



FACTS
FASHION APPAREL CLUSTER SERBIA

www.clusterfacts.org.rs

■ ISTORIJAT

Klaster modne i odevne industrije Srbije - FACTS je formalno registrovan u septembru 2010.godine kao neprofitno udruženje. Međutim sa njegovim uspostavljenjem se počelo još početkom 2009, kada su tri firme - Tiffany Production doo, Ivković doo i Jasmil doo, došle na ideju da grupišu kompanije iz istog tekstilnog proizvodnog sektora.

■ OSNOVNI PODACI

- Klaster FACTS ima nacionalni karakter. Članovi klastera FACTS su private proizvodne firme, uglavnom nosioci brendova, državne obrazovne institucije i modne agencije. Počasni članovi klastera su regionale razvojne agencije.
- Firme članice klastera FACTS su najbolji izvoznici iz sektora modne i odevne industrije, nosioci su prestižnih nagrada za najpoželjnije brendove, najpouzdanije partnere i izuzetne preduzetnike.
- Obrazovne institucije članice su respektabilne institucije sa tradicijom.
- Modne agencije članice su prestižne agencije koje organizuju nedelje mode u Beogradu i predstavljaju lidere u regionu.
- Direktor klastera FACTS se nalazi na listi 1.500 stručnih žena Srbije.
- Klaster FACTS ima 21 član, čiji obim prometa iznosi blizu 35 miliona eura, a broj direktno zaposlenih čini 13 % od ukupnog broja zaposlenih u tekstilnoj odevnoj industriji Srbije.
- Klaster Facts predstavlja respektabilnu organizaciju, profesionalo orijantisanu, čiji broj članova je u stalnom porastu.

■ VIZIJA KLASTERA FACTS

Da posluži kao vodeća organizacija opšte ekonomske konkurentnosti firmi u tekstilnoj odevnoj industriji ali i tekstilne industrije Srbije u celini.

■ HISTORY

The Fashion Apparel Cluster Serbia – FACTS was registered in September 2010 as a non-profit organization. However, the cluster was unofficially established in early 2009, when three companies – Tiffany Production doo, Ivković doo and Jasmil doo decided to group together enterprises from the textile production sector.

■ BACKGROUND INFORMATION

- Cluster FACTS operates at the national level. Cluster FACTS members are private production companies – mainly the holders of their own brands, state educational institutions and modeling agencies. The honorable members of the Cluster are regional development agencies.
- The Cluster FACTS member companies are the best exporters in the fashion apparel sector, they are the holders of prestigious awards for the most desirable brands, the most reliable partners and exceptional entrepreneurs.
- Member educational institutions are respectable institutions with a long tradition.
- Member modeling agencies are prestigious agencies which organize fashion weeks in Belgrade and they are the regional leaders in that field.
- Cluster FACTS Managing Director is listed among 1500 professional women of Serbia.
- There are 21 members in Cluster FACTS and their total turnover is almost EUR 35 million. The Cluster members employ 13% of the total number of employees in Serbian textile and clothing industry.
- Cluster FACTS is a respectable organization, professionally oriented, with increasing number of members.

■ FACTS VISION

To become a leader in increasing the overall economic competitiveness of Serbian textile apparel companies and Serbian textile industry as a whole.

