

Project № CB006.1.31.146

Building international competitiveness  
of the textile companies  
in the cross border region MK-BG



**Interreg - IPA CBC**  
  CCI 2014TC16I5CB006



This project is co-financed by European Union through  
 -  INTERREG- IPA CBC CCI Number 2014TC16I5CB006.

# ABOUT THE INTERREG-IPA CROSS-BORDER COOPERATION PROGRAMME CCI 2014TC16I5CB006

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**Interreg-IPA Cross-border Cooperation Bulgaria- former Yugoslav Republic of Macedonia Programme** aims to improve the cross-border cooperation between two countries. The Programme is co-financed from the Instrument for Pre-Accession Assistance II (IPA II) of the European Union.

**The overall objective of the Programme is to intensify cross-border cooperation between the people and institutions of the region in order to jointly address common challenges and exploit untapped potentials for development of the border region through effective use of resources.**



# PRIORITY AXES AND SPECIFIC OBJECTIVES UNDER THE PROGRAMME:

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- **Priority Axis 1: ENVIRONMENT**

- > **Specific objective 1.1:** Environmental protection and sustainable use of the common natural resources of the CBC area;

- > **Specific objective 1.2:** Prevention and mitigation of consequences of natural and man-caused disasters of cross-border dimension and impact.

- **Priority Axis 2: TOURISM**

- > **Specific objective 2.1:** Enhancing the tourism potential of the region through cooperation initiatives in better preservation and sustainable utilization of natural and cultural heritage;

- > **Specific objective 2.2:** Raising the competitiveness of the CBC region's tourist offer;

- > **Specific objective 2.3:** Promoting cooperation among regional actors in the area of sustainable tourism.

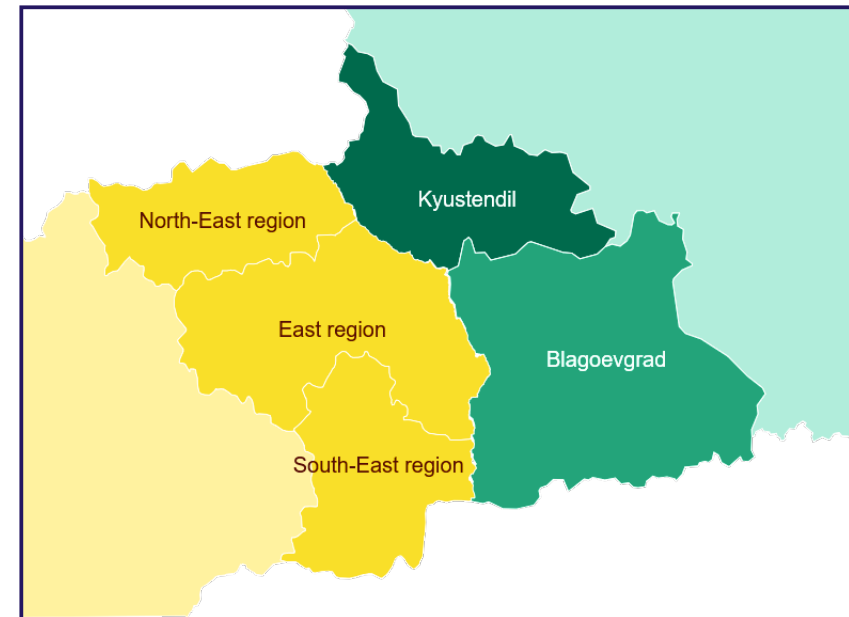
- **Priority Axis 3: COMPETITIVENESS**

- > **Specific objective 3.1:** Improving the competitiveness of regional businesses.

## PRIORITY AXES AND SPECIFIC OBJECTIVES UNDER THE PROGRAMME:

**The key objective of the Programme is to raise the capacity of the local and regional authorities in the development and implementation of joint projects in the eligible cross-border region, defined in the Programme as follows:**

- For Republic of Bulgaria (administrative level NUTS III) – districts of Kyustendil and Blagoevgrad;
- For former Yugoslav Republic of Macedonia (administrative level, NUTS III equivalent) – North-East planning region, East planning region and South-East planning region.





