



Balkan Region

Virtual Panel Discussion with the German companies

Textile Industry: “The Day After?”

Date: 25. 06. 2020.

Start: 15,00 -16,30

Location: MS Teams Link will be sent to participants on the day of event
APPLICATION DEADLINE: 24.June 2020.

Context

What will happen in the “The day after “for the textile and fashion Industry? To what extent the proximity to German buyers will be important for suppliers of the production services? What channels for communication will be preferable for identifying future business partners? What is the market situation and what are the recovery plans for the end of 2020? Virtual Panel discussion will be an outstanding opportunity for companies and BSOs from textile industry (fashion wear and work wear) from Albania, Bosnia and Herzegovina, North Macedonia and Serbia to find out the answers to these questions directly from their German counterparts and through the discussion to identify the opportunities for accelerating the business in the forthcoming period.

Agenda

15,00-15,05: Welcome word by the moderator – Brigitte Heuser, SIPPO expert for the textile industry

15,05-15,10: Introduction of the panelists, representatives of the German textile companies:

- Mr. Carsten Schreiter, the CEO of Hiltl Hosen, <https://www.hiltl.de>
- Mr. Kai Habring, Head of Production from Uvex (has to be reconfirmed) <https://www.uvex.com/en>

Panel Discussion:

15,10-15,25: PART 1

A Tour D’Horizon: Market Priorities and Concerns in Times of COVID

(First set of questions for the German companies/panelist):

- What are the market priorities at the moment?
- Do they have particular concerns/problems in regards of orders in sourcing destinations due to COVID – 19? What do they see as a problem?

15,25-15,40: PART 2

Will Production Return to ‘Before-COVID-Times’?

(Second set of questions for German companies/panelist):

- What are their recovery plans as well as plans for this year in terms of production?
- Will the sourcing from suppliers close to Europe be more important than it was in the past?



15,40-15,55: PART 3

How companies will continue to cooperate in “The Day after”: Identification, Selection and Working with Apparel Suppliers (Third set of questions for German companies/panelist):

- How they will find the suppliers now when there are no trade fairs?
- What channels of communication they will prefer in the near future to get in contact with potential business partners on production side: from mouth to mouth (recommendations), online platforms for promotion, virtual B2B meetings?

15,55-16,30: Q&A:

Interaction among panel participants: German and Balkan companies
