cutting marks left on the products, seams which suffered from lack of machine maintenance, poor trimming and control.

Apart from the fact that the products are generally of inferior and out-dated design, the observation was also made that traditional garments, like gallabeiahs, could be greatly improved in wearing quality without deviation from their genuinity.

It was interesting to note that one of the enterprises was a joint venture with a partner from an industrialized country. This had obviously not led to modern technology transfer. In fact, given the many advantages of Egypt in terms of materials, market size, man power quality and cultural traditions, joint ventures with foreigners would not seem necessary if only better training and education of key personnel could be arranged and seriously carried out.

3.2.3 Quality of garments presently offered

A preference for imported clothes seems to be present. Many shops offer imported clothes (mostly left-overs of last season European clothes sold at "fashion" - prices). The local production gives evidence of a preference to copy foreign looks instead of developing their own designs.

While the needle-and machine work on locally produced clothes is beautifully carried out, their actual fit varies and they lack the impact of design.

There are no maintenance or quality labels on local clothes for sale.

The poor accessories give the local garments a negative character.

Although fabrics very often are attractive and always in good qualities and although the labour is exceptionally skilled, fabrics are wasted and efforts are misused because of lack of planning during the design-phase and previous to the production. Lack of correct accessories to match the good fabrics and skilled labour are affecting the sales price negatively.

3.2.4 Availability of raw material and accessories

Some textile mills have their own garment manufacturing units and have therefore no difficulties in obtaining material for their garment production.

The cost of the fabrics is low compared to that of the international market.

Smaller workshops have great difficulties in obtaining enough and good material to carry out a rational production. Textile mills deal with orders of greater quantities. The smaller workshops depend on fabric retailers for their production. Thus the cost of the material becomes higher than if purchased directly from a textile mill. One depends entirely on the retailer's taste i.e. his choice of fabrics for his own sales outlets will decide the appearance of the garment manufacturers sales collection.

Although accessories are abundant on the local market the standard and look is so neglected that this question needs to be looked into more carefully in order to allow Egyptian clothes to be competitive on the international market.

3.2.5 Product development needs identified:

- a) Well designed and sophisticated clothes and other items for the tourist and exigent local market.
To penetrate the tourist market is the first step towards export as one learns to know foreign tastes. To cater for an exigent local market means an effort to curb import.
- b) Well designed and functional low-cost clothes for the local market.
- c) Models with local and national touch. A national touch in clothing is important in order to safeguard a country's integrity.
- d) Manufacturing of school - and nursery - uniforms. They should be reserved for specialized production centers of these welfare organization which sort under The Ministry of Social Affairs.

4. ACKNOWLEDGEMENTS

I would like to express my special gratitude to Mr. Ibrahim El Shazly, Director General of the Vocational Training Department, Ministry of Social Affairs, who was responsible for the implementation of this mission. Mr. Shazly's personal efforts in the selection and coaching of counterparts and trainees helped very much in the fulfilment of the training programme within its relatively limited duration and irrespective of the heterogeneity of the group. His advice was indispensable for the success of this project.

I also want to thank Mr. Kamal El-Tiliety, Under-secretary of State, Ministry of Social Affairs at Alexandria, who received me there and took special interest in my work and rendered all the necessary assistance requested.

Both Mrs. Galila Fahmy, Inspector in Ministry of Social Affairs, and Mrs. Karima Khedr, director of El Mebtodaian Center for Productive Families, who acted as counterparts have manifested skill in organization and insight in garment manufacturing. Their nice collaboration and good effort helped very much in the success of the Course. Mrs. Khedr has acted as interpreter, as the lessons were conducted in French and interpreted into Arabic.

A special thank to Dr. Roy Neild, Project Manager, and Eng. Magdi El-Aref, Deputy General Manager for Technical Affairs, United Nations Textile Development Center, Alexandria, and their colleagues for the interest they took in my work and for their initiative to set up a seminar over the theme of industrial design.

Mrs. Eng. Soheir El-Nasr, United Nations Textile Development Center, Alexandria acted as a counterpart with a special work programme in industrial design. She manifested initiative and a talent for teamwork. I thank her for nice collaboration and for her efforts to let trainees share her own professional knowledge.

