

GP 31: APIUS (Light Industry Entrepreneurs Association – Apparel, Footwear, Accessories)

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Start date: 20.08.2019

End date: on-going

Scope: training needs policy measures ✓ other

Geographical focus: local and regional ✓ national International

Established in 2006 with 22 members to represent and defend the common interests of light industry companies. The Association now has 113 members in the garments, for adults and children, footwear, leather goods, carpets, lingerie, jewelry and others

Aim:

- Representing the sector, working with state bodies to improve the prospects of the light industry
- Developing the sector by encouraging investment and improving business skills
- Promote loyal competition and light industry collaboration at local and international level.

Target group:

Women entrepreneurs from light industries in the regions of Moldova

About the good practice:

APIUS have created several valuable projects:
ZIPhouse - an innovative design and technology center for light industry, designed to provide students, young designers and industry specialists with a creative environment, advanced technical resources, and instructive performance support.

“Inspiring Women in Fashion Business” – a series of annual events that aims to highlight the light industry women who have managed to develop a business in this area and give more courage and motivation to women who want a career in the fashion industry. The event creates a discussion platform and has an informal, interactive, energy-intensive framework.

The key factors of success:

- Institutional partners
- Involvement of local entrepreneurs on the events
- Using of own networking model

Resources needed:

Minimum 21,500 €/Y

Evidence for success:

- ✓ 50 events organized
- ✓ 116 members
- ✓ 15 foreign partners

Potential for learning or transfer

- definition of financial feasibility
- methodology for the involvement of the targeted stakeholders
- marketing strategy

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