



## The VALUE Project Enhancing ASEAN's Value Chains

### Project Objectives

Enhance and promote ASEAN's image in the global market as a reliable, full-package provider of quality textiles and apparel.

Further integrate ASEAN's textile and apparel value chains.

Improve the competitiveness of the ASEAN textile and apparel industry through reduced lead (delivery) times and improved product capabilities.

### Key Work Areas

Through SAFSA, facilitate partnerships between ASEAN textile mills and garment factories to create cross-border virtual vertical factories offering full services to global buyers.



[www.SourceASEAN.com](http://www.SourceASEAN.com)

Enable intra-ASEAN trade in textiles and apparel by allowing suppliers to showcase their products on modern media platforms.

Develop ASEAN's textile and garment workforce via the ASEAN Common Competencies Program.

USAID's VALUE Project is enhancing the integration of the Association of Southeast Asian Nation's (ASEAN's) textile and apparel sector. The sector transects multiple ASEAN countries. Working with the ASEAN Federation of Textile Industries (AFTEX) and other stakeholders, VALUE is developing and implementing strategies that are increasing the integration, and thus the competitiveness, of the textile and garment industry.



All smiles as ASEAN sellers meet international buyers at the inaugural Source ASEAN Full Service Alliance (SAFSA) Global Forum in Singapore, June 2010.

The Source ASEAN Full Service Alliance (SAFSA) is the primary integration strategy. Developed by VALUE and adopted by AFTEX, the SAFSA program promotes the virtual integration of textile mills and garment factories. This integration is leading to increased trade and cooperation between mills and factories.

SAFSA's virtually-integrated factories improve the range of quality products and service offered by ASEAN's textile and apparel industry. For more details, visit [www.SourceASEAN.com](http://www.SourceASEAN.com), AFTEX's official website developed by the VALUE Project.

VALUE is part of the joint USAID and U.S. State Department-supported ADVANCE program, which supports the integration of the ASEAN Community across its three pillars: Political-Security, Economic and Socio-Cultural.

For more information on the VALUE Project visit our website at [www.advanceiqc.com/value](http://www.advanceiqc.com/value).

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