■ ČLANOVI KLASTERA FACTS | FACTS MEMBERS

■ PRIVATNE FIRME NOSIOCI BRENDOVA ■ BRAND PRODUCTION COMPANIES

- Jasmil, Arilje, brand Extreme intimo, www.extremeintimo.com, Jersey and underwear for man, woman and youngsters
- Tiffany Productio, Čačak, brand TFY, www.tiffanyproduction.com, Jeans and semi heavy confection
- Ivković, Beograd, brand Ivko woman, www.ivko-knits.com, Jacquard knitwear
- Luna, Požarevac, brand Luna, www.fashion-luna.com, Women light confection and semi heavy confection
- Garman, Arilje, brand Gloster, www.garman.co.rs, Jersey sweatshirts for man, woman and youngsters
- Afrodite Mode Collection, Beograd, brand AMC, www.amcafrodita.rs, Women light confection and semi heavy confection
- Leonardo, Ada, brand Biliczki, www.leonardo-ada.ls.rs, Knitwear for man and woman
- Arteks, Arilje, brand Exterra, www.exterra.rs, Jersey, light and semi heavy confection
- Tib Stil, Petrovaradin, brand Armada, www.tib-stil.co.rs, Women light confection and semi heavy confection
- Kika, Loznica, brand Kika, www.kikasocks.com, Socks manufacturer
- Ivatex, Ivanjica, brand GARINELLO, Man's and woman's shirts
- Brem, Arandelovac, brand BREM, Women Light Confection
- Sanatex, Sjenica, Manufacture of underwear
- Djukic, Mačvanska Mitrovica, brand SPIN, www.spin-sportswear.rs, Woman and man light confection and jersey sweatshirts

■ MODNE AGENCIJE ■ MODELING AGENCY

- Modni studio Click, Beograd, www.click.co.rs
- Modni studio Select, Beograd, www.selectmodeling.com

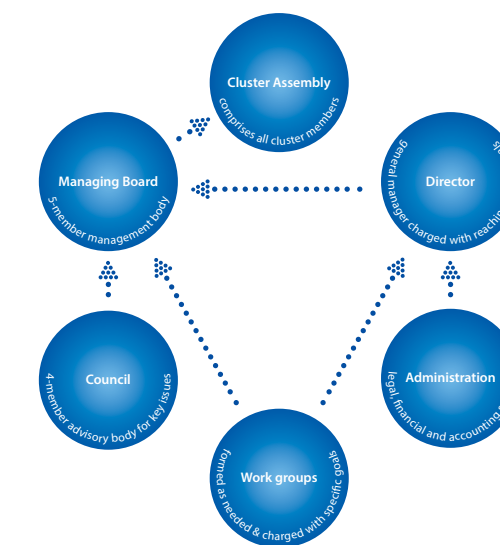
■ DRŽAVNE OBRAZOVNE INSTITUCIJE ■ STATE EDUCATIONAL INSTITUTIONS

- Visoka tekstilna strukovna škola za dizajn i menadžment, DTM Beograd www.vtts.edu.rs
- Tehnički fakultet Mihailo Pupin, Zrenjanin www.tfzr.ac.rs
- Fakultet primenjenih umetnosti, Beograd www.fpu.edu.rs

■ POČASNE ČLANICE ■ SUPPORTING HONOURABLE INSTITUTIONS

- Regionalna razvojna agencija Zlatibor, Užice, www.rrazlatibor.co.rs
- Regionalna razvojna agencija za MSP, Beograd, www.mspsbg.rs

FACTS ORGANIZATIONAL STRUCTURE



■ UDRUŽENI MOŽEMO VIŠE

■ AKTIVNOSTI KLASTERA FACTS - POBOLJŠANJE KONKURENTNOSTI I POVEĆANJE IZVOZA FIRMI ČLANICA

- Klaster organizuje zajedničke trgovinske misije od interesa za svoje članice: Istanbul, Barselona, Sofija, Pariz, Šangaj, Tirana, Kopenhagen, Beograd.

■ OSTVARENI REZULTATI

- Firme članice ostvarile su uštedu od 25% u odnosu na ranije nabavne cene repromaterijala, unapredile su tehnološke sisteme u procesu proizvodnje.
- Otvorena je saradnja između firmi članica i obrazovnih institucija članica klastera FACTS sa tekstilnim asocijacijama Jugoistočne Evrope.
- Firmama članicama je omogućena dostupnost najsavremenijim modnih tendencijama i izvorima repromaterijala, otvorena je mogućnost osvajanja novih tržišta i ostvareni su novi izvozni poslovi.

» AKTIVNOSTI KLASTERA OD ZNAČAJA ZA FINANSIJSKO POSLOVANJE FIRMI ČLANICA

Klaster svoje članove uredno snadbeva analizom mogućih izvora finansiranja u Republici Srbiji i vrši lobiranje kod vladinih institucija od značaja za sektor.