Annex 1

Textile Development Centre

DP/EGY/77/008

Nita Aasmundrud

Consultant in the design of children's garments

Post 11-07 (a)
Assistance to the Ministry of Social Affairs.

Dates: 1 Sept 1980 to 30 Nov 1980

Location: Cairo

WORK PROGRAMME

Visit various institutions and factories where garment manufacturing is carried out in order to identify which form of assistance is needed.

Visit children's garment retail shops to identify the existing variety of garments offered and the price range.

Review the availability situation and costs of raw materials and accessories such as zip-fasteners, elastic, laces, etc.

Take measurements of children from different socio-economic groups in all age-groups. Analyse the results and introduce Egyptian sizes accordingly.

Establish basic patterns for children based on the above sizes.

Carry out the above fact-finding within the framework of a vocational training course in children's garment manufacturing.

Give a one-day seminar in garment manufacturing at the TDC in Alexandria stressing the necessity for industrial design.

Write a final report with recommendations.

Annex 2

Index of the Training Course's Curriculum

Introduction

1. The designer's working routines:

- 1.1 - Collect information
- 1.2 - Make sketches of the models for a sales collection
- 1.3 - Purchase of material
- 1.4 - Purchase of accessories
- 1.5 - Pattern construction:
 - 1.5.1 Basic patterns
 - 1.5.2 Construction of patterns for different models of garments:
 - a) composition of forms and shapes
 - b) colours
 - c) quality of fabrics and accessories
 - d) various production methods
 - e) the society we live in
 - f) quality standards
 - g) the cost calculation and the classifying procedure

2. Production

- 2.1 - Production stages:
 - 2.1.1 Grading
 - 2.1.2 Cutting
 - 2.1.3 Sewing
 - 2.1.4 Ironing
 - 2.1.5 Finishing
 - 2.1.6 Control

3. Marketing

4. Design for a better living

Trendgivers: Haute couture
Reversible design - the consumers decide for themselves

Annex 3

Seminar

GARMENT MANUFACTURE

Thursday 6, November 1980

- | | |
|---------------|---|
| 9.30 - 9.40 | Introduction. |
| 9.40 - 10.40 | Lecture by Ms. N. Aasmundrud.
<u>Textile and Garment Industries</u> are complimentary. |
| 10.40 - 11.40 | <u>Design</u> - apart from fashion - decides the appearance, function and quality standard of a product. |
| 11.40 - 12.00 | BREAK - Refreshments. |
| 12.00 - 13.00 | <u>The Design of the Fabric</u> plays its part in the success of the end product. |
| 13.00 - 14.00 | 1. <u>The Impact of Design</u> in the manufacturing process in the garment industry.
2. <u>Quality Standards</u> . |
| 14.00 - 14.30 | Discussion. |

Annex 4

(Ministry of Social Affairs)

Meetings had been arranged:

- H.E. Dr. Amal Osman, The Minister of Social Affairs
- Dr. Salah El-Din El-Hamasosany, Under-Secretary of State for Social Development
- Mrs. Fattma Bahy El-Din, Under-Secretary of State for Social Social Affairs, Cairo
- Mr. Omar Hosny, Under-Secretary of State for Planning
- Mrs. Zeinab El-Nagar, Director of Public Relations and Women Department
- Mr. Kamal Hosny, Director General of the Foreign Relations
- Mr. Mahmoud El-Gharbawi, Director General of Productive Family Department
- Mr. Kamel El-Tiliety
- Mrs. Khadiga Farid, President of the Center of Productive Families
- Dr. Abd El Fattah Kamal, President of the General Association for Productive Families
- Mrs. Souraya Aguizy, President of the Alex Association for Productive Families, Alexandria
- Mrs. Safeya Guemi, President of the Leprosy Association, Alexandria
- Mrs. Zinab Ezzat, President of Cairo Association for Productive Families
- Mrs. Zenab Mohammed Fahmy Solhy, Manageress of El Chahid El Sadat School
- Mrs. Kowser Saleh Osman, Manageress of El Chahid El Sadat School
- Arab German Company for Clothing and Equipment, Alexandria
- El Nasr Wool and Selected Textile, Alexandria
- The Orient Linen and Cotton Company, Alexandria
- The National Spinning and Weaving Company, Alexandria
- Mesr. Spinning and Weaving Company, Mahalla El Kobra

