

Fowa's Rug Weavers — A Randomised Test of Learning-by-Exporting in Egypt's Carpet Cluster

City Innovation Library · Good practice · Egypt

Quality score: 38/100

Evidence strength: Cautionary / limited

Summary

A randomised trial with 219 small rug-weaving firms in Fowa, Egypt found that guaranteeing export orders raised monthly profits by 26% and prices per rug by 43%, though the gains took about five months to appear and rest on a single buyer relationship.

Key dimensions

Dimension	Score
Evidence of impact / measured results	3/3
Transferability / demonstrated replication	1/3
Scalability	1/3
Sustainability / continuity	0/3
Innovation	1/3
Inclusiveness / equity	0/3
Multi-stakeholder collaboration	2/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-09-09

[Aid to Artisans, with Hamis Carpets and university researchers](#) — accessed 2026-09-09

[Aid to Artisans \(implementing NGO\)](#) — accessed 2026-09-09

[Quarterly Journal of Economics \(Oxford Academic\)](#) — accessed 2026-09-09

[J-PAL evaluation summary](#) — accessed 2026-09-09

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