» OSTVARENI REZULTATI:

- Ministarstvo ekonomije Republike Srbije i AOFI, odobrili su finansijski podsticaj kroz javne programe namenjene tekstilnoj odevnoj industriji u 2012. godini.
- Odobrena je niža kamatna stopa firmama članicama za kredite namenjene izvoznim poslovima.

■ AKTIVNOSTI KLASTERA USMERENE NA DIZANJE ADMINISTRATIVNIH I KONKURENTNIH KAPACITETA FIRMI ČLANICA

Klaster FACTS obezbeđuje angažovanje stranih eksperta, organizuje obuke, radionice i treninge od značaja za poslovanje svojih članova.

» OSTVARENI REZULTATI:

- Studentima sa obrazovnih institucija članica, klaster omogućava realizaciju stručne prakse u firmama članicama.
- Klaster FACTS raspolaže bazom podataka obrazovnih profila, koja je dostupna samo firmama članicama.
- Angažovanjem stranih eksperata firme članice, ostvaruju značajne konkurentne prednosti.

» ZAJEDNIČKA NABAVKA

Zajedničkom nabavkom, Klaster FACTS svojim članovima obezbeđuje.

- Pravo pristupa najsavremenijem svetskom serveru za modne tendencije. Putem zajedničke nabavke firme članice ostvaruju značajnu uštedu, a obrazovnim institucijama članicama obezbeđena je donacija.
- Analizu tržišta muške i ženske odeće, namenjenu profesionalnijem pristupu izvoznim poslovima u Rusku Federaciju i glavnim tržištima Evropske unije.

» ZAJEDNIČKI PROJEKTI I TRANSPARENTNOST

- Preko zajedničkih projekata Klaster FACTS svojim članovima obezbeđuje uštedu novca ali i podizanje konkurentnosti i povećanje izvoznih poslova.
- Klaster FACTS uzima učešće na projektima koji su isključivo od interesa za njegove članove i društvenu zajednicu u celini.

■ WE CAN DO MORE JOINED TOGETHER

■ CLUSTER FACTS ACTIVITIES TO IMPROVE COMPETITIVENESS AND INCREASE EXPORT ACTIVITIES OF ITS MEMBERS

- The Cluster organizes joint trade missions to the benefit of its members such as: Istanbul, Barcelona, Sofia, Paris, Shanghai, Tirana, Copenhagen and Belgrade.

■ ACHIEVED RESULTS

- The member companies achieved 25 % cost savings compared to the previous purchase price of raw materials, technological systems in the production process have been improved;
- Cooperation between member companies and member educational institutions with textile associations from Southeast Europe established.
- The availability of the latest fashion trends and sources of raw materials ensured, opportunities for entering new markets created as well as new export business activities to its member companies.

» CLUSTER ACTIVITIES TO OBTAIN MORE FAVORABLE FINANCIAL TERMS FOR ITS MEMBER COMPANIES

The Cluster regularly provides its members with the analysis of possible sources of finance in the Republic of Serbia while lobbying government institutions of importance to the sector.

» ACHIEVED RESULTS

- The Ministry of Economy of the Republic of Serbia and AOFI approved a financial incentive through public programs intended for textile apparel industry in 2012.
- A lower interest rate was approved by AOFI to the member companies for the loans intended for export activities.

■ THE CLUSTER ACTIVITIES FOCUSED ON RAISING THE ADMINISTRATIVE AND COMPETITIVE CAPACITY OF ITS MEMBER COMPANIES

Cluster FACTS engages foreign experts, organizes various staff trainings, workshops and other relevant specializations for the interest of its members.

» ACHIEVED RESULTS:

- The students of member educational institutions are offered to realize their internship with the member companies.
- The Cluster has a database of graduate students from educational institutions, used only by its member companies.
- By hiring foreign experts, member companies realize significant competitive advantage.

