

## EURASIA FASHION – ORGANISATION OF LOCAL EVENTS

N° 4

A newsletter published by the Hellenic Clothing Industry Association – A project funded by the European Union's Central Asia Invest programme

The Eurasia-Fashion project (Strengthening Central Asian - European partnership and co-operation in the fashion sector) launched in January 2011. The project is co-funded by the European Unions's Central Asia Invest programme.

### Organisation of local events

During the last implementation period of the Eurasia-Fashion project, the partners had the chance to organise a number of events locally in Central Asia with the objective to promote the project and to train local companies.

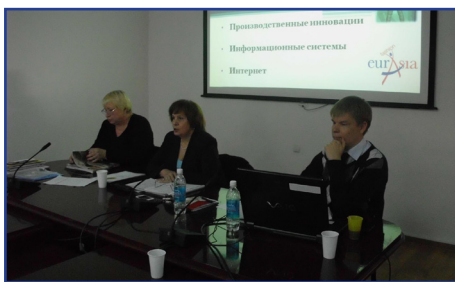
#### Kazakhstan 29 December 2011

A workshop was held on 29 December 2011, where the heads and managers of enterprises of light industry, high school and college teachers and graduates were invited. All topics covered in the Training the Trainers event (held in Tashkent) were covered including information about Ginetex's care labelling. Overall, 33 representatives attended the event in Kazakhstan.



#### Uzbekistan 21 - 22 May 2012

CCIU organized a textile products exhibition and Business conference on the topic «Role of Textile industry in small business, experience and perspectives» in Namangan region, 21-22 May 2012. The event was attended by representatives from Governmental structures (including the Mayor of Namangan Region), Banks, Embassies and Textile companies. There were more than 200 participants in the event. During the event, Mr. Farhod Kurbonov presented the objectives and future activities of Eurasia-Fashion.



#### Kyrgyzstan 4 May 2012

On 4th of May Souztextile hold a workshop in the Kyrgyz State National University of Construction, Transport and Architecture, for students of the Department "Art Costume Design". The theme of the workshop was "New technologies in the apparel and textile industry" during which a short overview of the Study tour to Europe and of the Eurasia-Fashion project was also presented. The workshop was attended by 31 students.



The project is funded by the European Union

The views expressed in this publication do not necessarily reflect the views of European Commission



This project is implemented by the Hellenic Clothing Industry Association

## Kyrgyzstan 26 April 2012

On 26th of April 2012 in the Ministry of Energy and Industry a Round table was organized by GIZ. The event was attended by 50 participants, including representatives from Ministries, Universities, Associations and NGOs, Private entrepreneurs, and donor organizations. Mrs. Maria Kapustina made a presentation, part of which was allocated to the Eurasia-Fashion project. This Round table focused on the development of a General vision for the Development Strategy of textile and garment production in Kyrgyz Republic for the period 2012-2015.



## Joint Meeting Agenda AEDT Holland – 4 June 2012

On the 4th of June 2012, the European Association of Fashion Retailers (AEDT) in co-operation with the European Federation for Furniture Retailers (FENA) organised a joint meeting in Zeist, Holland. During this joint meeting, Mr. Meletis Karabinis, the director of the Hellenic Clothing Industry Association, had the opportunity to make a presentation of the 'Eurasia Fashion' project in the framework of the 'Central Asia Invest' Programme.

## Upgrading of the Eurasia-fashion Web site

The project's Website [www.eurasia-fashion.eu](http://www.eurasia-fashion.eu) has been upgraded with the inclusion of a large number of international papers regarding the latest developments of the sector internationally. This way the site visitor has the opportunity to have an up-to-date understanding of the latest developments in the industry in a number of areas including: new technologies, export information, employment and social issues, etc.

## Project Monitoring

Mrs. Zhanna Baimakhambetova was assigned the monitoring of the project on behalf of the EU. Following a number of discussions and exchange of information with the project partners, she presented her evaluation report providing directions on ways to improve the efficiency of the project in its next stages.

## Planned Future Activities

The Eurasia-Fashion project has requested an extension of 3 months, mainly due to the fact that IAF organizes its Annual Convention in Porto (Portugal) at 24-28 September 2012, and it was decided that it would be more helpful to organize the Eurasia-Fashion brokerage event together with this event.

The main reason is that IAF's Conventions attract a large number of industrialists, sectoral organizations and industry experts from all over the world, and that will ensure the maximization of benefits for the participants from Central Asia, as well as the wider possible visibility of the project. Since the main objective of the project is to assist Central Asian SMEs to become more international, the proposed event presents an excellent opportunity for the participants to examine business opportunities worldwide and not only limited to the Greek, Bulgarian and Dutch markets that are covered in the Eurasia-Fashion project.

In addition, it will give Central Asian participants the opportunity to visit more factories in Europe and in particular in Portugal.



## Project partners

### Europe

Hellenic Clothing Industry Association



The International Apparel Federation



Bulgarian Chamber of Commerce and Industry



### Central Asia

The Chamber of Commerce and Industry of Uzbekistan in Tashkent region



The Union of Textile Enterprises in Kyrgyzstan



The Association of Light Industry Enterprises in Kazakhstan



For more information:  
[www.eurasia-fashion.eu](http://www.eurasia-fashion.eu)

### Eurasia-Fashion project

Dr. Takis Lybereas  
Project Co-ordinator  
Hellenic Clothing Industry Association  
51 Ermou str., Athens  
10563, Greece.  
Tel. +30 210 3234811  
Fax +30 210 3239159  
Email: [tlybereas@gmail.com](mailto:tlybereas@gmail.com)



The project is funded by the European Union

The views expressed in this publication do not necessarily reflect the views of European Commission



This project is implemented by the Hellenic Clothing Industry Association