



**CLUSTER OF EXCELLENCE
IN THE
TEXTILE AND LEATHER
INDUSTRY**



ROMANIAN TEXTILE CONCEPT CLUSTER

Integrated Cluster Services



International SME Conference

CLUSTERS AS DRIVERS of Resilient, Digital and Green Economic Competitiveness

7 December 2021

The cluster operates based on a public-private partnership between entities from the 4 pillars:

INDUSTRY = 41 members

Producers of textile apparel / knitwear / leather and fur products / shoes / bags / cotton and denim fabrics

CATALYSTS = 19 members

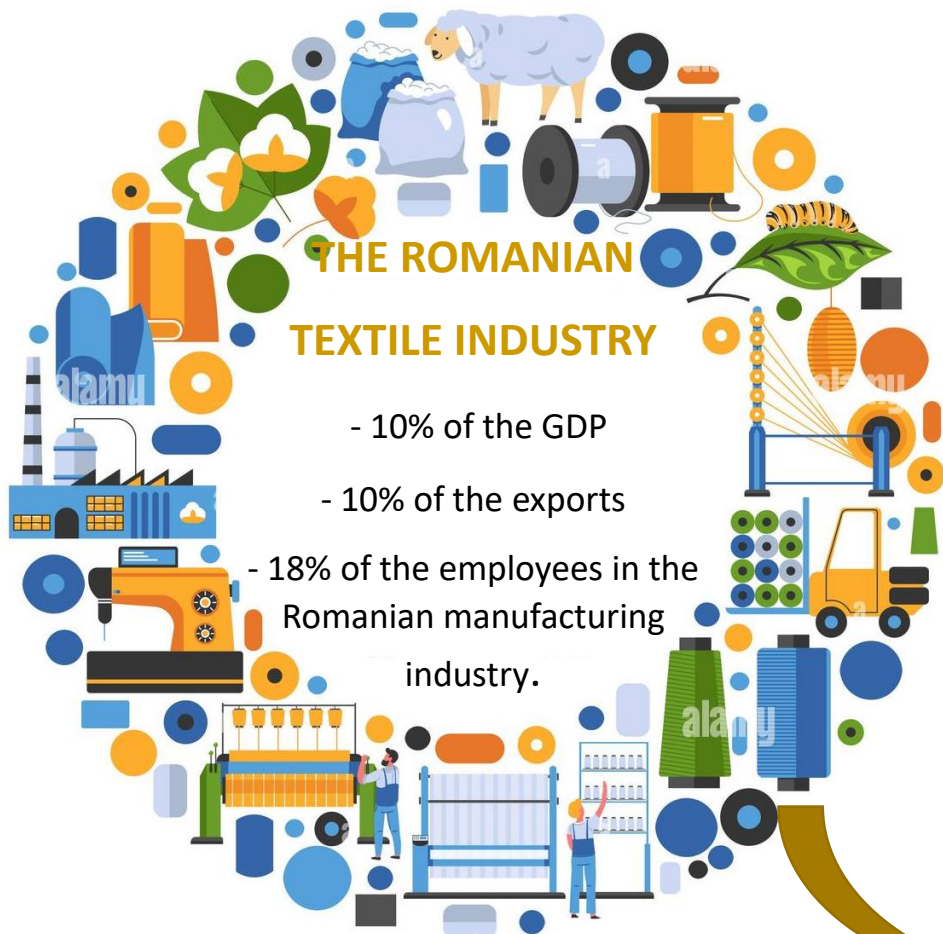
Innovation and technological transfer entities, suppliers of services, from consultancy to, marketing, advertising, transport, logistics, warehousing, PR and event organization

