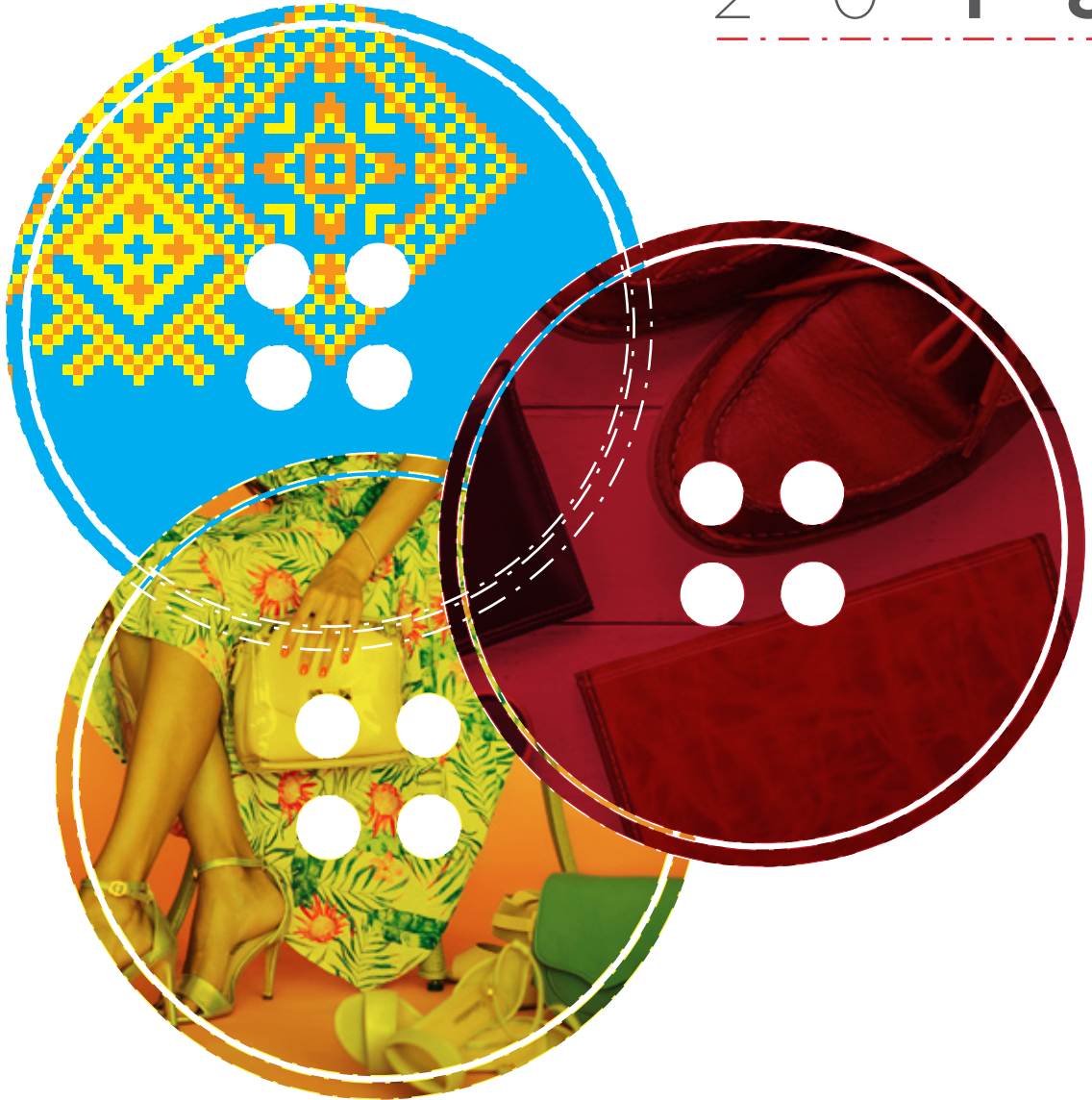


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Textile, Leather & Fashion

Expo / 2018

19 - 20
October
2018

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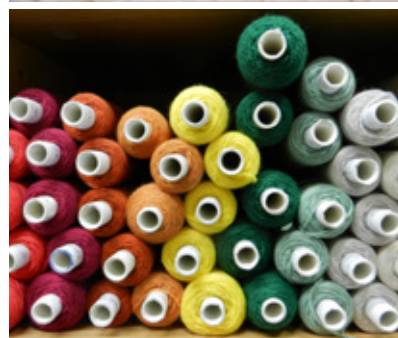
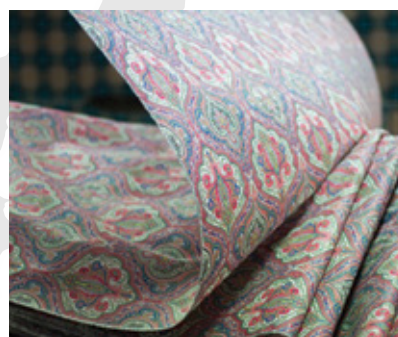
Project

The first Edition of Textile, Leather & Fashion Expo 2018 will take place at Expocity Albania, on October 19-20, 2018. This fair aims to draw attention to the potential of the textile, footwear and fashion industry in the Albanian market and beyond. Currently, the textile and footwear industry in Albania is only oriented to countries such as Italy (the main partner in the role of the buyer and mediator), Germany, France, Scandinavian Countries and Spain, meanwhile the potential for growth and orientation towards international markets is much higher.

