

FINAL REPORT : EXECUTIVE SUMMARY

PROMISE Project, IS 98047: PRISETEX-GR

PROMOTING INFORMATION SOCIETY IN THE TEXTILE - CLOTHING - FOOTWEAR SECTORS IN GREECE

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Promoting Information Society in the Textile – Clothing – Footwear Sectors in Greece

The main objective of the proposed action is to streamline all existing activities related to the enhancement of awareness, the promotion and efficient uptake of ICT across all sub-sectors of the Textile-Clothing-Footwear-Retail chains, covering the three main regions of Greece, where production activities related to these sectors, are concentrated. The main deliverable is an Internet-based application comprising modules of generic services (infrastructure for electronic showrooms, multimedia support of fashion shows, exhibitions, etc). The proposing consortium consists of the 4 major sector related Associations, an IT provider and consultant and one technical center. The PRISE-TEX consortium ensures complete coverage of the three sectors in Greece, in terms of sectorial representation, geographic coverage, as well as thematic coverage, with respect to the objectives of the current initiative.

**Context**

The driving market need behind the PRISETEX project was the need for a European initiative for the development of specific standards, for the T/C/F/R sectors, for EDI and Electronic Commerce in general. The convergence of well organised national networks, supported by national public administrations and co-ordinated at a European level seemed the best way of achieving the vision of a wide European T/C Electronic Marketplace. The proposed Internet-based application could be used as a tool from European Textile / Clothing Associations, for company and product presentations for their SME members, thus enabling them to get familiar with electronic commerce techniques.

Objectives

The strategic objective of the project has been the enhancement of the co-operation of the more representative sectoral Trade Associations, Technical Centres and IT providers. The main objective of the project is to streamline all existing activities related to the enhancement of awareness, the promotion and efficient uptake of ICT across all sub-sectors of the T-C-F-R chains, covering regions of Greece where production activities related to these sectors are concentrated. The major technical outcome of the project is the development of an Internet-based application for the rapid and easy development of company / product presentations using electronic means. In particular, a fashion product database has been

developed, which maintains all product data and information from Greek fashion industries.

Process

The consortium decided on adopting the following methodology for collecting the user requirements from clothing and footwear manufacturers and for prioritising the required services of the clothing and footwear sector in Greece. An initial list of application areas and services was compiled based on the expertise of the partners. This list was then distributed in the form of a simple questionnaire to 120 member companies of the participating associations. The objective of this process was to link business priorities of the covered sectors to proposed applications and services.

The survey for the identification of the user needs and the recording of all related activities was conducted by sampling organisations in the wider Athens area, Central and Northern Greece.

The initial 120 companies that received the questionnaire were chosen based on specific characteristics in order for the consortium to cover the largest majority of the sectors. Following the distribution of the questionnaires, an interview procedure followed. The feedback from the companies has been combined with expert knowledge from the consortium members and a priority list of services for the sector has been developed. The main services that had been identified were: Infrastructure for Electronic Showrooms - Sector Knowledge Base-Technical Info Node - Fashion Search Bureau - Supplier's Center - Trend Monitoring - Electronic Linkage - Multimedia Support.

The pilot application was based on the service, which was mostly required by the users participating in the survey. Therefore, the consortium proceeded in the development of all necessary infrastructure for electronic showrooms where companies are able to demonstrate their products at minimal cost.

Results

The principal result of the project is a cohesive and standardised Internet – based application for the rapid and easy development of company and product multimedia presentations. The pilot application, in its final form, is used by the partners of the project to provide multimedia services to their SME members, or customers, based on personalised information provided in standard formats by the SMEs.

Impact and achievements

The application is also aimed to form part of a wider portal service for the sector, which has been designed during the project. In this context, the project will have a medium-to-long term impact on important social parameters, such as: Strengthening the competitive position of SMEs, Strengthening employment and improving working conditions, Enhancing the image of the Industry in the Society.

All the above will have a significantly positive effect in the «image» of these sectors, which has been deteriorating the last 10 years in Greece (same as in the rest of Europe), in an ironic contrast to the image and the long tradition of innovation and high quality of its end products. The above impacts will only be evident, if such actions obtain the support of public administration, the support of the industry itself and prove their sustainability.

Contact Details

Project Name: PRISETEX – GR

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Key Project Participants:

Hellenic Clothing Industry Association (HCIA)

Clothing Textile and Fiber Technological Development SA (CLOTEFI)

The Knitting-Clothing Industries Association of Northern Greece (SEPVE)

Hellenic Association of Footwear Manufacturers and Exporters (ELSEVIE)

Thessalian Association of Clothing Industries (TACI)

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