EDUCATION/R&D = 5 members

- 4 universities
- 1 RDI institute



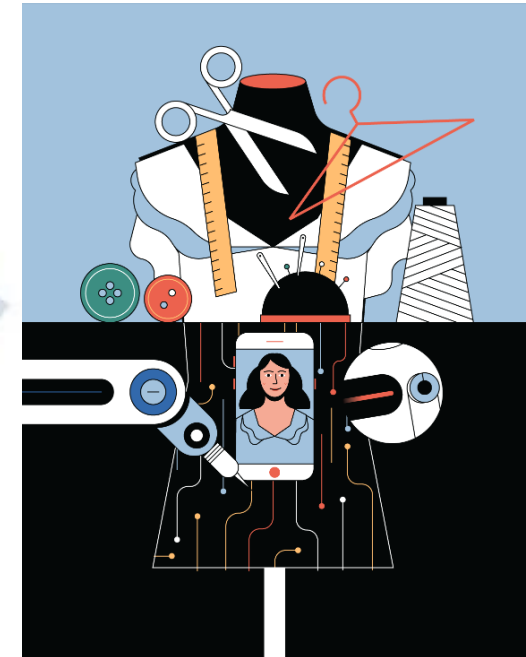
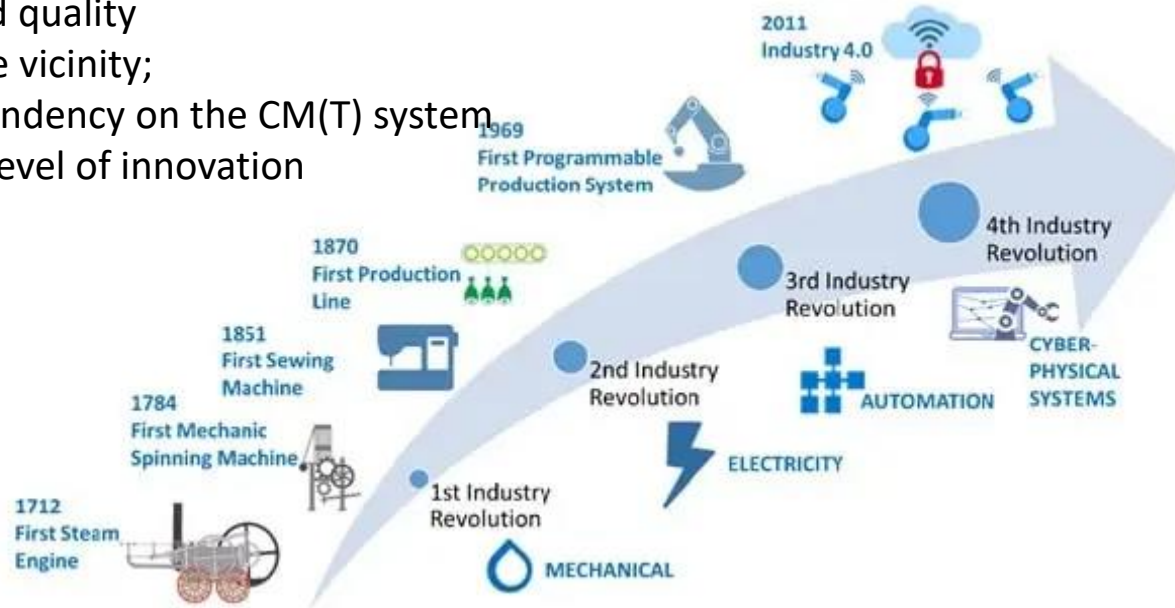
PUBLIC AUTHORITIES = 1 member



- 41 producers = 0,5 % of the total number of producing textile companies in Romania
- approx. 3000 workers = 1,5% of the number of employees
- aggregated turnover of 73 mil. EUR (60 mil. EUR exports) = 1,70% of the total turnover of the Romanian textiles companies.

TEXTILE INDUSTRY = TRADITIONAL INDUSTRY

- + long lasting tradition,
- + good quality
- + close vicinity;
- dependency on the CM(T) system
- low level of innovation



TEXTILE INDUSTRY



MAIN OPPORTUNITIES

- higher added-value fashion
- functional textiles
- circular economy

1. INNOVATION, RESEARCH, DEVELOPMENT



Main goal – **to increase the competitiveness of the members** in terms of products, labour force, distribution and access to new markets via research and innovation, marketing & communication as well as education & training and **to support the sustainable development of the textile industry**

2. MARKETING, INTERNATIONALISATION, COMMERCIAL



3. TRAINING, EDUCATION



4. PROJECT MANAGEMENT



I. INNOVATION, RESEARCH, DEVELOPMENT DEPARTMENT

Aim: Facilitating the access to knowledge for developing innovative solutions



Objectives:

- *Elaborating the cluster's Innovation Strategy*
- *Participation of the producers in research projects, together with INCTDP (The National R&D Institute for Textiles and Leather) and the Universities*
- *Facilitating the technological transfers*
- *Ensuring the access to creativity resources*
- *Multidisciplinary approach*
- *Relevant benchmarking audits for the cluster members*

Projects:

PN-III-P2-2.1-CLS-2017-0015 "Developing the Innovation Capacity of the RTxC Cluster"

II. MARKETING, INTERNATIONALISATION, COMMERCIAL DEPARTMENT

Aim: Improving the image of the textile and garments industry

Objectives:

- *Facilitating the access to specialized information from the fashion world*
- *Facilitating the participation to various specialised events (fairs, trade missions, a.o.)*



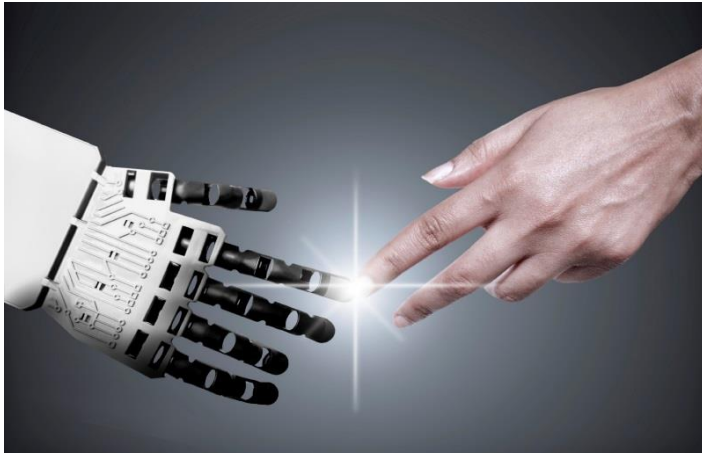
- *Facilitating the promotion of the cluster by creating the **brand “Marama”***

