

CLUSTER PROJECTS



İHKİB
İSTANBUL HAZIR GİYİM VE
KONFEKSİYON İHRACATÇILARI BİRLİĞİ

WE GET OUR
POWER FROM _____
RESPONSIBLE
VALUE CHAIN
FASHION
DESIGN _____

Cluster Projects = Collaboration for Competitiveness

IHKIB = Coordinating the collaboration

Common ground of Cluster

needs

opportunity

solution

aim

? *Digitalization*

? *Sales*

? *Promotion*

? ...

IHKIB / CLUSTER PROJECTS

Completed Cluster Projects

-  **Fashion Brands & Producers**
2013 – 2015 (18 companies)
-  **Istanbul Lingerie Cluster / 1**
2015 – 2017 (22 companies)
-  **Istanbul Socks Cluster / 1**
2015 - 2018 (18 companies)
-  **Istanbul Denim Cluster**
2016 – 2019 (14 companies)
-  **Istanbul Lingerie Cluster / 2**
2017 - 2020 (30 companies)

Ongoing Cluster Projects

-  **Istanbul Apparel Exporters Cluster**
2016 – 2021 (21 companies)
-  **Istanbul Shirt Cluster**
2017 - 2020 (20 companies)
-  **Istanbul Socks Cluster / 2**
2019 – 2021 (12 socks producers)
-  **Digital Transformation of Istanbul Socks Cluster**
2019 – 2021 (12 socks exporters)

167 apparel exporters participated in 9 Cluster Projects

37 training, 34 consultancy/mentorship, 29 trade missions (meeting with approximately 2500 buyers)

Upcoming Cluster Projects

Fashion Brands Cluster



Young and experienced designers

Exports with higher added value



Digital Transformation Project

Medium-sized brands

Participation requirements: Min 300.000\$ exports
Brand registration in Turkey, min. 25 employees

Project Budget & Activity Types

Financial Support (Ministry of Trade) Co-financement of Cluster Companies	%75 %25
Financial Management & Pre-Finance	<i>Exporters' Association</i>
The Duration of the Project:	<i>3 – 5 years</i>

Activity Types:

1. *Opening activity: Needs Analysis & Project Road Map*
2. *Technical Consultancy/Mentorship & Training Programmes (10 activities per Project on average)*
3. *Trade Missions (6 missions per Project on average)*

Training / Consultancy Activities

Technical/Capacity Building

- Productivity
- Cost optimisation
- Social Compliance (inspection, foreign labour employment, etc.)
- HR Management (performance and wage management, employee loyalty and motivation)

Design and Trends

- Design & Research & Development Center Establishment
- Collection mentorship according to target market/customer profile
- Trend Forecast and Interpretation

Digital Transformation/ Adaptation

- Industry 4.0 Projects
- Digital Marketing

Trade Missions

Preparation

- Determining the marketing strategy
- Collection Presentation Mentorship and Brand Positioning for Target market/customer

Business Development Missions

- B2B meetings (Turkish Trade Centers, brand/buyer/producers showrooms, foyer rooms)
- Fair/Congress Visits and Network Events

