



# A sustainable development of the textile and clothing industry – the potential of the NE Region

*"We put a piece of our soul in each style we make"*

*Caterina Ailiesei*

Founder and General Manager  
SC KATTY FASHION SRL



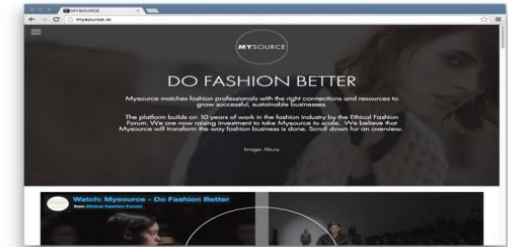
## *Who we are*

- A creative Romanian company set up in 2003
- Experienced producer of the entire range of women apparel, specialized in short series and customized clothing
- Regular supplier on a CMT basis for more than 50 mid and high fashion labels in EU
- Located in the most important economic center of the NE Region (Moldavia) – Iasi
- Member of the *Romanian Textile Concept Cluster Bucharest* and, also, of the *European Technology Platform for the Future of Textiles and Clothing*



## *Social and Environmental Ethos*

As a member of the Ethical Fashion Forum – the industry body for sustainable fashion, representing over 10,000 members in more than 100 countries - we are a small factory with the mind to continue to grow in a steady, sustainable manner to create and maintain long term, mutually beneficial relationships.



Since 2010, we are keen on developing an own eco-friendly and ethical project - **the Concept of Eco-Chic Ethical Ladies Wear and Home Textiles** : Creating highly fashionable collections by using eco-innovative and recyclable materials thus combining social responsibility of protecting the local ecosystem, ensuring fair working conditions and supplying community support with offering beautiful and healthy clothing and beneficial home textiles.



...is, also, a member of **the European Technology Platform for the Future of Textiles and Clothing** – the largest expert network for textile research and innovation across Europe [www.textile-platform.eu](http://www.textile-platform.eu) .

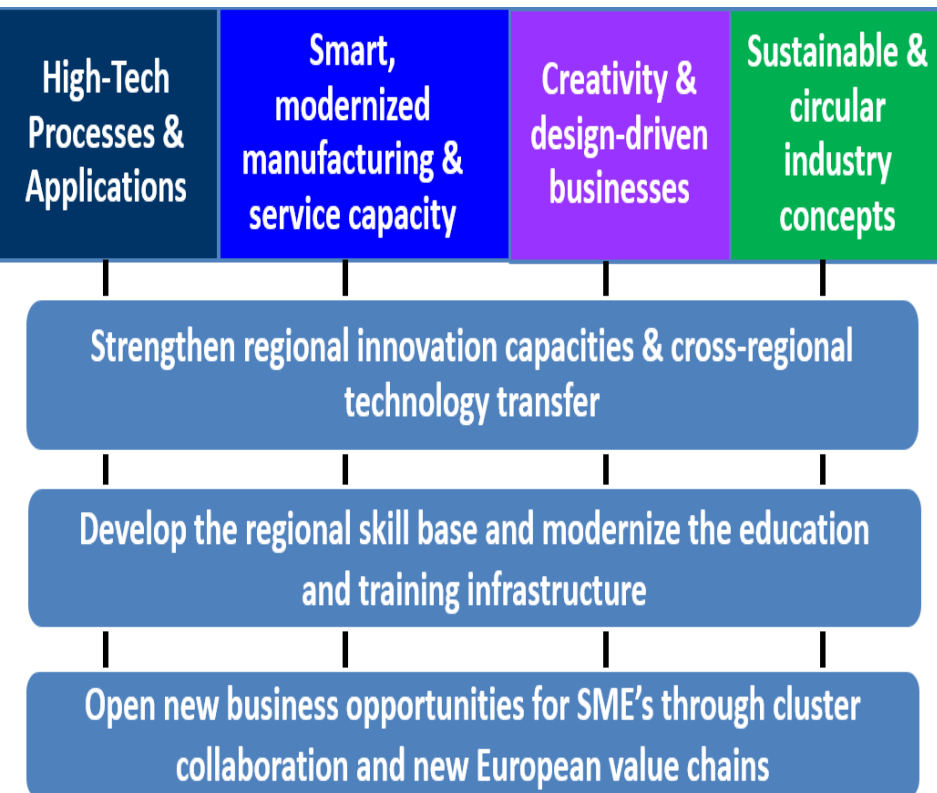


EURATEX and Textile ETP have launched their new initiative of boosting textile innovation across Europe - **RegioTex** - on 13-14 April 2016, in the 11th annual public conference of the Textile ETP, attending over 100 participants from 23 regions across 19 EU countries.

