



Tereza SHAHRIMANYAN

Administrator of the Amberd
Research Center, ASUE

In 2010 she graduated with honors from Armenian State University of Economics by specialty "State and Municipal Administration", and in 2012 she graduated with honors from the magistracy of the same specialty and received master's degree in management. In 2012-2015 she was an applicant for the Department of Crisis Management and Tourism Management.

Since 2013 she has been working at "Amberd" research center, ASUE.

She has authored 4 scientific publications, being a co-author of one monograph.



<https://orcid.org/0000-0001-8888-045X>

TEXTILE INDUSTRY TRIUMPH: BALANCING GLOBAL SUCCESS WITH LOCAL PRODUCTION CHALLENGES IN THE GARMENT MANUFACTURING SECTOR

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The collaboration with well-known manufacturers contributes to the enhancement of the country's potential, allowing to export textiles and clothing. This, in turn will local manufacturers access to international markets through partnerships or joint ventures, opening up new opportunities for growth and expansion, which can lead to foreign currency inflows and a positive trade balance. This can have considerable economic and industrial implications, attracting additional investments and promoting a positive perception of the country's business environment. Reputable manufacturers will promote the adoption of responsible business practices, by supporting ecofriendly and sustainable practices that are imperative in the current era. Attracting renowned clothing manufacturers is a strategic move that goes beyond immediate economic benefits. It contributes to the long-term sustainable development, technological advancement and global competitiveness of the local textile industry. Hosting well-known clothing producers enhances the country's reputation.

The development of the textile industry diversifies the country's economy, reducing dependence on limited industries. This economic branch can contribute to long-term sustainability.

Armenia's textile industry is now in the stage of development, and the involvement of well-known textile manufacturers can serve as a springboard for development. A particularly important circumstance is the fact that Armenia has a widespread diaspora, where there are not a few well-known designers and manufacturers of our

countrymen's clothing, who already enjoy world fame, have a well-known name and are skilled in the field. The most important circumstance here is that by their origin due to this, the latter will have a tendency to invest their money in the development of a strategically important sector of their country, which will also be mutually beneficial in the future.

The involvement of famous garment manufacturers can be strategic for the development of the country's textile industry, bringing potential benefits to the country's economy. The cumulative effect of FDI on the textile industry contributes to overall economic growth. This growth extends beyond the industry itself, positively impacting related industries and the wider economy.

Foreign direct investment can be said to be a catalyst for the development of the textile industry, providing the necessary resources, expertise and global connectivity to drive sustainable growth and competitiveness. FDI in this way will not only support the textile industry but will also benefit the overall economic and industrial landscape by influencing economic activity and GDP growth. This injection of funds will enable the sector to finance new projects, expand production capacity and invest in modern technologies¹.

A further positive effect of FDI can be that they often bring with them experience in developing a diverse range of textile products. This diversification can increase the industry's competitiveness and enable it to meet the demands of different market segments. Experienced foreign investors can bring not only capital but also quality standards and best practices. This can lead to an improvement in the quality of textiles produced, making them more competitive in both domestic and international markets. FDI often represents advanced management practices and corporate governance standards. This can lead to better organizational efficiency, transparency and accountability in the textile industry. Some foreign investors prioritize sustainable

and environmentally friendly practices. Therefore, it is also possible to implement green technologies and environmentally friendly production processes. FDI can play a key role in promoting textile exports. Increased production capacity combined with international market access allows the host country to become an important player in global trade in textiles and clothing. One of the most important achievements is that FDI will facilitate market access by linking the domestic textile industry to international markets. FDI encourages the development of a sustainable local supply chain. This includes sourcing raw materials locally, which can benefit local suppliers and contribute to the overall durability of textiles.

This integration will allow local manufacturers to participate in global supply chains, access a wider customer base and compete globally.

Foreign investors often bring advanced technology, machinery and production processes to the host country. This transfer of technology increases the efficiency and productivity of the textile industry by enabling it to adopt modern production practices. Expanding textile production through FDI will lead to increased employment opportunities.

In this way, it is possible to create direct and indirect jobs, which will lead to a decrease in the level of unemployment and poverty and to improve the socio-economic conditions of the local population. The creation of jobs in manufacturing and related sectors will have a multiplier effect on the economy².

The growth of the textile industry can stimulate the development of small businesses that meet the various needs of the supply chain. This could include packaging services, labeling companies and other specialized manufacturing, which would also lead to additional employment.

Depending on the nature of textile production, it can have an impact on the gender and social dynamics of employment.

Another important factor is that the

¹ Luu, Nga, Impacts of Foreign Direct Investment (FDI) on Textile Industry in Cambodia (December 20, 2022). Available at SSRN: <https://ssrn.com/abstract=4578582> or <http://dx.doi.org/10.2139/ssrn.4578582>

² In the same place.

textile industry often provides opportunities for a diverse workforce, thus ensuring an inclusive workforce in this sector.

