

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.

EU Study Tour

The project plan had foreseen the organisation of a study tour for the representatives of each of the Central Asian partners in Europe. The study tour was organised between 21 November and 3 December 2012, and included the organisation of visits to Holland, Greece and Bulgaria.

The six participants from Central Asia were:

- Uzbekistan
Sadikov Rasul and Kurbonov Farhod
- Kazakhstan
Lyubov Khudova and Sergey Maslatov
- Kyrgyzstan
Maria Kapustina and Ardamina Liubov

In particular, the Central Asian partners had the opportunity to collect and exchange information about the existing status of the fashion and textile sector in the 3 EU countries and to examine possibilities for enhancing cooperation with support structures operational in the sector.



Project participants in Holland outside Fashion Linq



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Meetings organized

Overall, the Central Asian participants had the chance to meet with 26 companies and organizations in Greece, Holland and Bulgaria.

In Holland:

1. MODINT
2. Fashion Linq
3. Confecție Atelier Gerlon
4. World Fashion Centre
5. Brandboxx

In Greece:

6. Athens Chamber of Commerce & Industry
7. Ginetex
8. Nota
9. Dors
10. Athens Market visit
11. Lola
12. Nef Nef
13. Mini Raxeovsky
14. Toi & Moi
15. Clotefi
16. Kourbelas

In Bulgaria:

17. BCCI
18. Branch Chamber of the Sewing Industry
19. SMD Trading Ltd
20. Latzovski Ltd
21. BCCI Annual Awards 2011
22. Technical Union of Textiles, Clothing & Leather
23. Coats Bulgaria Ltd
24. Bulgarian Association of Apparel and Textile Producers and Exporters
25. Kovels Ltd
26. "Made in Bulgaria" National Trade Exhibition

Evaluation of the Study Tour

The representatives of the Central Asian countries were requested to complete an evaluation report. Overall the evaluation results were impressive, since all meetings organised received quite high marks in all three categories of usefulness of meetings, organisational aspects and business / cooperation opportunity.

In addition, some meetings, such as with Ginetex, Coats Bulgaria Ltd, Clotefi, and the Bulgarian Association of Apparel and Textile Producers and Exporters, were considered of utmost importance for all participants.



Project participants in Bulgaria outside Coats Bulgaria Ltd

MoU signed

An MoU of cooperation was signed between the Athens Chamber of Industry and Commerce and the Chamber of Industry and Commerce of Uzbekistan, which can be considered as a success of the Eurasia-Fashion project.



Project participants in Greece during the ACCI presentation



This project is implemented by the Hellenic Clothing Industry Association

Completed Activities

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

1.1: Drawing up a Partnership Agreement.

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

1.3: Establishing networking facilities.

The project's Website www.eurasia-fashion.eu is being updated constantly with information related both to the project activities, as well as to the emerging know-how of the sector globally.

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), which was completed in October 2011 with the training that was organised by European experts in Tashkent, and

Task 2.1.2: Mutual visits, which was organised in November – December 2011 in Europe.

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

On-going 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 two newsletters were developed in English and Russian and have 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.

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 Portugal. 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 a 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.

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

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