# ABOUT THE PROJECT

## ABOUT THE PROJECT

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**Duration:**  
**18.10.2016 -**  
**17.01.2018**

**Budget:**  
**97424.43 EUR**

The project is in line with the specific objective 3.1 Improving competitiveness of the regional business, which aims to strengthen the position of the companies from the cross border region on national and international markets. In this aspect, the project through development of regional vision, quality checkpoints and style guide aspires to bring companies from the region step closer to internationally recognized companies, and international trade association requirements. In addition the project specifically emphasizes the importance of creating partnerships and well developed value chains. Through this, besides developing the attractiveness and competitiveness of companies in the region, the project also aims to foster the sustainable economic growth.

The focus of the projects is to improve the picture of the textile and apparel industry in the cross border region and to increase the awareness of the existence of local/regional products and brands.



# **ABOUT THE PARTHNER**

## ABOUT THE PARTNERS

**Textile and clothes branch organization (TCBO)** is an association of companies from the Textile and Clothing industry, founded in April 2006 in the town of Kyustendil, which operates in Bulgaria.

**TCBO members** are companies operating in the industry's main sub-sectors – men's, women's and children's clothing manufacturing, knitwear, accessories, and secondary materials, as well as machine embroidery, equipment for the sector, trading, ready-to-wear production, etc.

**The main objectives of the TCBO** are to protect its members' professional and social interests, to develop collaboration among them, promote their activity by establishing professional contacts and an information exchange among similar institutions nationwide and overseas, as well as to increase professional expertise and to invest in the development of its members by organizing various seminars, courses, consultations regularly.

TCBO is a collective member of a Bulgarian Chamber of Commerce and Industry (BCCI) and the Council of Branch Organizations with the Bulgarian Chamber of Commerce and Industry.



## ABOUT THE PARTNERS

**The association was declared the Best Branch Organization at the prestigious Annual BCCI Awards 2012.**

In addition, the association works in active partnership with several educational institutions – its associate members are the Technical College of Blagoevgrad's department of Machine-building and Textile Equipment and Technology, the New Bulgarian University's department of Design and Architecture and the Technical University Sofia. One of the main aims of this collaboration is to popularize clothes manufacturing among young people as an opportunity for a good professional career.

TCBO takes part in a number of European projects, as well as in Bulgarian and world-famous textile and clothing fairs. Over the past five years Textile and clothes branch organization has been in active partnership with the main similar organization from Macedonia - Textile Trade Association-Textile cluster. It is an attempt to dominate the cross-border region of Bulgaria-Macedonia, promoting good places for clothing manufacturing.





# ABOUT THE PARTNERS

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For more info for the region, production possibilities and companies' profiles, you can contact us:



**Bulgarian Textile and Clothes Branch Organization**

**Mr. Jordan Belovodski - Executive director**

**168, Tsar Osvoboditel Str., floor 3**

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**[www.botobg.org](http://www.botobg.org)**



## ABOUT THE PARTNERS

**Textile Trade Association – Textile cluster (TTA-TC)** was established in October 2003 as a non-profit NGO that represents Macedonian businesses that operate in the textile and apparel industry, whose primary goal is improving companies' competitiveness, thus registering world trends and changes in the global market, as well as adjusting the participants' own production to such trends and changes.

**TTA-TC members** are companies operating in the industry's main sub-sectors – men's, women's and children's clothing manufacturing, knitwear, accessories, finishing, as well as machine embroidery, equipment for the sector, trading, ready-to-wear production, etc.

**The main objective of TTA-TC** is to improve the communication between members supporting export-oriented activities of producers, as well as improve the productivity, efficiency and managerial skills in the textile companies.



# ABOUT THE PARTNERS

TTA-TC constantly make efforts to improve the image of the Macedonian textile industry, as well as search for new opportunities in world markets and make promotion of successful Macedonian producers.

## Activities:

- Practical seminars with foreign consultants;
- Promotion of Macedonian textile industry in existing and new markets through participation and presentations at international conferences, fairs and B2B events;
  - Promotion of its members through the data base of two portals of TTA-TC: [www.tta.org.mk](http://www.tta.org.mk) and [www.macedoniantextiles.mk](http://www.macedoniantextiles.mk);
  - Connecting foreign customers with Macedonian manufacturers;
  - Organizing visiting of foreign buyers to manufacturing capacities of its members and accompany of the visits;
  - Organization of B2B meetings abroad;
  - Organization of purchases missions with foreign clients in Macedonia;



## ABOUT THE PARTNERS

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- Connection and cooperation with educational institutions (Textile Schools and Universities) in direction of positive promotion of textile branch and attract students;
- Lobbying in governmental and nongovernmental institutions in order to address problems that are present in the sector;

