

EURASIA - FASHION PROJECT LAUNCHED

N° 2

A newsletter published by the Hellenic Clothing Industry Association – A project funded by the European Union's Central Asia Invest programme

The Eurasia-Fashion project (Strengthening Central Asian - European partnership and co-operation in the fashion sector) launched in January 2011. The project is co-funded by the European Union's Central Asia Invest programme.

Completed Activities

During the first six months of implementation, the following activities have been completed:

1.1: Drawing up a Partnership Agreement.

A partnership agreement between the Hellenic Clothing Industry Association and all the project partners has been signed. This agreement is used to clearly indicate the role and responsibilities of each partner, including all financial provisions.

1.2: Assessment of the BIOs' capacity to influence policies in favour of SMEs in the target countries.

Three country studies for Kazakhstan, Kyrgyzstan and Uzbekistan were completed and are available in the Web site. The country studies presented in detail the current status of the sector in each country, as well as prospects for future internationalisation. Moreover, within this task, an assessment report for the three BIOs from Central Asia was completed.

1.3: Establishing networking facilities.

The project's Website www.eurasia-fashion.eu is operational. The site currently provides information about the project together with the main deliverables. In addition, the site incorporates a large volume of reports, presentations, etc. that are targeted to the companies of the sector. The maintenance and updating of the site is an on-going process, and in the second phase of development, the site will also include databases of potential subcontractors and contractors from the partner countries. It is envisaged that the site will become a point of reference for the industry, offering business matching facilities.



On-going Activities

In addition, the following activities are on-going:

2.1: Capacity building activities to the BIOs of the three target countries.

This activity is divided into two tasks:

Task 2.1.1: Train the Trainers (Seminars)

Within this task, the training material for the three courses has been completed in English and in Russian. The three subjects covered are:

- The business of fashion
- Fashion Branding
- New technologies in the T&C sector

Overall, the whole training programme aims at assisting both the BIO representatives in identifying the current state of the art in the clothing and textile sector, as well as the Central Asian companies in specifying opportunities for further exploring their businesses in the world market.

The Train of Trainers was organised in Tashkent in Uzbekistan in the beginning of October 2011.

Task 2.1.2: Mutual visits

The project plan has foreseen a study tour of two representatives from each of the Central Asian partners to participate in a study tour in Europe. The study tour is organised for the end of October – beginning of November 2011. In particular, the Central Asian partners will have the opportunity to visit the three EU participating countries, in order to collect information about the existing support structures operational in the sector.

The study tour will include:

- Attendance of the Athens Fashion Week,
- Meeting with industrialists for exploring possible future cooperation.
- Presentation of the services offered by the World Fashion Centre based in Holland,
- Organisation of an event in the Athens Chamber of Commerce and Industry for the presentation of potential cooperation between Greece and Central Asian organisations.

3.1: Designing and Implementing an Action Plan for a Communication Strategy.

In the first stages of the project, each partner presented in a systematic way their local activities in promoting their activities, including participation and co-organisation of conferences, publications, e-mail shots, etc. in order for a communication strategy to be developed. This document is constantly been updated in order for the project to better reallocate its resources to more effectively promote its activities.

3.2: Development and distribution of international and analytical dissemination material.

The Project Brochure was developed in English and Russian and has been distributed to more than 500 companies in all participating countries.

In addition, the first newsletter was developed in English and Russian and has been distributed in hard copy and electronically to more than 1000 interested parties.

Moreover, a few partners presented the project to local press.

3.4: Monitoring and Follow up activities.

This is an on-going activity, where the Beneficiary continuously monitors the progress of the project, through the presentation of monthly reports and templates for the financial monitoring of the project.



The project is funded by the European Union

The views expressed in this publication do not necessarily reflect the views of European Commission



This project is implemented by the Hellenic Clothing Industry Association

Planned Future Activities

The Eurasia-Fashion project has an overall time-schedule of 18 months. In the forthcoming period the following activities are planned:

2.2: Selection of SMEs to be trained locally, based on specific criteria.

The identification of local Central Asian companies to be trained by Central Asian experts is part of the work that BIOs has to do in the next period. The objective of the Eurasia-Fashion project is to train at least 30 companies from the three Central Asian countries.

2.3: Organising collaborative workshops.

An important tool for achieving the reinforcement of the role and competence of the BIOs in the target countries, towards being able to support SMEs and to influence policies in favour of micro and small scale companies, is the organisation of workshops in Central Asia bringing together local stakeholders and give them the opportunity to exchange best practices and experience. Within the project, three collaborative workshops will be organised in Central Asia with emphasis on:

- Internationalisation of the T&C sector
- New technologies in the T&C sector
- Best EU practices, including new business models, the structure of the T&C market

2.4: Delivery of training by the BIOs to the SMEs.

In the first six months of 2012 the local BIOs have to organise the training of the 30 local companies in the three training themes that has already been developed.

3.3: Organisation of a brokerage event for the Textile/Clothing sector in Europe.

As a final stage of the Eurasia-Fashion project, a brokerage event will be organised in 2012 in Holland, together with the final conference of the project. This will be a face-to-face meeting between potential buyers and customers in the sector and the overall aim of this Activity is to establish a permanent structure that will act as an event bringing together the textile / clothing sector and the newest developments in the T&C areas in Europe and internationally. The organisation of such an event every year can provide great benefits to the textile / clothing sector and can ensure the sustainability of the project's results.

MEETINGS

Central Asia Invest – Stakeholders meeting, Almaty, Kazakhstan, 20-21 September 2011

The Stakeholders meeting in Almaty was attended by representatives from all 20 projects that are being financed by the Central Asia Invest programme. Four representatives of the Eurasia-Fashion project attended the two-day meeting and had the opportunity to present the work undertaken within the project and to exchange views and know-how with other project participants, EU representatives, as well as independent experts.



Training of Trainers – Tashkent, Uzbekistan, 3-7 October 2011

The training of trainers was successfully organized in Tashkent for 5 days (3-7 October 2011). The course was attended by 16 individuals (2 from Kyrgyz Republic, 2 from Kazakhstan and 12 from Uzbekistan). The mix of expertise between trainers and trainees resulted to the generation of interesting discussions about the current state of affairs in the fashion business, as well as a presentation of the future trends in the sector. The three European experts who produced the training material and who undertook the task of training the local trainers were:

- Mr. Matthijs Crietee for 'the Business of Fashion'
- Mr. Konstantinos Agrafiotis for 'Fashion Branding'
- Mr. Vassilis Masselos for 'New Technologies in the T&C Sector'



Project partners

Europe

Hellenic Clothing Industry Association



The International Apparel Federation



Bulgarian Chamber of Commerce and Industry



Central Asia

The Chamber of Commerce and Industry of Uzbekistan in Tashkent region



The Union of Textile Enterprises in Kyrgyzstan



The Association of Light Industry Enterprises in Kazakhstan



For more information:

www.eurasia-fashion.eu

Eurasia-Fashion project

Dr. Takis Lybareas
Project Co-ordinator
Hellenic Clothing Industry Association
51 Ermou str., Athens
10563, Greece.
Tel. +30 210 3234811
Fax +30 210 3239159
Email: tlybareas@gmail.com



The project is funded by the European Union

The views expressed in this publication do not necessarily reflect the views of European Commission



This project is implemented by the Hellenic Clothing Industry Association