



The Rebirth of Portuguese Textiles: An Example of Best Practices

May 11th, 2017

European Parliament, Brussels

PROMOTOR:



CO-FINANCIADO:



EUROPEAN TEXTILE 2020

Conference “The Rebirth of Portuguese Textiles: An Example of Best Practices”



ATP, the Textile and Clothing Association of Portugal, has the pleasure of welcoming you to the Conference “The Rebirth of Portuguese Textiles: An Example of Best Practices”, taking place on **May 11th, 2017 in room ASP 3E2 of the European Parliament, Rue Wiertz 60, 1047 Brussels.**

Programme:

13h00 – Arrival and accreditation at the European Parliament

14h30 – Beginning of the Conference

14h35 – Introductory Speeches

José Manuel Fernandes, MEP and host of the event

Slawomir Tokarski, Director of Innovation and Advanced Manufacturing, DG GROW

Paulo Vaz, General Director, ATP

15h05 – Roundtable “Reindustrialization Of The Textile Sector In Portugal: Can It Be Replicated?”.

António Braz Costa, Director General, CITEVE and CENTI

Constantin Livas, Senior Expert, International Trade and Industrial Policy, DG GROW

Francesco Marchi, Director General, EURATEX

Matthijs Crietee, Secretary General, IAF

Paulo Melo, President, ATP

The conference shall conclude at 16h15 with a Port reception.



About ATP – Textile and Clothing Association of Portugal

“ATP - Associação Têxtil e Vestuário de Portugal” (Textile and Clothing Association of Portugal) is an employer association that gathers 500 companies from the entire Portuguese textile and clothing sector. Altogether, these companies are responsible for more than 35,000 jobs, and a turnover of 3,000 million Euros; two thirds of this value represent exports.

“ATP” was the result of a merger between APIM (the Portuguese Knitting and Clothes Manufacturing Industries Association) and APT (the Portuguese Textile and Clothing Association), which took place in July 2003. ATP has become not only the biggest organization representing the Portuguese Textile and Clothing Sector, but also one of the most important in Europe.

Recently, ATP has merged again, this time with ANET (the National Textile Companies Association, formerly the Textile Wholesalers Association), pursuing therefore its strategy of concentration and strengthening of the textile sector. The Association now represents all commercial and industrial activities of the textile and clothing business.

About the Conference

In organizing this Conference, ATP expects to raise the profile and political attention to the Textile & Clothing Industry at European level, discussing the sector’s place in the EU economy and the broader global perspectives on its trade. To that end, the Conference gathers high ranking players that bring valuable contributions to the topics at hand. Those topics being, on the one hand, the tale of the reindustrialization of the Portuguese Textile & Clothing Industry and its place in Europe, and on the other hand, the potential for replicating the process in other Member States to make way for a new European movement in the T&C Industry that can impact the European economy.

The Portuguese Textile and Clothing Industry has gone through a reindustrialization that has turned around the low performances that occurred after the economic crisis, and which was shaping up long before that. Through technological differentiation and a shift from price competition to added value, the sector has undergone a rebirth to the extent that its goals for 2020 were reached already last year. The Portuguese case is one of the success stories that have happened largely thanks to the support of the European Union funding strategy. As collaboration is one of the key words in today’s European economy, it is worthwhile exploring the possibilities to recreate the same achievements in other Member States who share similar characteristics to Portugal.

Initial Presentations

José Manuel Fernandes, MEP Group of the European People's Party



José Manuel Ferreira Fernandes is a Portuguese professor and politician. He has been a Member of the European Parliament since 2009. He holds a degree in Systems and Information Engineering from the Faculty of Engineering of the University of Minho and attended the 3rd Year of Law Course at the University of Minho Law School. He served as mayor of Vila Verde between 1997 and 2009. He was a member of the Portuguese parliament in the VIII Legislature (1999-2002), part of the Social Democrat PSD parliamentary group.

He was elected Member of the European Parliament in 2009 and re-elected in 2014. In that capacity, he integrates the Group of the European People's Party. He is the president of the PSD Braga District Political Committee and honorary president of ACES - Federation of European Cities and Sports Capitals.