**Project participation** - over 9 successful implemented EU and regional projects.



# ABOUT THE PARTNERS

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For more info for the region, production possibilities and companies' profiles, you can contact us:



**Macedonian Textile Trade Association -Textile cluster**

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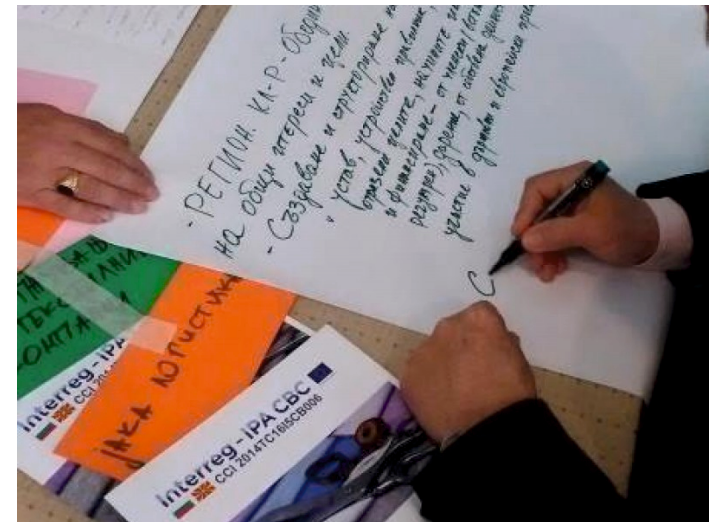


# **PROJECT ACTIVITIES AND RESULTS**

## PROJECT ACTIVITIES AND RESULTS

# CREATING VISION OF THE REGION

First step for positioning the textile industry from the region on international markets is to identify how stakeholders want the region to be seen and recognized among local population, business sector and national and international partners. For this purpose each project partner organized and implemented 1 two day workshop and a working session aimed to develop the Regional Vision of the textile industry sector.



*Workshop - Stip, Macedonia 11-12/03/2017*



## PROJECT ACTIVITIES AND RESULTS

# CREATING VISION OF THE REGION

Participants of the workshop and working session were more 30 representatives of middle and top management from the textile business sector and associations members. Also the Regional Development Board /RDB/ was established as a non-formal structure aimed to define development criteria that will help the sector to position itself in accordance with the vision and promote the textile industry in the region.



*Workshop - Kyustendul, Bulgaria 08-09/04/2017*

## **CREATING VISION OF THE REGION**

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### ***RESULTS***

- **Defined regional point of difference (RPD)** which defined the main industry elements that stakeholders want to position on the national and international markets and that can further add value to them;
- **Developed Vision of the Region** -based on the RPD, stakeholders defined how they want to be seen in future and position the industry from the region among target markets, future and current markets, local governments and population;
- **One year Action Plan**- what RDB and companies need to do in the next year in order to start developing the Regional Vision;
- **Established and promoted Regional Development Board** - non-formal body that will aim to implement activities defined in the Action plan and provide engagement from other companies in the sector. It will be the main driver of the Regional Vision.



# DEVELOPING A REGIONAL POSITIONING STRATEGY

The objective of the activity was to define the position of the industry from the region in the next five years based on the industry capacities and market opportunities, still in line with the goals and of the Vision of the Region.

Two consulting events were held aimed to discuss and accept the developed Regional Positioning Strategy and associate documentation.

## PROJECT ACTIVITIES AND RESULTS



*28/06/2017, Stip, Macedonia*

*08/07/2017, Kyustendul, Bulgaria*

# CREATING VISION OF THE REGION

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## *RESULTS*

Developed positioning strategy that will provide industry with activities and long term plans that need to be done in order to achieve Regional vision and develop the region as a recognizable brand.

**PROJECT  
ACTIVITIES  
AND RESULTS**



## **DEVELOPING A REGIONAL POSITIONING STRATEGY**

The objective of the activity was to define minimum standards for the companies from the sector and promote well developed supply chains where producers from the region must work together on a united front through development of Quality Control Checkpoints-QCC based on the requests from national and EU legislation and regulation, as well as requirements from the ETI Based code and other international organizations.

These QCC will allow companies to be recognized as highly reliable partners that are socially responsible towards their employees and community and are respecting principles of ethical working. In the activity seven one-day visits (4 in MK and 3 in BG) of students from the entire eligible cross border area in the developed textile companies- members of the partners were organized. Students had opportunity to introduce with the Regional Vision, RDP and the QCC and the level of development of their native companies.

