



## PRESS RELEASE

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### European textile entrepreneurs meet to discuss innovation for the future of the industry

An important meeting organized by datatex gathered the executives of the textile industries at the historic Castle of Bornato in Franciacorta, an Italian region famous for its wines and its countryside.

The goal of the meeting was to discuss the challenges created by the end of the quota system and to outline how the Italian and the European textile industries should react.

Mr Tito Burgi, the President of ATI-Associazione Tessile Italiana, the textile entrepreneurs association, explained how the end of the quota system could affect also the industry of the emerging countries. Moreover, if the USA react with trade limitations the problem for the European industry can be tougher. However Quality, Customer Service and Innovation are the directions to make the industry stronger. Of course IT (Information Technology) has to be used as an innovation tool that can drive to a more efficient Supply Chain. He also described a very specific Italian situation: the average size of the Italian textile manufacturer is 10 employees; therefore he suggested some kind of consolidation or "users consortium" to let these very small industries to take advantage of IT.

During his speech Mr Burgi mentioned the recent document (October 21, 2004) signed by the textile trade unions and the entrepreneurs associations for submitting to the government the priorities of the Italian textile and apparel industry.

Mr Aldo Ardemagni, CEO of Testa spa, producer of high quality fabric for shirting, focused the very specific IT requirements of a textile industry. It is possible to implement effective applications only joining the textile manufacturing skills with the information technology ones. He also reported a very significant saving with the datatex make-to-order planning tool: 1 MEuro reduction of 8MEuro WIP.

After an interesting speech of Mr Beppe Dovera, IBM Senior Consultant ("Matching Business with Technology"), Mr. Francesco Torriani, President of datatex srl, led the presentation of datatex Information Technology solutions. The speakers stressed the compliance to the market standards (J2EE, W3C guidance), the multiplatform usability and the textile industry expertise embedded in the datatex solutions.

ATI - Associazione Tessile Italiana is an entrepreneurs association interfacing trade unions, central government and European organisations. [www.asstex.it](http://www.asstex.it)

TESTA spa via Gambarà 69 – 28068 Romentino (NO) is a high quality fabric weaver and finisher.

Datatex is the world's leader in manufacturing solutions for the textile and apparel industry, with over 350 satisfied customers in 35 countries around the world. [www.datatex.com](http://www.datatex.com)