In 2015 he acted as rapporteur and negotiator of the European Parliament in the European Union budget for 2016 and was appointed rapporteur by the Committee on Budgets of the European Parliament for the European Fund for Strategic Investments, also known as the "Juncker Plan".

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Slawomir Tokarski, Director of Innovation and Advanced Manufacturing,
Directorate General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)



Slawomir Tokarski graduated from Warsaw University (social sciences and political sciences faculties) and obtained PhD at the European University Institute in Fiesole in 1995. Between 1996 and 2004 he occupied a number of managerial positions in the Polish administration involved in the EU accession negotiations and process.

In 2004 he joined the European Commission in the cabinet of Commissioner responsible for regional policy. In 2009 he was nominated a head of economic policy unit in DG MARE, in 2012 he moved to the position of head of Unit responsible for defence, aeronautic and maritime industries in DG GROW.

In February 2016, he became Director responsible for Innovation and Advanced Manufacturing in DG GROW.

DG GROW

DG Internal Market, Industry, Entrepreneurship and SMEs is based in Brussels and has approximately 1,400 staff working under the political leadership of Commissioner Elżbieta Bieńkowska. The Commissioner is also the EU's SME Envoy tasked with ensuring that all EU policies respect the 'think small first' principle. The DG is managed by Director-General Lowri Evans. Her work and the work of the DG as a whole is supported by the Chief Economist Team.

Under President Juncker, DGs work together to achieve cross-cutting objectives, led by the Commission Vice-Presidents. DG Internal Market, Industry, Entrepreneurship and SMEs contributes to the following project teams:

- Jobs, Growth, Investment and Competitiveness
- Digital Single Market
- Energy Union
- Euro and Social Dialogue
- Better Regulation and Interinstitutional Affairs
- Budget and Human Resources

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Paulo Vaz, General Director, ATP – Textile and Clothing Association of Portugal



Degree in Law at Oporto's Catholic University and post-graduation in Administration and Business (PDE) by AESE / IESE.

Is the General Director of ATP (Textile and Clothing Association of Portugal) since 2003 and before that was the Secretary-General and General Director of APIM (Portuguese Knitwear Association), since 1988.

Formerly was reporter, lawyer and companies' manager. At present, besides being the General-Director of ATP, he is Vice-President of Selectiva Moda Association (organization of international fairs, Board Member of Fundação AEP. and Board Member of AGAVI – Promotion of National Gastronomy, Wines, Regional Products and Biodiversity.

He is also auditor of the National Defence. PhD Student at Universidade do Minho.

He is Knight of the Spanish Military Order of "Camino de Santiago".

Speaker in several seminars, across the globe and is the author of the books "Dressing the Future" (Macro tendencies in the Textile and Clothing Industry), "One Contribution for a Strategic Plan for the Portuguese Textile and Clothing Industry" (2002, 2007 and 2014 editions) and "Does Tradition have a Future? – The Portuguese Textile and Clothing Sector on a Development Change Paradigm".

Recently published "20 Years of Textile Associativism – Building a Strategic Speech for Textile and Clothing Industry" (2009) and "Dressing the Future" (2010, an edition dedicated this time to micro trends in fashion business). Last book "The Crisis after the Crisis", dated September 2013, is about the Financial Crisis that affected Portugal 2011-2013.

Was the founder and is the coordinator of the "Textile Industry's Forum", national conference on the Textile Sector's prospective, which is one of the most important in Europe.

Roundtable “Reindustrialization Of The Textile Sector In Portugal: Can It Be Replicated?”

Paulo Melo, President, ATP – Textile and Clothing Association of Portugal



Paulo Melo is 52 years old and was born and raised in Brito, Guimarães, the grandson of António Teixeira Melo, the founder of Somelos. Graduated in Economy.

He always liked the industry, “the great creator of wealth”. He kicks off his career working in 1989 in his grandfather’s factory. He started, as a freshman, in the cost section, and his postgraduate studies in Textile Industry lead him through several departments: spinning, weaving, finishing.

He is now the administrator of the holding Somelos SGPS and responsible for the spinning sector and Somelos Mix. He likes hunting, golf and exercise.