# DEVELOPING A REGIONAL POSITIONING STRATEGY

## PROJECT ACTIVITIES AND RESULTS

After each visit, an open discussion was organized between students, representatives from the companies, local government and the associations.

The activity included also design of the regional logo and tag line with aim to create an image of a strong visual identity that will build recognition of the Region as a brand among target groups.



**TRUSTED  
BALKAN APPAREL**

## **CREATING VISION OF THE REGION**

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### ***RESULTS***

- **Defined Quality Control Checkpoints** - preconditions that companies from the textile and apparel industry sector must have and which include conditions related with companies' ethical working, their social responsibility, customer and employee care.
- **Designed regional logo with tag line "Trusted Balkan Apparel"** for promotion of the regional vision, RDP and develop regional image and recognition
- **Organized 7 one day events** to improving image of the sector among local community.

# GET THE LOCAL GOVERNMENT, BUSINESS SECTOR AND COMMUNITY INVOLVED IN THE INDUSTRY STRENGTHENING

The objective of the activity was to develop the communication plan based on positioning strategy of the textile industry sector in the Bulgaria-Macedonia cross border region as a tool for the partners helping them to communicate and gain recognition of benefits among local governments and business sector and potential stakeholders of the supply chain in order to improve region image and position themselves upon the defined regional vision.



*06/10/2017, Macedonia*



*14/10/2017, Bulgaria*

2 one-day trainings (one per country) were held. 60 company representatives from the middle and top management were trained to use the communication plan, and recognize benefits and opportunities of using it.

**PROJECT  
ACTIVITIES  
AND RESULTS**



# GET THE LOCAL GOVERNMENT, BUSINESS SECTOR AND COMMUNITY INVOLVED IN THE INDUSTRY STRENGTHENING

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## ***RESULTS***

Created communication strategy based on the vision for development of textile and clothes industry in the region Bulgaria – The Former Yugoslav Republic of Macedonia and on the basis of the positioning strategy for creating a regional brand with a draft name 'Trusted Balkan Apparel'. The strategy outlines the guidelines for building brand identity and communicating this identity amongst the target groups.

**PROJECT  
ACTIVITIES  
AND RESULTS**



## PROJECT ACTIVITIES AND RESULTS

# COMMUNICATE THE REGION AS A BRAND

To position the region as a brand with particular characteristic the set of promotional activities was realized:

- TV spot presenting the strengths and possibilities that the region offers in the area of textile and apparel industry:

<https://youtu.be/hOpN293mMkA>

- Fashion show for video promotion where developed companies presented their brands and gave short overview of their capacities, social responsibility and ethical working

Interreg - IPA CBC  
CCI 2014TC1615CB006



Текстилен Трговен Центар - Текстилен Кластер - Македонија  
Textile Trade Association - Trade Cluster - Macedonia



Project name: Building international competitiveness of the textile companies in the cross border region MK-BG



INVITATION  
**FASHION  
SHOW**

SATURDAY  
NOVEMBER

**04**

2017

18.00h  
Bezisten  
Stip

PARTICIPANTS:



Astibo Fashion Group  
Amor  
Istkomerc Sanda  
Kuli  
Lars



Boda Style  
Marteks 2  
Nov svjat  
Piros  
Valena  
Vital

This project is co-funded by EU through the  
Interreg-IPA CBC Programme  
Bulgaria - The Former Yugoslav Republic of Macedonia





# COMMUNICATE THE REGION AS A BRAND

## Company collections

### PROJECT ACTIVITIES AND RESULTS



- Fashion show video:

<https://www.facebook.com/modenvikend/videos/1435885303175513/>

# COMMUNICATE THE REGION AS A BRAND

- Brochure presenting the strengths and possibilities that the region offers in the area of textile and apparel industry



## PROJECT ACTIVITIES AND RESULTS

# COMMUNICATE THE REGION AS A BRAND

- CDs with project results.





# APPROACHING INTERNATIONAL TARGET MARKETS

The objective of the activity was to promote the companies from the textile industry sector between international target groups and acquire trust among them, through their presentation of a Fair for textile and apparel industry.

For the achieved of the aim 10 companies (5 per country) participated with Macedonian&Bulgarian textile stand at fair Premier Vision Paris 19 - 22 september 2017. The regional logo and tagline developed were promoted during the event. To successfully organize fair activities and present companies and the region, an experts were engaged to prepare companies for the faire.