Projects:

The development of the cluster brand and collection
- “Marama”

III. EDUCATION – TRAINING DEPARTMENT

Aim: Facilitating the access to new managerial innovative concepts regarding the labour market in order to prepare it for the new 4.0 Industrial Revolution



Projects:

Erasmus+: “Women in Power - Fostering the leadership and empowerment of women working in traditional sectors through education”

Objectives:

- *Improving the entrepreneurial competences regarding innovative management techniques*
- *Developing a mentality oriented towards the technological transfers and open to the advantages of using the Technological Information Centers*
- *Integrating the project management as fundamental part of the new managerial culture*
- *Increasing the social accountability*
- *Facilitating the participation of the employees from the manufacturing companies to various trainings on the future of the textiles (implementing new forms of man – machine interaction)*

IV. PROJECT MANAGEMENT DEPARTMENT

Aim: Facilitating the access to financing opportunities

Objectives:

- *Initiatives and recommendations regarding various technological projects, certifications, investments, a.o.*
- *Updated information regarding the financing opportunities for the cluster members*
- *Initiating and implementing joint cluster projects regarding the cluster management, R&D projects, education and training projects, a.o.*
- *Establishing data bases*
- *Market studies*

Projects:

The development and implementation of the Integrated Cluster Services concept



INNOVATION, RESEARCH,
DEVELOPMENT DEPARTMENT

+



INTEGRATED CLUSTER SERVICES CONCEPT

Main goal - to enhance the level of innovation and internationalization of cluster SMEs

3 STEP “FUNNEL” APPROACH METHODOLOGY



STEP 1. PRESENTATION SEMINAR



Goal = to help increase the competitiveness of the participating companies through cooperation in information exchange, promoting efficiency, R&D activities, innovation and export

The objective = to establish a competitive business environment, encouraging, on the one hand, the collaboration between the producing companies and, on the other hand, their collaboration with the support organisations, in order to increase the productivity and maximize the market opportunities;



STEP 2. COMPANY VISITS

An innovation audit or business review is performed, in order to assess the company's potential to:

- develop and exploit technological innovation;
- introduce new technologies on the technological line;
- cooperate with technology partners;
- self-assess and define their own needs for integration and technological development



Follow-up: recommendations and proposed measures, like orientation towards specific

- financial (Structural Funds, Horizon 2020, SME Instrument, INTERREG programmes)
- and non-financial support services (EEN, Senior Expert Services, etc.).



STEP3. TAILOR-MADE SOLUTIONS

Enhanced support for selected measures, such as:

- project generation seminars
- IMPROVE innovation audits
- technological audits, etc.



INTEGRATED CLUSTER SERVICES CONCEPT

OUTPUT:

- 18 cluster SMEs participating to the information seminar
- 2 innovation audits and 5 business reviews performed
- 1 enhanced innovation audit performed (Improve methodology)
- 1 RO-BG CBC Project submitted
- 1 innovative start up founded.



INTEGRATED CLUSTER SERVICES CONCEPT

While the methodology might seem classical at first glance, it is the joint team “EEN consultant – cluster manager” that ensures its success from several points of view:

- *to the EEN consultant team*
 - it offers an easier access to the SMEs and facilitates the promotion of services;
- *to the company*
 - it offers a more filtered and focused access to relevant information and “tailor made” support in view of innovation and internationalisation;
- *to the cluster manager*
 - it raises the level of trust from the side of the member companies,
 - it helps management diversify the spectrum of activities and services
 - it increases the degree of cooperation between members.

EU OPEN FOR BUSINESS
SMALL BUSINESS - BIG AMBITIONS



Deschide drumul către Europa obținând acces la finanțarea de care ai nevoie.

Sara a simțit că era timpul ca afacerea ei să se dezvolte pe măsura ambițiilor sale. Așa că a contactat Rețeaua Enterprise Europe pentru a afla toate avantajele oferite de program. Rețeaua Enterprise Europe a ajutat-o să identifice sursele cele mai potrivite de capital, împrumuturi sau subvenții care să contribuie la creșterea companiei.

De ce să nu faci la fel? Puterea de a-ți dezvolta afacerea îți este acum la îndemână.

Află cum te poate ajuta Rețeaua Enterprise Europe la www.romania.eu



“ROMANIAN TEXTILE CONCEPT”



Thank you for your attention!

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