Portuguese T&C Industry

The Textile and Clothing Industry is one of the most important industries for the Portuguese economy.

It represents:

- 9% of the Portuguese Total Exports;
- 19% of the manufacturing Industry’s Employment;
- 8% of the Manufacturing Industry’s Turnover;
- 8% of the Manufacturing Industry’s Production.

Portugal has around 5 thousand companies working in all sub sectors of textile and clothing industry; some of them are vertical units, but the majority are small and medium companies, all well-known for their flexibility and quick response, expertise and innovation.

The textile and clothing companies are mainly placed in the north of Portugal (Porto, Braga, Guimarães, Famalicão), but there are also some companies located in Covilhã (East of Portugal) working with wool products (from yarns to clothes).

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Francesco Marchi, Director General, EURATEX



Mr. Francesco MARCHI is of Italian nationality. He has a Master's degree in Economics from the Catholic University of Louvain (Belgium). He is married with four children. He began his professional career as Marketing Researcher and Assistant Product Manager in 1983 in, one of the three largest Belgian textile groups (NV UCO as).

From 1989 he was Senior Economist for Comitextil (Coordination Committee for the EC textile industries) and joined EURATEX (the European Apparel and Textile Confederation) in 1996 where he was designated Director of the Economic Affairs. Since 1996 he was also appointed as the representative of the Clothing industry and the Knitting industry interests within the EURATEX body.

He took over the position of Director General of EURATEX in May 2009. He is also Board member of the: International Apparel Federation (IAF); European Technology Platform for the Future of Textiles and Clothing; Textile-Clothing-Leather-Footwear European Skills Council; Centre d'Information Textile-Habillement (CITH); Advisory Board of Texprocess Fair (Messe Frankfurt). He is member of the Alliance for a Competitive European Industry.

EURATEX

The European Apparel and Textile Confederation is representing interests of the European textile and clothing industry at the level of the EU institutions. As the voice of the European textile and clothing industry, EURATEX aims to create a favourable environment within the European Union for the manufacture of textile and clothing products. Its headquarter in Brussels is in close distance from the major EU decision-making institutions.

The EU textile and clothing industry, including manmade fibres, remains an essential pillar of the local economy across the EU regions, at the same time it is intensively competing within the international market striving for a level playing field with the rest of the world. According to the latest EURATEX data, 174.500 EU textile and clothing companies reached in 2016 a turnover of more than €170 billion and generated a value added of €46 billion, employing 1,7 million workers. In 2015, the Extra-EU exports reached €44,5 billion or 26,3% of the global sales, a growing share of the EU-28 turnover.



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Constantin Livas, Senior Expert – International Trade and Industrial Policy, Directorate General Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

Constantin Livas is Senior Expert in the European Commission.

He started his professional career on 1982 by working in the Greek Ministry of Foreign Affairs (section of European Affairs) having the responsibility of trade policy and the negotiations of the Uruguay round. From 1988 until 1990 he worked as economic analyst in Commercial Bank of Greece (one of the leading banks of the country in this period).

He joined the Directorate General of European Commission in charge of industrial policy in December 1990 and has worked with different projects related to the restructuring of the textile sector (programs RETEX, programme of restructuring of the Portuguese textile industry, PEDIP)

In 1999 he joined the Directorate General Information Society where he has worked with the team in charge of the EU strategy elated to the dissemination of information technologies and broadband.

In May 2004 he went again the Directorate General Enterprise at present he is team leader of the textile section of the Unit in charge of Tourism, emerging and creative industries. He is also one of the responsible negotiators for the textile/clothing, footwear and leather sectors in different Free Trade Agreements

He published many articles in Green newspaper and Greek scientific magazines.

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António Braz Costa, Director General, CITEVE – Portuguese Technological Centre for Textile and Clothing Industries and CENTI – Nanotechnologies and New Materials



Born in Portugal, Braz Costa is 54 years old. He graduated in Mechanical Engineering from the University of Minho in 1989.

