

About GIZ

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) as a federal enterprise supports the German Government in achieving its objectives in the field of international cooperation for sustainable development.

The ProSME programme aims at increasing the competitiveness of Micro, Small and Medium-sized Enterprises (MSMEs) with focus on innovation and entrepreneurship promotion. It is implemented by the Albanian Ministry of Economic Development, Trade and Entrepreneurship (MEDTE) as well as GIZ on behalf of the German Government.

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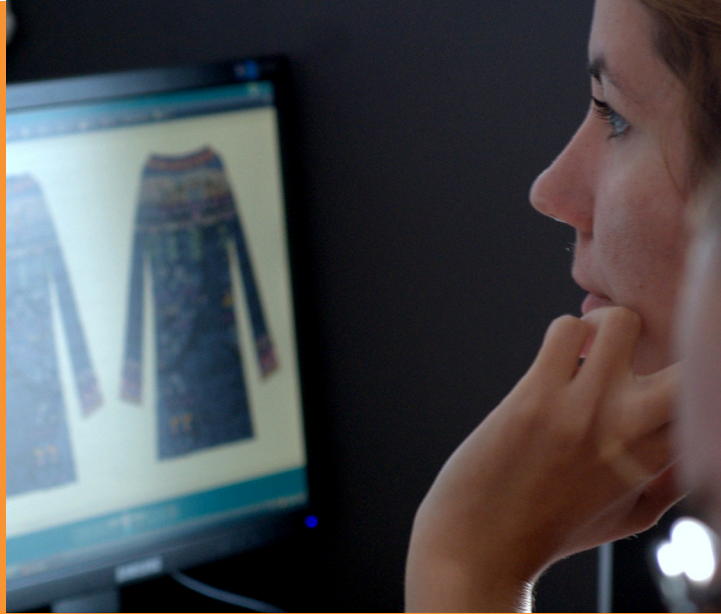
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**Stepping up -
entering into new markets**
Build your own Brand



Introduction

The Albanian Textile and Garment industry is undergoing a challenging time. It still ranks low among the countries of the region, regarding their operations in the models of Cut, Make and Trim (CMT) or Full Package (FP).

The GIZ programme team in cooperation with USAID/ Rritje Albania undertook an initiative to support Albanian garment companies in developing and marketing their own collections, and targeting foreign markets (Value Chain Approach).

Approach

The Build Your Own Brand (BYOB) initiative followed a step-by-step approach:

- assessment of companies re their potential involvement in the initiative;
- training regarding collection development and product design;
- sourcing of raw materials (fabrics and accessories), with participation in the Munich Fabric Start Fair 2012, Germany;
- identification of designers from Albania and Germany;
- concept and design of collections;
- making patterns;
- development of a marketing plan to access the German market;
- finalizing the collections for the German market;
- presentation of the collections at “Düsseldorf Fashion Days 2012” and at a fashion event in Moscow



Results and benefits

10 Albanian textile companies improved their skills in conceptualizing and designing a collection;

The five BYOB firms have gained knowledge in collecting information on fashion trends for up-coming seasons with regard to:

- sourcing of fabrics and accessories;
- planning, designing and producing collections for foreign markets; and
- presenting and marketing collections in a targeted foreign market.

Three companies received trial orders from international companies (German, French, Japanese, and Portuguese) after the collection presentation at the Düsseldorf Fashion Days; the following year, they went on their own to present new collections in Düsseldorf - without further GIZ support.

Foreign clients have expanded the outsourcing of design, product development, sourcing and purchase of fabrics and accessories to their producers.