The growth in manufacturing activity will boost demand for raw materials, increasing employment in agriculture (production of raw materials), transportation, and warehousing. This will contribute to indirect employment in the supply chain.

The establishment of production facilities by established manufacturers can contribute to the long-term employment stability, which is important for the socio-economic well-being of the workforce and the entire community.

Efficient distribution is very important in the textile industry. The creation of manufacturing facilities will lead to the creation of jobs in logistics, transportation and distribution centers, including the roles of truck drivers, warehouse staff and logistics coordinators.

The manufacturing process requires support services such as maintenance, security and administrative roles. The establishment of manufacturing facilities will create employment opportunities in these support functions.

This integration will allow local manufacturers to participate in global supply chains, access a wider customer base and compete globally.

Reputable manufacturers bring with them the latest machinery and equipment to modernize production processes. This results in increased efficiency, accuracy and scalability of textile production. It reduces manual work, minimizes errors and increases overall production efficiency.

In this way, with their access, famous manufacturers will contribute to the digitization of production processes: real-time monitoring, data analysis and rapid response to production requirements. The integration of IoT technologies for communication and data exchange will be promoted. This will improve process visibility, predictive maintenance and resource optimization, support the

implementation of artificial intelligence to make smart decisions in manufacturing. Most importantly, it will improve quality control, demand forecasting and overall production efficiency³.

Given the projected positive trends, government and industry stakeholders, working together, must create an enabling environment to attract and retain leading apparel manufacturers.

Attracting well-known textile manufacturers to invest in production facilities requires a strategic approach that takes into account various factors.

The first step that should be taken is to do a comprehensive analysis of the textile industry. To clarify the current state of our textile industry, we attempt to identify strengths, weaknesses, opportunities and threats. This analysis will guide and help develop incentives to attract established producers. The next important step is the development of a competitive business environment. Then, it is required to implement business-friendly policies, streamline regulatory processes, and strive to ensure a stable political and economic environment. A transparent and efficient business environment is a key factor in attracting foreign investors.

In this process, well-chosen incentive packages are the key to success.

Attractive incentive packages such as tax breaks, subsidies and other financial incentives should be developed to attract investment in large textile manufacturers. It is important here that these incentives are globally competitive.

Emphasis should be placed on the market access opportunities that the country offers: proximity to key markets, trade agreements that can be attractive to global producers. Partnerships can be established with industry associations, chambers of commerce and international trade organizations. It is necessary to actively cooperate with our Armenian communities abroad, which can also be an important channel with our well-known and experienced domestic

³ Mazharul Islam Kiron, Impact of Technology in Textile and Apparel Industry, May 26, 2021, https://textilelearner.net/technology-in-apparel-industry/#google_vignette

producers. It is necessary to actively attend trade shows and events to network with potential investors.

The most important thing here is to provide powerful state support to the textile industry. To facilitate the investment process, it is important to have a clear policy and a dedicated task force to communicate with investors. Targeted marketing and advertising campaigns should be developed to demonstrate the benefits of investing in the country. Highlighting success stories, industry potential and unique selling points. Along with all this, it is especially important to show success stories. For example, Kim Kardashian's initiative to establish a production in Armenia can be contagious, especially for the well-known Armenian producers of our diaspora to invest in their homeland. She dreams of establishing a production of her highlighting underwear, SKIMS, in Armenia⁴. Kim Kardashian, a successful businesswoman, is expected to study the Armenian underwear market and visit several Armenian factories, as she intends to establish an underwear factory in Armenia⁵. Even the calls of celebrities have a great impact, when, in particular, after Kim Kardashian's call to support Armenian small businesses, more people started participating in the fundraising initiated by the Armenia Support Fund and the "Paros" Foundation⁶. Therefore, it is very important to somehow, for the beginning, involve some well-known manufacturers with a large audience in the textile industry, on the basis of which a positive resonance will be formed, which will ensure the further development of this process.

For example, Azzedine Alaïa: Born in Tunisia to Armenian parents, Azzedine Alaïa became a globally renowned fashion designer. Known as the "King of Cling," he was celebrated for his innovative and

sculptural designs. Alaïa's impact on the fashion world has been significant, and his creations are worn by celebrities and fashion enthusiasts worldwide.

Kevork Shadayan is an Armenian fashion designer known for his elegant and sophisticated designs. He has showcased his collections internationally, contributing to the recognition of Armenian designers on the global stage⁷.

Serge Rigvava, of Armenian-German descent, is primarily known as a model, but he has also ventured into fashion design. His unique style and creative endeavors have made him notable in the fashion industry⁸.

