Lithuanian textile and apparel sector: challenges and possibilities

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ABOUT THE ASSOCIATION

Lithuanian Apparel and Textile Industry Association builds professional links among apparel and textile community particularly looking for Intelligent sourcing solutions, trade opportunities in West and East, Baltic brands and products.

Today the association unites 140 members creating added value services or products like:

- Intelligent sourcing and supply chain management;
- Efficient and flexible production;
- Development and production of niche products;
- Agency services;
- Distribution and retail;
- Education, consultancy and training
Our key part of the export-import strategy is collaboration with other firms and organizations. But collaboration entails many obstacles like...
IMPORTANCE OF THE LITHUANIAN TEXTILE SECTOR TO THE ECONOMY OF THE COUNTRY

- Operating around textile 700 companies
- Annual value of the goods produced by the sector exceeds 1 billion EUR
- Added value created by production companies reaches 0.5 billion EUR per year
- Lithuania is one of the most specialized country in EU in textile industry.
In some other countries the sector plays an important role in the national economy accounting for 5% to 15% of employment and up to 10% of total exports of manufactured products (Portugal, Greece, **Lithuania**, Poland, Slovakia, Romania, Bulgaria, and Czech Republic). ....

Source: EC report on The Textile and Clothing sector and EU trade policy, 2011

- Textile and Clothing Industry in Lithuania employs **25,000** people
- The workers of the sector makes 15 percent of all Lithuanian employees working in the manufacturing industry
- This sector is the fourth biggest exporting industrial sector in Lithuania

Source: Eurostat
LITHUANIAN APPAREL AND TEXTILE INDUSTRY : EXPORTS

- Lithuania is today among the 10 biggest textile and apparel exporters within Europe.
- Lithuanian textiles and apparel articles are widely exported: to EU countries, CIS countries, the USA, Canada and Asia.
- 76 % of all production is exported.
- About 84 % of Lithuanian textile exports go to EU countries.
- Main trade partners are Italy, France, Germany, Sweden and Denmark.
- The export of Lithuanian clothing and textile to Russia and other CIS countries has been continuously growing also.
TOP10 Export Partners for Lithuanian TCL Producers in 2011:

- Russia: 22%
- Germany: 12%
- Denmark: 8%
- Sweden: 6%
- UK: 7%
- France: 5%
- Italy: 5%
- Norway: 5%
- Latvia: 4%
- Finland: 3%
- Others: 23%
LITHUANIAN APPAREL AND TEXTILE SECTOR TODAY

Today Lithuania is more than just a production source.

New companies and business models are filling in the sector and supplementing a traditional sewing and weaving industry with modern and high added value services.

Lithuania now is becoming a recognized intelligent supply management and global logistic operator for the North Europe and CIS markets.
STRENGTHS OF LITHUANIAN TEXTILE AND APPAREL SECTOR

• Majority of companies are using new generation multifunctional material, which is supported by nanotechnology, plasma engineering, etc.
• Textile companies have skills to create and manufacture new generation, high value-added products, designed for medical and protective use, aviation and space industries.
• Companies are very flexible in production, capable to supply small, special design orders
• Companies have strong technological, production and project management skills.
• Employees are highly professional, efficient, ambitious and willing to change and accept new methods of work. Traditional textiles (ex. Linen) are also considered as a strength of the sector
Some of Lithuanian textile and fashion brands ....
LITHUANIAN APPAREL AND TEXTILE SECTOR : OPPORTUNITIES

• Use of electronic means to enter international markets, possibility to create virtual industrial system;
• Opportunity to significantly increase value added of activities (design, logistics, etc) in economic activities structure of the Lithuanian TCL companies.
• Possibility for separate companies and Lithuanian TCL sector in general to integrate into international clusters
• Opportunity to develop new innovative products and use materials of new generation;
• Opportunity to develop products with private labels in the international markets.
21st International Trade Fair of Textile, Fashion and Innovations BALTIC TEXTILE +LEATHER will be held on October 25-27, 2012 in the Lithuanian Exhibition Centre LITEXPO in Vilnius, Lithuania.
1. The biggest textile and fashion trade show in Baltic States;
2. TOTAL Exhibition area: 3 600 sq.m.
3. Net Exhibition area: 1 570 sq.m.
4. Number of professional visitors: 8 200
5. Number of participants: 210 from 21 country
6. Countries: Lithuania, Latvia, Estonia, Poland, Germany, Greece, Portugal, Russia, Finland, Italy, Spain, Sweden, Switzerland, Germany, Turkey, Belarus, Pakistan, India, Sri Lanka, Nepal, USA
Some responses ....

• My impression of the fair was very good and I got some good contacts for the future. It's very nice to now have contact with the textile industry in Lithuania and I got very inspired to design something with linen. Julia Bristulf, Designer by Bristulf designstudio (Sweden)
• The exhibition was beautiful and I made great connections with several Lithuanian companies, Lina Tegman, Linnesand (Finland)
• Fair was very positive for Dragoni, it was well organised, and resulted in several valuable direct contacts with garment manufacturers, which is key for us. Carlo Molina, Dragoni S.p.A. (Italy)
• It was a very nice organisation for me, for the purpose to understand the textile sector there, in Lithuania; I meet with lots of companies. Arzu Ulu, Marks & Spencer Regional Office Turkey