



ZiTEX.

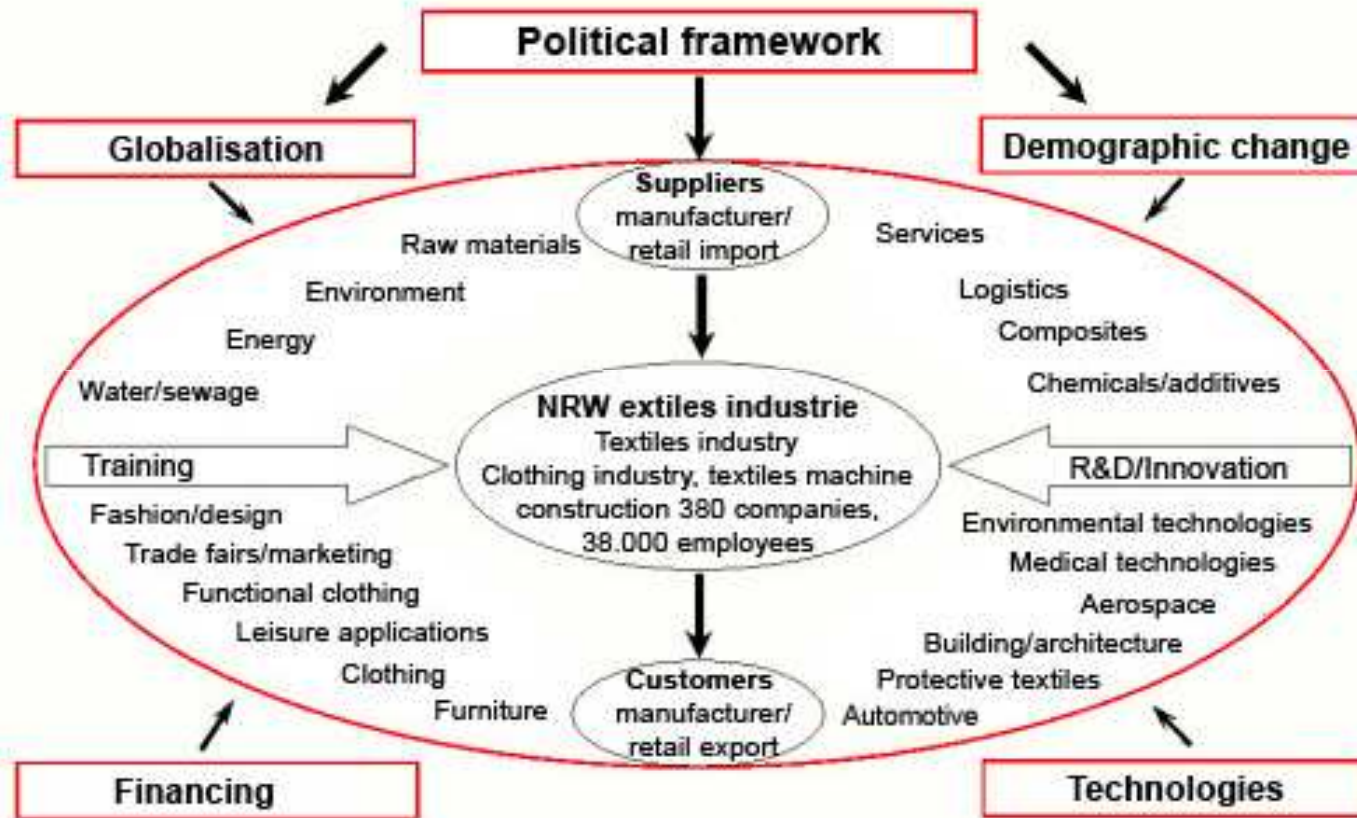
TEXTIL & MODE NRW

Structure & Activities

April 2010



Cluster Textile & Fashion NRW



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Textile economy in NRW - 2009

- approx. 221 companies of the textile industry in NRW
- approx. 84 companies of the clothing industry in NRW
- approx. 30 companies of the mechanical engineering industry NRW
- approx. 12 „textile“ research institutes in NRW
- user industries, research institutes
- about 35.000 employees
- sales about 6.6 EUR bn





Milestones

- 1996: ZiTex, the government-sponsored Initiative for the Future of Textiles in NRW, was founded by Minister for Economics, Wolfgang Clement, in conjunction with partners from the corporate, industrial and banking sectors, trade unions, chambers of industry and commerce and the State Government of North Rhine-Westphalia (NRW).
- 1997: ZiTex opened an office in Düsseldorf and commenced operations.
- 2002: Continuation of ZiTex as a joint venture of the North Rhine-Westphalian State Government and the Association of the North-West German Textile and Clothing Industry (Nordwestdeutschen Textil- und Bekleidungsindustrie e.V.) in Münster, the Association of the Rhineland Textile Industry (Verband der Rheinischen Textilindustrie e.V.) in Wuppertal and the IG Metall trade union's regional office for North Rhine-Westphalia in Düsseldorf.
- 2004: ZiTex's final congress in Düsseldorf.



