



**Russian
Association of participants of the
Fashion
Industry**

Report on the work undertaken 2018 year

New suppliers and markets, reduce the production cost and expansion of the product range - these are the achievements of companies, thanks to the number of the projects of the Russian Association of participants of Fashion Industry (RAFI).

Results of the work of the association, announced on February 19 on the general meeting on its activities in 2017 and plans for the current year, visually showed: "Strength - in unification" is not just the RAFI's slogan, but life position. The meeting was attended by representatives of about 50 companies, enterprises of retail and light industry. While opening the event, moderator and general director of media holding PROfashion (RAFI partner) - Olesya Orlova explained that the Association's development strategy relies solely on actual inquiries of its participants: "So, initially the companies included in the RAFI, were interested in visiting international trade fairs with the purpose of getting acquainted with fresh collections and ideas, networking with new foreign partners. Therefore, RAFI communicated with management of the leading international expositions and requested the offer to provide quotas for Russian enterprises, which are interested in working with suppliers of different countries ". Viktoria Krivoruchko , the director RAFI, has reported that thanks to the activities of the association, more than 200 representatives of various companies in 2017 received quotas for visiting foreign exhibitions valued more than 15 million rubles.

Development tool

In 2018 RAFI plans to develop and expand the exhibition direction. Delegations have already visited a number of key trade shows. So, on **February 6-8** RAFI as a permanent partner of the exhibition Milano Unica organized a business mission, participants of which were representatives of **25 Russian factories**.

The delegation included manufacturers of women's, men's and children's clothing, including Faberlic, Alexandria, Valenti, "Sudar", "Oji", Trimonti, Elisabetta. Business -missions an important tool for the development of internal economic communications between Russian and foreign companies. Many members of RAFI delegation returned from the exhibition not only with contacts, but also with contracts concluded.

The territory of discoveries

On February 21-22, the mini-delegation of RAFI, which included such large enterprises of the Russian light industry as "Tchaikovsky Textile", "TDL Textile", "STK-Textile", "PromTextile", visited the FILO exhibition in Milan. Tatyana Paramonova, deputy director of the textile department "Tchaikovsky Textile", said: "We are primarily interested in raw materials, namely yarns of various blends for further processing, that is fabrication. We planned to find out at what stage the production of this raw material in Italy today, what new developments are offered for innovative textiles, what is the price level. After acquainting ourselves with the products of FILO exhibitors, we received answers to all the questions of interest. Our raw materials base is in Asia, but we are developing a lot of special fabrics, and Italy is strong in creating special raw materials. Now we communicate with several companies, perhaps in the future it will result in cooperation "

At the same time, another RAFI delegation, at the invitation of the Trade Chamber of Portugal, made a debut visit to the exhibition manufacturers of textiles and garments Modtissimo in Porto. Russian companies pepen, PRIZ, Ruskaya Zemlya, Truvor discovered a new vector work with suppliers of fabrics.

On February 24-28, the exhibition of Pitti Filati in Florence was visited by a mini-delegation, which included representatives of Russian companies Baon, "Trikoko", " "Successful Choice" and "Ozersk Jersey" (PC "Kira Plastinina's Manufactory"). The participants of the trip were satisfied, so that they found suppliers with whom can work directly, without intermediaries. "Pitti Filati is the only exhibition of global importance, allowing large-scale and effective work on the stands of Italian factories and sets the fashion trends in the world of knitted jersey, - commented Olesya Krikunova, product manager of company Baon.

This year RAFI plans to develop business tours on manufacturers of different countries. The new direction of activity of RAFI that started last year opens new countries and formats. So, trying to do the work visitors more comfortable, more than ten Turkish manufacturers of textiles gathered on **March 4-7** at the Alva Donna Hotel in Antalya. Three dozen Russian companies who attended this mini-exhibition were included in the delegation of RAFI.

Crossing boundaries

In the process of communication between the RAFI organizers and representatives of local of light industry enterprises, it turned out that some of them are interested in the access to the European market. For this reason, RAFI on **January 27-29** organized a joint exposition at the Gallery in Düsseldorf, in which, for the first time in history of the exhibition, eight

brands from Russia and Kazakhstan took part. Debut of the companies from Russia and the CIS at the exhibition in Düsseldorf was prepared with a special responsibility. To fully represent the offer section from local brands, RAFI selected participants in such a way as to demonstrate the range of product categories in different price segments: from designer and ready-made women's clothing (Lesel, Lautus, MadaM T, Serginnetti), women's knitwear (Cepheya) to men`s clothing (Truvor) and outerwear (Pompa, Zibroo Design). All these companies have long and steadily worked in the domestic market, they have their own large target audience and wish to develop abroad.

In 2018 RAFI plans to organize a joint exposition on **trade show of ready-made clothes CAF in Almaty**. Market experts note that Kazakhstan is a prospective region for business development. CAF exhibition is stable visiting by buyers of neighboring countries, Kyrgyzstan, Uzbekistan, Turkmenistan, who are looking for new brands. In addition, investments in the export of products for this the market is much lower than the European one. Perhaps the collective exposition participants of the RAFI in Almaty will be another step towards fewer boundaries.

The important area of the RAFI's area of work is the International Business Platform for Outsourcing of the Textile Industry BEE-TOGETHER.ru in Moscow, which helps fashion brands directly contact with representatives of textile factories from various countries.

Within two years there was a pool of permanent platform participants who appreciated it as an effective tool for promoting their services. "We are constantly participating in BEE-TOGETHER.ru from its very first issue, and for us it has become a working platform that expands the circle of loyal customers," said Anatoly Bobylev, director of Lemmax (Russia).

In 2018 two more BEETOGETHER.ru platform releases will be held in Moscow on June 6-7 and November 14-15 respectively.

Sincerely, Director of RAFI Krivoruchko Victoria

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