**RegioTex** aims to establish an effective European collaboration and peer-to-peer learning between regional actors - stakeholders from the T&C and related industries, their research, technology and education providers as well as public authorities and agencies - through a joint effort to develop and implement strategies that will facilitate and accelerate the emerging industrial renewal in traditional manufacturing regions across Europe.

## RegioTex Strategy:

4 broad thematic priorities and  
3 cross-cutting themes



**RegioTex** has been driven during its preparatory phase, since October 2015, by 6 European development regions:

- ✓ Catalunya and Valencia (Spain)
- ✓ Nord-Pas de Calais (France)
- ✓ Norte (Portugal)
- ✓ **Nord-Est (Romania)**
- ✓ West-Vlaanderen (Belgium)

Presently, more than 10 other regions are in the **process of getting affiliated with RegioTex** that remains open for all EU regions interested to support the innovation in the T&C sector and related areas.



We are fully aware of **the huge impact of the processing and consumption of textile and clothing on the environment and human health** and, therefore, we totally agree with the new European approach of a sustainable, eco-friendly development of the Textile and Clothing Industry. We, also, join the strategic vision of the  of fostering the competitiveness, innovation and specialization of the regional T&C sector.



We submitted a project idea in the 2016 TEPPIES Project brokerage event organised by ETP on 29.10.2016 in Brussels ▫ **The bast fibres - a valuable resource for sustainable development of the European Textile and Clothing Industry** ▫ Call: *H2020 - INNOSUP-01-2016-2017 Cluster facilitated projects for new industrial value chains*, thus expressing our interest in developing of ecological textile products of hemp - a plant extremely valuable for building sustainable value chains.



Together with our collaborators are working to set up

**REGINNOVA NE**



an Innovation, TT, HR and Community Support Association aiming to invite all stakeholders in our NE Region to create a structured environment to boost the **building of sustainable and competitive textile and clothing hemp fiber value chains**, from fiber crops to finished products designed to fashion industry, medical or technical uses, in our region with cross - sectoral links at national and European level.



Universitatea de Arte  
George Enescu  
Iași



# Hemp – amazing resource for developing sustainable textile and clothing value chains



One of the oldest cultures of fibers in the world, hemp amazing plant can be processed almost entirely, in a large variety and flexible combination of products for a wide range of uses, also providing a sustainable and annually renewable source of energy and recyclable resources.

## Hemp fibers: natural, extremely durable, UV and mould resistant

- ❖ woven or knitted fabrics for fashion industry
- ❖ home textiles
- ❖ protective clothing
- ❖ handbags and shoes
- ❖ ropes, cordage
- ❖ canvas for painting or tires