... Milestones

- 2004: Concurrent restructuring of ZiTex into an independent organisation with the North-West German Textile and Clothing Industry, the Association of the Rhineland Textile Industry and IG Metall trade union's regional office for North Rhine-Westphalia in Düsseldorf.
- 2005: Expansion of sponsorship to include the North-Rhine Association of the Clothing Industry (Wirtschaftsvereinigung Bekleidungsindustrie Nordrhein e.V.) in Krefeld.
- 2009: Re-organisation of ZiTex to concentrate on four fields of activity and renewal of cooperation agreement between the main sponsors.
- 2010: Rename in “ZiTex-Textile & Fashion NRW”





Sponsors

The sponsors of the Initiative for the Future of Textiles in NRW are the

- Association of the North-West German Textile and Clothing Industry (Münster)
- Association of the Rhineland Textile Industry (Wuppertal)
- IG Metall trade union's regional office for North Rhine-Westphalia (Düsseldorf)
- North-Rhine Association of the Clothing Industry (Krefeld)

In close cooperation with the State Government of North Rhine-Westphalia (NRW).



Ministry of Economic Affairs
and Energy of the State
of North Rhine-Westphalia

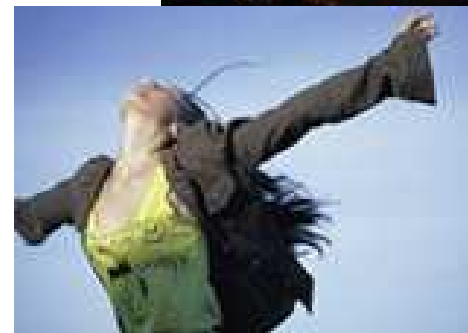
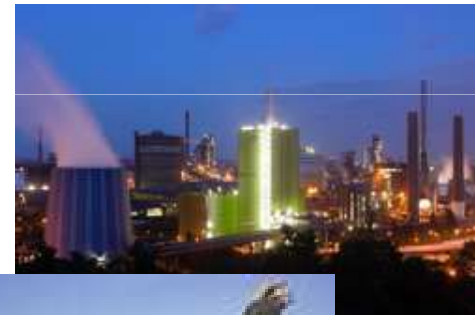




Objectives

ZiTex provides services to the textiles and clothing industry which improve the medium and long-term prospects of the companies and research bodies in the industry. This strategy of improving general framework, efficiency and competitiveness of companies, employees and research institutions is based on a combination of the principles of

- focussing resources,
- consolidating strengths and
- active implementation.





Operational Objectives

The operational objectives are defined as follows:

- Pooling of stakeholders and people with an interest in the industry and pooling of stakeholders and persons with an interest in upstream and downstream industries.
- Political support for the interests of the industry (structural support from the State Government of North Rhine-Westphalia and from specific central government departments and European Union bodies).
- Improvement of the performance and competitiveness of enterprises and research institutions working in the fields of innovation, training, resources (energy, water etc.) and sector image.





Main target groups

- Politicians, civil servants and multipliers.
- Employers and employees in the textile and clothing industry.
- Research and training institutions for the textile and clothing industry.
- Regional public industries and
- related industries (upstream and downstream), e.g. chemical and engineering industries, retail trade.



Fields of activity

In 2006, ZiTex concentrated its activities in four main divisions. This has both increased operational efficiency and improved the organisation's outward image. These divisions have had a positive effect on the organisation's identity, strategy, objective definition and flexibility in its various activities. ZiTex specialises in the following fields:

- Cluster Management
- Political Management
- Management of Innovation & Resources
- Public Relations





Political Management & Cluster Management

- Continuous contact to politics and administration
- Annual discussion-meetings with the federal state government
- Coordination for current topics, e.g.
 - Financing of research institutes
 - REACH
 - Reform of study-courses
 - Energy costs
 - Innovation
 - Custom regulations
 - Reform of administration structures
- Initiation of projects, e.g. „Network Clothing and Fashion NRW“





Management of Innovation & Resources

- Specialized conferences with application industries (e.g. automotive, medical technology)
- Specialized conferences with different topics (e.g. environment or innovation)
- Support of regional training management
- Qualification programs (e.g. human resources management, leadership behavior, languages)
- Support and consulting for project requests
- Initiation of projects (e.g. „Innovation voucher for SME“)





Public Relations

- Special events with journalists, e.g. to the topics „future of clothing“ or „technical textiles“
- Composition of teaching material for schools
- Image publications
- ZiTex - ePaper
- PR-Activities for special events
- Website: www.zitex.de
- Publication and documentation office
(approx. 90 own publications)





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