The Objective

Increasing the cooperation within the textile, leather and footwear, façon (made-to-order) and fashion industry in the regional market is the main purpose of this fair. This creates opportunities for new collaborations and partnerships, also it further encourages the development of the regional market. Such a B2B platform, also brings the attention of the main actors of the marketplace (private and institutional), the need to improve the overall working conditions of this sector, as per international standards. The market trend is characterized by a need to increase cooperation with countries of European origin, specifically, with Western Balkans.

With the "Textile, Leather & Fashion Expo 2018", the attention given to textile, footwear and fashion industry worldwide, in October, will pass through the Western Balkans region - a potential market to establish new partnerships. The textile, footwear, façon and fashion industry is considered by the international analysts as a real opportunity to develop and orient manufacturing capacities towards international markets.



The Textile Industry in Albania

The textile and footwear sector, occupies a significant part of the manufacturing industry in Albania, thus playing a pivotal role for the economy and social welfare in several areas of the country. This sector leads the national exports, as it represents about 34% of the total exports, and 45% of the labour force in the processing industry. The investments in technology, made by the façon companies, have turned the Albanian market into an attraction for the international brands, as a suitable location to develop the full cycle for their products. The challenges faced by the sector nowadays relate to the full cycle production (closed loop manufacturing) and operating in independent markets. From this perspective, the institutional support should focus on undertaking the necessary measures and specific economic policies that will help in transforming this industry from a façon type of manufacturing (or, so called made-to-order) into a closed loop manufacturing industry (or otherwise called stand-alone industry).

The Footwear Industry in Albania

The footwear manufacturing sector has a high potential for the Albanian for economy. Footwear exports account for 13.9% of the total Albanian exports and provide around 35,000 jobs. The main markets for these products are Italy, Germany and Greece. The Albanian footwear manufacturing history started in the 1950s. It became one of the most important sectors where approximately 40 companies operated on a full cycle basis including sourcing of raw material, design, pattern making and final product. After the 1990s, most of the enterprises were privatized, besides business contracts mainly with Italy, and today the trend of many manufacturers operating in the footwear industry is switching to full cycle production.

Advantages to trade with Albania:

Albania is an excellent business getaway to the Balkan Market, Western and Eastern Europe, and beyond. It enjoys the right to several free trade agreements, such as CEFTA 2006, EFTA, the Free Trade Agreement between Turkey and Albania, WTO Membership etc.

The advantages of trade with Albania are as follows:

- ✘ *Competitive labour cost and skilled workforce;*
- ✘ *Geographic proximity to European markets;*
- ✘ *Positive multi-year experience with the most well-known - European brands.*

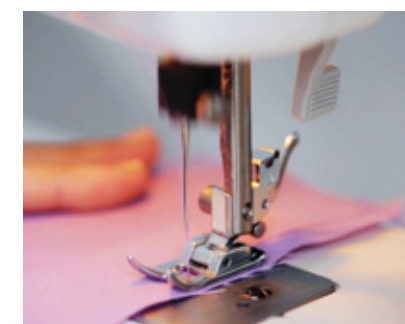
Exhibitor's Profile:

Private sector

- » Manufacturers and Exporters operating worldwide in the soft-goods industry of raw materials, such as knitted and woven fabrics for women, men and children, leather and wool products;
- » Manufacturers and Exporters in the Footwear Industry;
- » Manufacturers and Exporters of accessories;
- » Local façoneries looking for manufacturers interested to use their capacities or looking to expand their activity;
- » Ateliers, Albanian and foreign designers, distributors;
- » Industrial façonerie. Companies that produce machineries, equipment and spare parts for the textile sector;
- » Support services, such as printing, packaging, etc;
- » Fashion Schools.

Other participants:

- » Governmental institutions and agencies;
- » Professional associations of façoneries and manufacturers of clothing and footwear;
- » Education institutions, training and recruiting companies,
- » Financial institutions;
- » Insurance companies.





Why become part of the “Textile, Leather and Fashion Expo 2018”:

- » Cooperation opportunities with prestigious international fashion companies to provide full cycle manufacturing contracts for “Made in Albania” products;
- » Creating new partnerships in the region and beyond;
- » Presentation of companies and improvement of reputation and market image regarding treatment of labour force and working conditions;
- » B2B and B2C meetings;
- » Introduction to the most innovative technologies of the sector;
- » A meeting point between the most important actors of the private and public sectors.

Visitors' Profile:

- » Fashion entrepreneurs, garment outlets/ clothing stores, footwear outlets, accessories outlets from the region and beyond;
- » Sales representatives of companies that manufacture and distribute machinery equipment of this industry;
- » Specialists in the field of textiles, experts etc;
- » Fabric traders;
- » Fashion experts, designers, etc.



Expocity Albania is an international exhibition and conference center. The company organizes and conducts various trade fairs, exhibitions, guest events, and special events in local and international markets. In addition,

Expocity's expertise and infrastructure are used for other congress, seminar and conference events. The exhibition centre – with its 5000 m² of indoor exhibition space, 7000 m² of outdoor space, and 800 parking spots – is the largest facility of its kind in Tirana. It is close to the centre of the capital and nearby international airport and has an excellent strategic location in the region, close to international transport networks between East and West. Expocity Albania offers those taking part in trade fairs and conferences the best possible platform for successful communication in the region.

We bring together supply and demand and enable dialogue, while giving businesses an opportunity to promote themselves in the region.

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