» JOINT PROCUREMENT

By joint procurement, Cluster FACTS has provided its member companies with:

- The right of access to the global state-of-the-art server for fashion trends and forecast. This has helped its member companies to have significant savings and in addition educational institutions which are its members have benefited from a donation.
- The Market Analysis of men's and women's clothing intended for more professional approach to export activities to the Russian Federation and major markets in the European Union.

» JOINT PROJECTS AND TRANSPARENCY

Through mutual projects, Cluster FACTS ensures savings, higher competitiveness and increase of export activities to its members. Cluster FACTS takes part in the projects which are solely of interest to its members and the community as a whole.

■ REFERENCE OD ZNAČAJA

- Klaster FACTS je imao tehničku podršku EU kancelarije u Beogradu, Projekat SECEP od osnivanja do 2012. godine.
- Klaster FACTS je imao tehničku podršku Nemačke vlade, GIZ ORF projekat.
- Klaster FACTS je ostvario podršku od Evropske banke za obnovu i razvoj kroz implementaciju projekata od značaja za razvoj i poslovanje firmi članica.
- Klaster ima respektabilnu saradnju sa SIPPO švajcarskim programom za promociju izvoza i sa PUM holandskim projektom za podršku.
- Klaster FACTS je član: EU kolaboracione mreže klastera, EEN evropske mreže preduzetništva, član je DSW AHK nemačke privredne komore u Beogradu, Saveta klastera u PKS, Inicijalnog odbora Udruženja izvoznika Srbije.
- Klaster FACTS je učesnik na važnim međunarodnim konferencija od značaja za sektorsko poslovanje i klasterske inicijative.
- **Firme članice Klastera FACTS od 2009.godine do danas ostvarile su povećanje prodaje i izvoza za 30% i povećanje zaposlenosti za 18%.**

■ HUMANOST NA DELU

Medusobnom saradnjom i udruživanjem u svrhu višeg cilja, članice Klastera FACTS kao i sam klaster, tradicionalno uzimaju učešće na IWC Humanitarnom bazaru u Beogradu. Na taj način se ostvaruju kao humanitarno orijentisana i društveno odgovorna grupa, tekstilnih proizvođača Srbije.

■ ZAŠTO JE DOBRO BITI ČLAN KLASTERA FACTS

Primarni zadatak klastera FACTS je da promoviše i zastupa interese svojih članica, kao i tekstilnog odevnog sektora u celini i kroz veliki broj aktivnosti pruži podršku u poslovanju svojim članovima.

■ RELEVANT REFERENCES

- Cluster FACTS had the technical support of EU delegation office in Belgrade, Project SECEP, from its establishment until 2012.
- Cluster FACTS had technical support of German government through GIZ - ORF project.
- Cluster FACTS has been supported by the European Bank for Reconstruction and Development through the implementation of various projects significant for the Cluster FACTS members.
- Cluster FACTS has an excellent cooperation with SIPPO, the Swiss program for the promotion of export and with PUM, the Netherlands support project.
- Cluster FACTS is a member of the European Collaboration Cluster Network, European Entrepreneurs Network, German Chamber of Commerce DSW AHK in Belgrade, the Council of Clusters in the Serbian Chamber of Commerce, the initial board of the Association of Serbian Exporters.
- Cluster FACTS attends important international conferences significant for its industry and cluster initiatives.
- **The Cluster FACTS member companies have achieved increased sales and exports by 30% and their employment rate increased by 18% from 2009 until now.**

■ HUMANITY IN ACTION

By way of mutual cooperation and joining with each other for the sake of achieving a higher goal, the Cluster FACTS members as well as the Cluster itself traditionally take part in the IWC Charity Bazaar. In this way, Cluster FACTS and its member companies have become a socially responsible group of textile manufacturers in Serbia.

■ BENEFITS OF BEING CLUSTER FACTS MEMBER

Primary task of Cluster FACTS is to promote and represent the interests of its members and the textile apparel industry, to support its members through a large number of activities relevant to their business.



FACTS
FASHION APPAREL CLUSTER SERBIA

Klaster modne i odevne industrije Srbije
Omladinskih Brigada 14
11070 Novi Beograd | Srbija

info@clusterfacts.org.rs