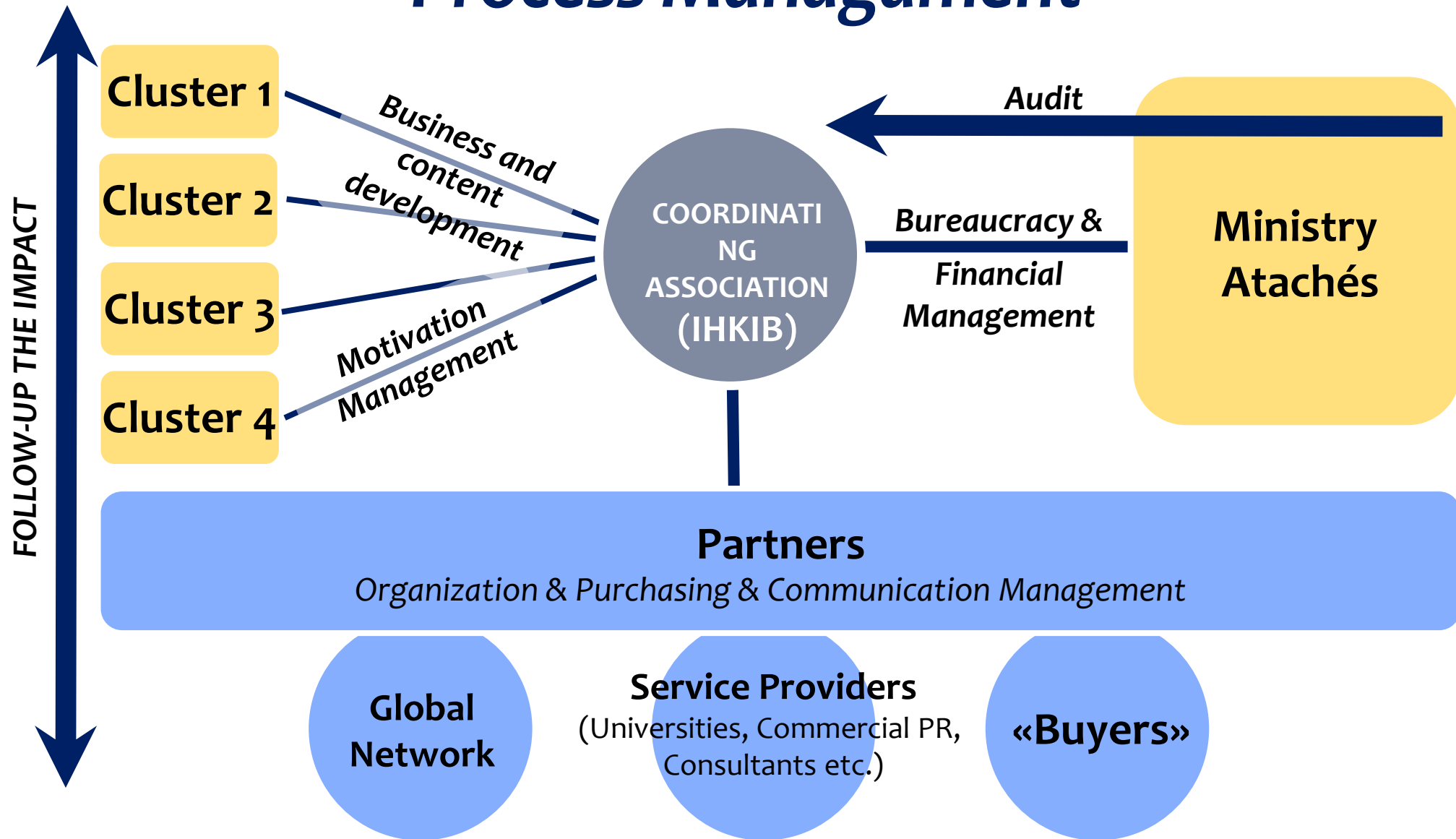
Visionary Missions

- Research & Development Institutes, technology & experiment & production facilities,
- Technical/design workshop activities

Virtual Network Matchmakings

- Digital cluster promotion on Virtual b2b places
- Strengthening digital entity of cluster & cluster companies

Process Management



Project Management Principles

Long-term and Tailor-made

Implementable/Documentable

Active HR Participation

Preparing for Target Markets

Measurable Performance

Privacy & Information Security

Examples of Multiplier Effect

*European Cluster
Excellence - Bronze Label
(2007)*

*The Ministry of Trade
Cluster Conferences
(3 times)*

*ETF (European Training
Foundation)
Best Practices Conference*

*USA/New York
Ethical Trade Forum*

Sample Outputs

Design Capability & Contribution to the Trend Forecast Capacity

5 Istanbul Apparel Cluster / 2018
5 firms were given «Design Center» status and their collections were transformed to «innovation projects»

70 Istanbul Socks Cluster- I / 2018
Almost 70 designers were trained as 3D ve 2D digital socks designers.

30 Istanbul Lingerie Cluster- I / 2016
Each firm was matched with a senior and student designer and they each designed 30 nightwear and 20 sets of lingerie products for Europe.

11 All cluster projects
Target market-based trend seminars in 11 different themes were carried out (for example; Athlesiure trend, washing trends, design trends in target markets)

30 Istanbul Socks Cluster- I / 2018
30 socks designs ve 10 packing designs were made by foreign design offices and sample procedures were supported

Sample Outputs

Contribution to Productivity & Digital Transformation

%30 Istanbul Apparel Cluster/ 2018
KPIs before production process increased by 70%,
The performance of sample operators improved by 30%

70 Istanbul Denim Cluster / 2018
Fabric saving by 3-4% and 15% productivity increase in knitting

72 Shirts, Knitwear, Lingerie Clusters / 2018
The number of firms which conducted digital assests analysis: 72

%23 Istanbul Apparel Cluster/ 2018
In-time consignment improved by 15%, improvement on assembly lines by 23%

%38 Istanbul Socks Cluster- I / 2018
31% improvement on production per machine, 38% improvement on waste, 40% improvement on energy effeciency

Sample Outputs

Social Compliance & Contribution to HR Management

%20 Istanbul Socks and Apparel Clusters / 2017-2018
16% - 20% improvement in Social Compliance Parameters

51 Istanbul Socks and Apparel Clusters / 2017-2018
The number of employees trained as Lead Auditors: 51

%73 Istanbul Shirts Cluster / 2019
The rate of firms which started the documentation with Social Compliance program: 73 %

%39 Istanbul Socks Cluster - I / 2018
39% improvement on working overtime and 34% decrease in absence of the personnel

45 All Cluster Projects / 2018
The number firms which carried out social compliance-based re-organisation: 45

24 Istanbul Apparel Cluster / 2019
Improvement of 24 suppliers in supply-chain with social compliance management

Sample Outputs

Contribution to Sales & Marketing Capabilities

%11 Istanbul Socks Cluster– I / 2015-2018
Exports rose by 11% at the cluster level (The comparison of Project beginning and ending)

1,63 Istanbul Lingerie Brands Cluster – Russia Trade Missions
The rate for e-starting to export to Russia: 67% and the exports of participant firms to Russia increased to 1.63 times of general export level in Turkey (2018-2019)

%66 Istanbul Apparel Cluster / 2018
The rate of success for B2B meetings: 66% and orders equal to 9,1 million USD at the first year of trade missions

%39 Lingerie Cluster – I / 2015-2017
Total exports gained through trade missions: 2,1 million USD (calculated at the end of the project)

2.500 All Cluster Projects / 2013 – 2019
The number of Buyers contacted through trade missions: almost 2500

Plus Side

- Pre-finance of the Project is carried out by İHKİB,
- The coordination and bureaucratic procedures of the Project are conducted by İHKİB
- Projects are designed specially for the cluster
- Firms can participate in any activities they would like to and they pay 25% of the activity cost for only the activities they participate in

Caution

- Meeting for common targets
- Willing to cooperate; Firms should be able to evaluate the needs, solutions and opportunities of sector with their rivals
- Having the capability for long-run Project follow-up and participation
- Potential for growth and being open-minded for change
- Harmony over attending on the common trade activities (B2B)

For your queries about project applications;

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