## PROJECT ACTIVITIES AND RESULTS



## **APPROACHING INTERNATIONAL TARGET MARKETS**

During the exhibition the partners presented Balkan Apparel Production \* Macedonia-Bulgaria concept which merges two cross border regions on the Balkan: Macedonian and Bulgarian. Both regions have strong development in apparel production and have long term experience in production for well-known European brands.



With this concept, the partners increasing the offer of apparel production capacities and variety of production possibilities and product range in front of European buyers. Macedonian and Bulgarian T&C companies were presented under the CSR label: "Trusted Balkan Apparel".



# APPROACHING INTERNATIONAL TARGET MARKETS

## RESULTS

- **10 tailored made programs for companies** that helped them to organize and present their capacity on international faire, approach international markets and attract new partners, learned them how to use regional differentiation points to better position themselves, promote the region and develop the regional vision.
- **Participation on international fair Premier Vision Paris 2017**



## PROJECT ACTIVITIES AND RESULTS



- *Piros*
- *TPK Nov svijet*



## PROJECT ACTIVITIES AND RESULTS



- *Valena*
- *Vital*



## PROJECT ACTIVITIES AND RESULTS



- *Martex 2*
- *Boda style*

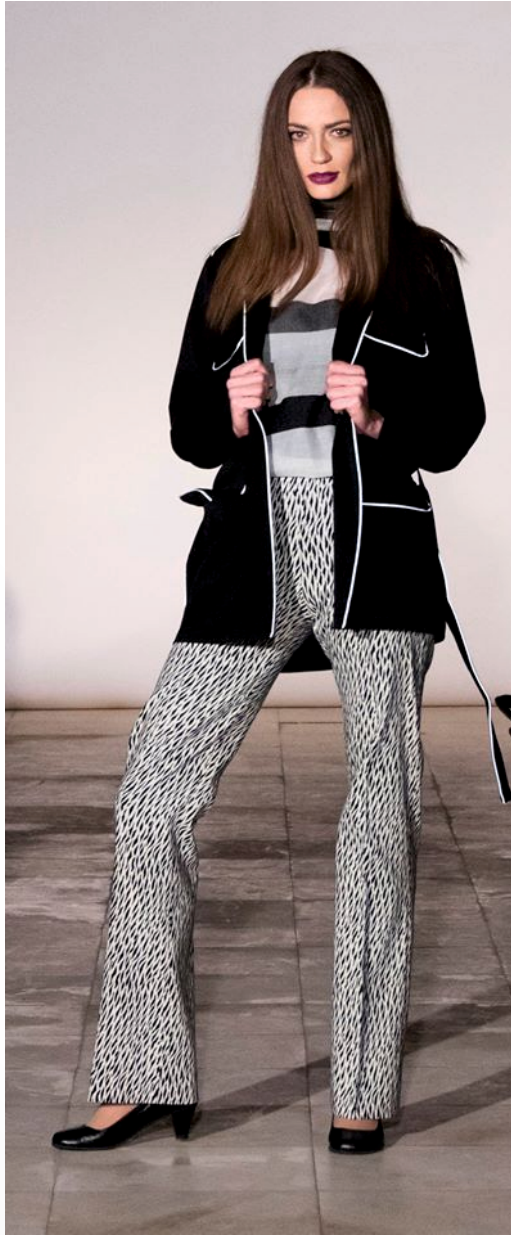
## PROJECT ACTIVITIES AND RESULTS



• *Amor*



## PROJECT ACTIVITIES AND RESULTS



• *Astibo  
fashion group*

## PROJECT ACTIVITIES AND RESULTS



• *Istkomerc  
Sanda*

## PROJECT ACTIVITIES AND RESULTS



• *Kuli*



## PROJECT ACTIVITIES AND RESULTS



• *Lars*



**More information about the project  
and realized outputs can be found  
at the official partners web pages:**

**[www.tta.org.mk](http://www.tta.org.mk)**  
**[www.botobg.org](http://www.botobg.org)**





**This CD has been produced with the assistance of the European Union through the Interreg-IPA CBC Bulgaria – the former Yugoslav Republic of Macedonia Programme, CCI No.2014TC16I5CB006. The contents of this CD are the sole responsibility of Textile and Clothes Branch Organization and can in no way be taken to reflect the views of the European Union or the Managing Authority of the Programme.**