



## Hend Riad

**Co-Founder|Chief Designer**

Reform Studio

<http://www.reformstudio.net>



### Bilateral Meetings

- (09.30 am - 05.30 pm). Please add the "Cooperation Profile" below

#### Description

Reform is an international award winning design studio. Its goal is to design creative responsible products that benefit the environment, have a positive impact on the society. Currently its work is mainly in the furniture and textile design fields, while focusing on its first product, Plastex. It's a handmade fabric that translates the need for environmental sustainability, made from reused plastic bags. The aim behind Plastex is to solve one of the major problem in Egypt, waste. Plastic bags are the second most wasted material in Egypt. Every minute globally around two million single use plastic bags are given out for free and they take up to a thousand years to degrade into more harmful substances that poison soil, pollute waters, and create harmful diseases. Socially, Reform took reviving the weaving industry in Egypt, with its main goal to restore an old craft that has reached a bad stage, while focusing on empowering women with limited resources by offering them new job opportunities. Reform thought of juxtaposing an old technique with a new concept through design to create new products with higher values.

Organization Type

Company

Areas of Activities

**Creative Industry**

**Handicraft**

**Other**

Request

**Investment**

Investor with experience in textile and furniture.

Cooperation Requested

## 1. Investment/Financing

Request

### **Export**

Expanding to the European market and the middle east market.

Cooperation Requested

#### 1. Sales / Distribution

Request

### **Textile experts**

Textile weaving experts

Cooperation Requested

1. Technical co-operation
2. Manufacturing agreement

Request

### **Distribution**

Furniture & home accessories distributors.

Cooperation Requested

#### 1. Sales / Distribution

Request

### **Collaboration**

Collaboration with designers or furniture brands.

Cooperation Requested

1. Technical co-operation
2. Other