



The Project is funded by the European Union

Interreg - IPA CBC



CCI 2014TC16I5CB006



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Modern Textile Industry as Attractive Career Path for Young Generations and Contributor for Economic Development and Social Prosperity of Cross Border Region

Textile industry in the cross border has important role for the economies of Republic of Bulgaria and Republic of North Macedonia, it provides significant export revenue and contributes to regional employment. The project aims to support the development of the apparel and textiles industry on both sides of the border through establishing the desired image of the textile industry that follows the strict regulations and requirements of the EU in terms of the quality, good working conditions and reliable provider of high quality products. The project is a promoter of the potential for growth of the textile industry in the region especially among the young generations.



**БРАНШОВА
ОРГАНИЗАЦИЯ
ЗА ТЕКСТИЛ
И ОБЛЕКЛО**



**TRUSTED
BALKAN APPAREL**



**TEXTILE
TRADE
ASSOCIATION
TEXTILE CLUSTER**



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Main activities:

- ❖ Further Operationalization of the Trusted Balkan Apparel Quality Mark
- ❖ Days of Textile Industry in the Cross-Border Region - Promotion among young generations
- ❖ Production of Atlas of the Textile Industry and Supporting Infrastructure in Cross-Border Region
- ❖ Training of potential startups based on innovative business concepts for textile industry and supporting services
- ❖ Program for Modernization of Textile Industry in Cross-Border Region
- ❖ Textile - High level Forum of Textile industry in cross-border region Bulgaria-Macedonia

Main outputs:

- ❖ Standard Operational Procedures developed hosted on Web Platform (each per side) for operations and for promotion of Quality Mark
 - ❖ Organized visits to textile companies by elementary schools and visits of students from high schools and university and motivation speeches by business leaders in the schools
 - ❖ Fashion show with designs from the students
 - ❖ Produced Atlas of the Textile Industry in paper and uploaded on the partners web sites and USB flash memory
 - ❖ Developed business plans by young people' teams and their tested with mentors from the textile industry
 - ❖ Developed Program for Modernization of Textile Industry in Cross-Border Region and its presentation on the online forum
 - ❖ Organized virtual Textile - High level Forum of Textile industry in cross-border region Bulgaria-Macedonia with participants of T&C companies, experts and organizations from Bulgaria, North Macedonia, EU, Asia
 - ❖ Organized suitable online exhibition on the heritage of the textile industry in the region through production of 20 exhibition banners
 - ❖ Design, translated and printed Luxury catalog History and traditions of the textile industry



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