Ecosystem session: TEXTILE

Clusters strengthening ecosystems
Textile ecosystem

• Textile & clothing
• Leather
• Footwear
Figures for the ecosystem

€198 billion in turnover

212,000 companies (mostly SMEs) and employment of 1.93 million (more than 70% women in the textile sector)
Covid Health Bulletin for the sector

❖ The ecosystem has been hard hit.
❖ During the second quarter of 2020 sales of woven fabrics decreased by 35%, knitted fabrics by 44% and the decline in the clothing industry -37%.
❖ Manufacture of nonwovens for face masks and medical gowns more resilient.
❖ Employment: Textile -2,1% and clothing -5,6%.
Impact of crisis on the ecosystem

• Collapse of demand
• Industrial value chains not functioning
• Uncertain prospects of improvement
Investments for recovery

• Green
• Digital
Some ideas for ecosystem investments

➢ Recycling hubs
➢ Digital virtual collections
➢ Diversification of the sales channels
How clusters can strengthen the European economy in the textile sector

Silvia Kabaivanova, Chairman of the Bulgarian Fashion Association, Bulgaria
PROBLEMS DUE TO COVID-19

Our survey among T&A companies shows that almost 9 out of 10 respondents are facing serious constraints on their financial situation and 80% of companies had temporarily dismissed workers.

- Cancelling of orders
- Delays in supplies
- Dismissing workers
- Lack of liquidity
GOOD PRACTICES IN THE SITUATION CAUSED BY COVID-19

How Bulgarian Textile and Apparel producers try to survive and what BFA is doing

- Being flexible - producing masks, workwear
- Cooperation - joint orders, transport
- Embracing sustainability
- Certification
- Going online
- New markets
- Producing for the warehouse
- On-demand production made-to-measure
According to the European Apparel and Textile Federation (Euratex), the outbreak of COVID-19 may cause a 50% drop in sales and production for the EU textile and apparel sector in 2020.
How clusters can strengthen the European economy in the textile sector
CHANGE CONSUMER BEHAVIOR

Clusters need to involve in projects and campaigns toward more sustainable behavior of consumers.

- Redefine what is sustainability
- Focus on quality and durability
- Increase transparency
- Promote made in Europe
MESSAGES TO CONSUMERS

Quality over Quantity!

SAME COTTON T-SHIRT
One cotton T-shirt consumes 13% less water.

Who made my clothes?

Every time you spend money you are casting a vote for the type of world you want.

Clothes aren't going to change the world. The women who wear them will.

"Buy less, choose well, make it last."

Anne Klein

10-11 Nov 2020

How clusters can strengthen the European economy in the textile sector
LOCAL MANUFACTURING

“A 10% decrease in French and German imports of apparel would represent the equivalent of an 8% boost in European apparel manufacturing turnover.”

Source: Report by Euler Hermes

- New markets within EU
- Cooperation between clusters and their members
- Innovation
- Certification
Thank you for your attention

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BULGARIAN FASHION ASSOCIATION