

Presseinformation

The ninth edition of the BGate exhibition in Bulgaria

September 16 – 18th 2010 – Sofia

SOFIA (rd) BGate is a specialized exhibition dedicated to the professionals in the textile and apparel industry. The event brings together leading Bulgarian and international companies and fashion professionals, European Trade Chains, manufacturers, associations, traders, consultants, distributors and mass media. BGate is a free business forum that facilitates the partnership between the professionals from European and Balkan countries.

Among the participants were significant Bulgarian and European companies like: Amann, Veny Stil, Diogen, Avery Dennison, INA Trading, Miroglio, Rollmann, Top Man, Etere a.o. The exhibition was visited by partners and traders from Germany, Belgium, Austria, Italy, France, the Netherlands, Rumania, Turkey.

Besides garment manufacturers this years' exhibition attracted also representatives of European textile organizations, The European Community, the European Confederation for Apparel and Textiles /EURATEX/, delegations from other Balkan countries, representatives of the Bulgarian public administration and the government. Two important events of EURATEX took place during the exhibition: a meeting of delegations of Balkan countries and a meeting of the Technical Clothing Group EURATEX with the representatives of the European textile organizations of the Netherlands, Rumania, Italy, Albania, France, Switzerland, Belgium, Austria and Germany.

The General Director of EURATEX Mr. Francesco Marki was visiting Bulgaria for the first time especially to attend the BGate exhibition. At the press conference after the event he praised highly the Bulgarian garment manufacturers for the high quality of their work and he underlined the necessity of cooperation between the European companies. In the frame of the new European Strategy for the Danube region there are excellent possibilities for development of Bulgaria and the garment industry in particular in terms of increasing its role and competitiveness.

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The mood of the Bulgarian participants at the exhibition was moderately optimistic for the future of the industry based on the latest positive developments in the sector and the first signs for a nearing end of the current crisis.

The Bulgarian textile industry is extremely export oriented – 90 % of the production is being exported. There are 4700 manufacturers in Bulgaria, mostly small and medium enterprises /SME/. 113 260 people work in this industry. 12.6 % of the total export of Bulgaria is generated in this industry. The biggest partners are in the EC – mainly Italy, Greece, Germany. 74% of the companies produce in the middle price range and 24% - in the highest range for companies like H.Boss, Prada, Joop, Max Mara, Guess, Sonya Rikyel, Vivienne Westwood etc. The biggest advantages of the Bulgarian textile industry are as follows: high level of technical equipment, experienced workers, old traditions, flexibility for producing small orders in a short period of time.

The country manager for Bulgaria visited the exhibition and distributed brochures and other Oeko Tex print media representing the Hohenstein Institute as a leading textile institute and a reliable partner for a wide range of research and testing for the textile industry. The interest of the Bulgarian manufacturers for Oeko Tex Standard 100 certification is increasing especially now when many European partners are returning to Bulgaria and new ones emerge.

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