Since January 2000, he works as General Manager at CITEVE – Portuguese Technological Centre for Textile and Clothing Industries. CITEVE is a European reference institute that provides technological support and services to companies acting in the textile and clothing business.

Product design and development, prototyping, testing and applied R&D oriented to innovative applications are included in its service portfolio that also includes consultancy, training and fashion intelligence.

Since April 2012, is the CEO at CeNTI – Centre of Nanotechnology and Smart Materials. CeNTI is a research institute specialized in nanotechnology, functional materials, smart materials, printed electronics and additive technologies applied to several sectors, mainly developing solutions for Automotive & Aeronautics, Architecture & Construction and Health, Security & Wellbeing.

At international level, he is President of Textranet, the European Network of Textile Research Organizations, Vice President of Textile ETP, European Technological Platform for the future of Textiles and Clothing.

CITEVE

CITEVE is a Technological Institute which provides technological support and services to companies acting in the textile & clothing business. The Institute facilities are located in Portugal (Vila Nova de Famalicão) with complementary fields of expertise, and also two international branches, namely in Brazil (São Paulo) and Tunisia (Monastir).

Product design & development, prototyping, testing and applied R&D oriented to innovative applications in other sectors as well are included in a service portfolio that also includes consultancy, training and fashion intelligence.

For two decades, CITEVE has been an active member of several international networks and also takes part in different technical working groups in the fields of research, product testing and certification. As a private non-profit organization, the Centre ensures an effective link to the public sector, both at national and European level, namely with an important contribution in the definition and implementation of public policies, relevant for the textile & clothing industry.

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Matthijs Crietee, Secretary General, IAF – International Apparel Federation



Matthijs Crietee's career is fully focused on the fashion industry. He started with the Dutch fashion industry association FENECON to support its members with trade policy affairs. At that time, the trade in fashion was governed by quota still. After a brief stint at the Dutch Ministry of Economic Affairs, Matthijs Crietee returned to fashion to work with the successor of FENECON, MODINT, as its deputy director. In the ten-year period from 2000 to 2010 he built up an important part of MODINT's consultancy department, heavily focused on compliance support, trade policy and sourcing, market information and labour law.

From 2010, he helped the Dutch fashion industry to get full recognition as part of creative industry and one of the 'top sectors' in the Netherlands and he helped MODINT to secure government support for its innovation promotion work. He built up MODINT Logistics, a successful division of MODINT organizing buying power in logistics for its members.

Starting 2012, Matthijs Crietee was named deputy secretary general of the IAF and in January 1st 2015, he became IAF's Secretary General. Matthijs Crietee has served on the Board of the Dutch Federation of Creative Industries. He is adviser to the Dutch innovation institute for the creative industries ClickNL and he frequently lectures at several Dutch fashion management institutes as well as the academy for industry association management in the Netherlands.

IAF

The International Apparel Federation was founded by Joachim Hoffman (Europe), Komataro Kondo (Japan) and Thomas Roboz (USA) in 1972 in Williamsburg (USA), with the objective of building bridges between continents by promoting common business interests, encouraging best practice and supporting apparel manufacturers and marketers worldwide.

IAF has become the world's leading federation for apparel manufacturers, their associations, and the supporting industry. IAF's membership now includes apparel associations from more than 40 countries representing over 150,000 companies who provide products and services to the apparel industry – a membership that represents over 20 million employees. The associate members of IAF are prominent companies or institutes in technology, business services, retailing, logistics, culture and education.

To help the apparel sector in benefiting from these challenges the IAF has redrafted its mission statement in 2006 broadening its scope and embracing the entire apparel chain. The IAF aims to be the premier worldwide knowledge network on a great variety of apparel industry issues including design, manufacturing, distribution, sourcing, trade, technology and education. The development of business contacts worldwide remains a main target of IAF.

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Moderator

Gregor Küpper



German by birth, Italian at heart and European by conviction. 30 years of managing international projects - trade fairs, exhibitions and events - as well as international business development.

Promoting understanding of the Biotic Principles of Growth to allow people, organisations and brands to increase in value and prosper. By increasing their degree of in-exchangeability.

Founding member of the Federation of African, Caribbean and Pacific press clubs.