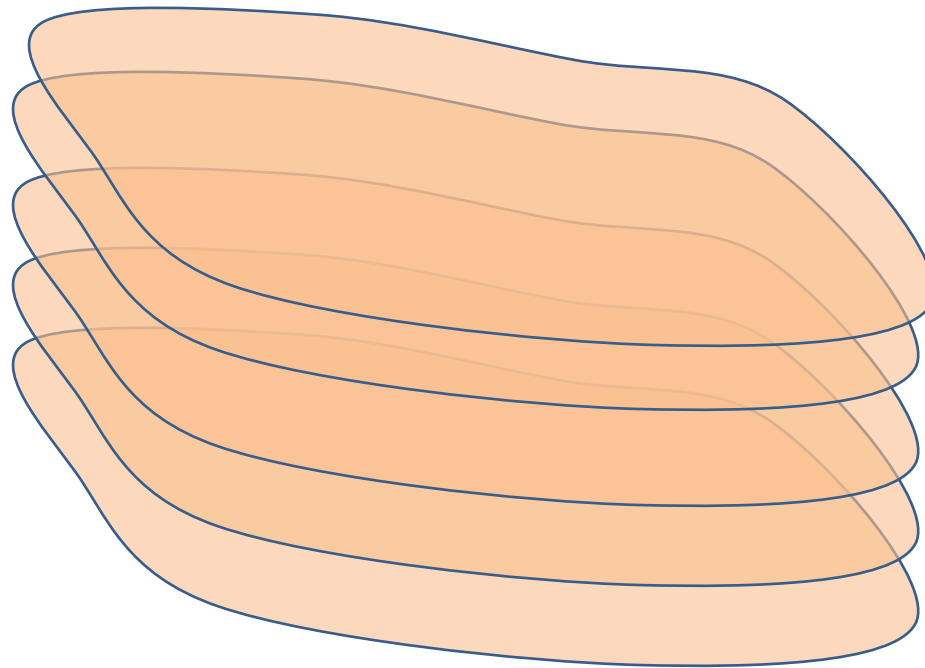


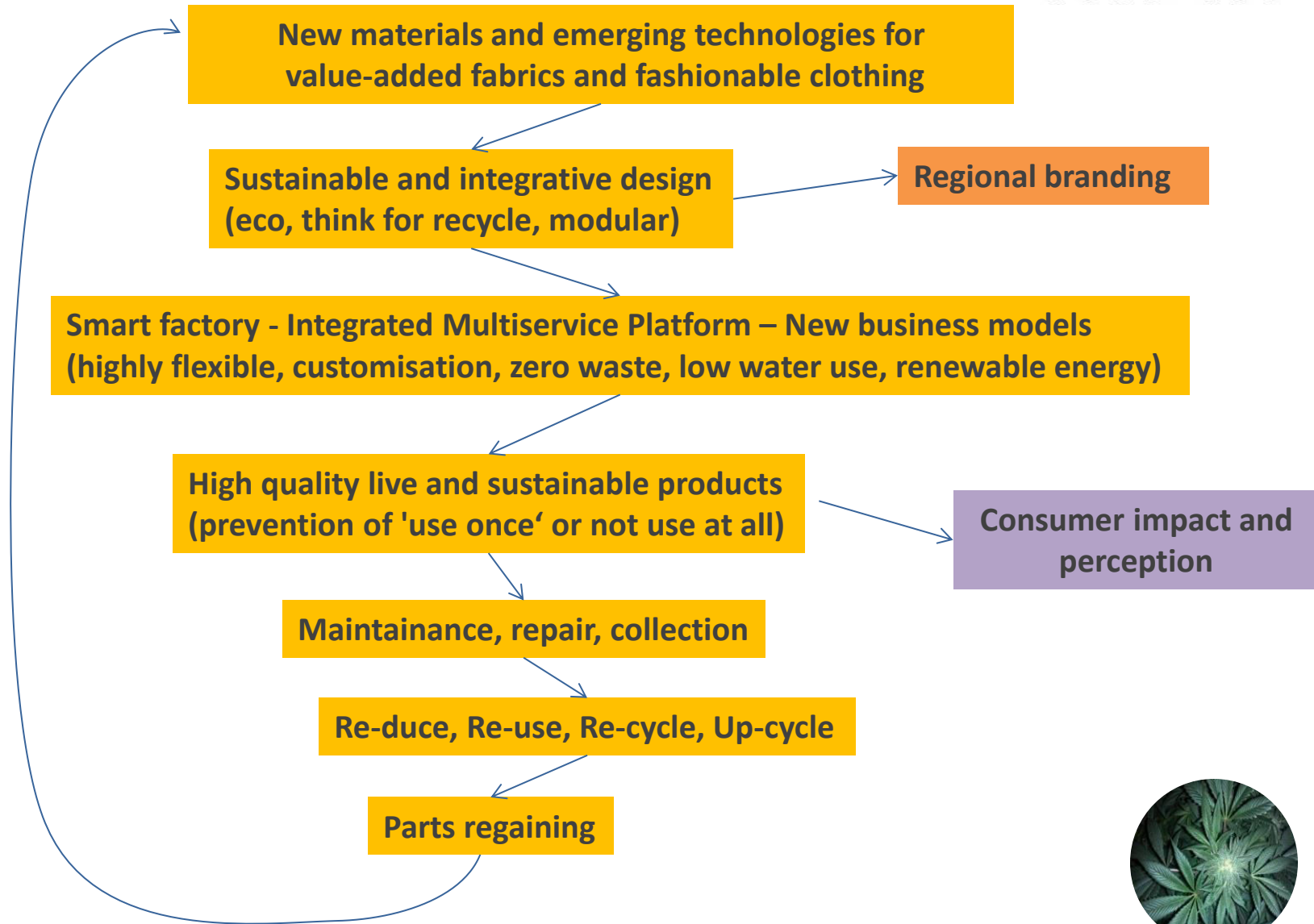
## Closing the loops...



Five possible hemp value chains for intra and inter-regional development have been identified by *the North-East Regional Development Agency* in co-llaboration with the Samenwerkingsverband Noord - Nederland

Values chains are overlaying each other in the region and therefore forming each others environment





# Main potential stakeholders in the NE Region of Romania



*The Agricultural Research and Development Station Secuieni - the NE Region R & D unit in agriculture producing, processing and marketing hemp seeds of superior biological categories*



*The Faculty of Textile, Leather and Industrial Management, Technical University Gh. Asachi of Iasi*



*The Technical College "Ioan C. Ștefănescu" Iasi prepares new workers and technicians for Textile Industry*



*SC FALTIN SA Falticeni - a private company of more than 45 years in the production of linen and hemp yarns.*



*SC STOFE BUHUSI SA - a full private, vertically integrated textile company with over 130 years experience in the processing field of all-wool and wool type yarns, fabrics and blankets.*



*Waiting for sustainable build together,  
thank you for your kind attention*

*Caterina Ailiesei*

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