Arsine Shirvanian, based in Los Angeles, is known for her elegant and timeless designs that reflect a fusion of cultural influences and contemporary aesthetics⁹.

Success stories serve as powerful testimonials and inspire confidence in potential investors.

Simplification of the permit process is of particular importance. For example, it is necessary to simplify and speed up the process of permitting the creation of production facilities. A quick and simple approval process can attract investors.

The growth of the textile industry will have a positive impact on the livelihoods of workers and communities, taking into account factors such as wages, working conditions and social development. The development of new materials, integration of automation, artificial intelligence and other Industry 4.0 technologies, cost reduction, sustainable practices will lead to increased competitiveness in the long run. The establishment of such joint ventures will increase the effectiveness of regulatory measures to maintain quality standards and ethical practices in the textile industry, resulting in more competitive products.

By strategically addressing these aspects,

⁴ Kim Kardashian dreams of establishing SKIMS production in Armenia, 08.10.2019, <https://www.1in.am/2636823.html>

⁵ Kim Kardashian is in Armenia, October 6, 2019, <https://armeniasputnik.am/20191006/Qim-Qardashyany-jamanec-Hayastan-20662408.html>

⁶ After Kim Kardashian's appeal, the number of donations increased. "Paros" Foundation, 07.07.2020, <https://www.civilnet.am/news/201791/the-number-of-donations-has-increased-after-Kim-Kardashian-s-call-to-the-beacon-foundation/>

⁷ Azzedine Alaïa: Astrological Article and Chart, https://www.astrotheme.com/astrology/Azzedine_Ala%C3%Afa

⁸ Serge Rigvava, <https://www.elitemodellook.com/int/en/home/alistair-waterfield-model-off-duty-at-lcm/index.htm>

⁹ Arsine Shirvanian: "We strive to find innovative solutions", 08/05/2019 <https://old.hayernaysor.am/en/archives/311379>

the country can create an enabling environment that attracts well-known textile manufacturers to invest in manufacturing facilities, contributing to the growth and development of the local textile industry.

The adoption of advanced technologies and production processes, as well as the expansion of the country's overall technological capabilities, can affect the country's trade balance, which will be reflected in a decrease in ready-made clothing imports and an increase in exports of textiles, contributing to a more favorable balance of trade. The level of investment involved in the textile industry and the level of innovation in the sector will increase, leading to advances in technology, sustainable practices and product design. A more integrated and self-sufficient textile production system will bring flexibility to the domestic supply chain. As a result, the country will be less vulnerable to external disruptions and global supply chain issues. Expanding textile and apparel export capacity will contribute to increased foreign exchange earnings and a positive trade balance¹⁰.

In this way, it will be possible to develop the textile and fashion industry of Armenia in line with global trends and changing consumer preferences. Examples of such trends are sustainable fashion, circular economy principles and digital transformation.

The introduction of modern technologies and know-how will contribute to the overall economic growth of the country by increasing the productivity and competitiveness of the textile industry.

Prominent manufacturers help position the country as a competitive player in the global textile market, attracting further investment and partnerships.

In summary, cooperation between well-known clothing manufacturers and the local textile industry will involve not only financial investment, but also the transfer of technological expertise. This synergy will increase the efficiency and competitiveness of the textile sector, contributing to

sustainable growth and development in the host country.

The development of the textile industry through the establishment of manufacturing facilities in the country by prominent apparel manufacturers can be strategically leveraged to promote the growth of a sustainable and resilient local supply chain. This includes promoting the development of local suppliers of raw materials and components. A diversified and sustainable supply chain improves the resilience of the textile industry.

And most importantly, building a strong local supply chain will contribute to the long-term sustainability of the textile industry in the country.

In this way, it will be possible to train employees to integrate digital technologies into textile production processes. A boost will be given to automation, data analysis and smart manufacturing.

An opportunity will be created to conduct specialized courses in collaboration with certification bodies and educational institutions, with international experts, involving industry experts as trainers to provide real-world insights and practical knowledge. Moreover, it is necessary to use digital platforms for online learning and virtual courses, develop interactive e-learning modules for distance and on-site learning.

To meet the demands of the production process, there will be a need for a skilled labor force, which will facilitate the development of skills by adapting the local labor force to the requirements of modern technology.

Improving the skills and abilities of the local workforce can be done through training programs, leading to a more skilled and adaptable workforce.

This can lead to training programs and skill development initiatives, creating opportunities for both entry-level and experienced workers. Most importantly, initiatives to enhance worker education and training to meet the evolving needs of the industry will help revitalize the education and workforce skills of the textile industry.

Training programs and knowledge

¹⁰ THE INVESTOPEDIA TEAM, Which Factors Can Influence a Country's Balance of Trade?, August 28, 2023, <https://www.investopedia.com/ask/answers/041615/which-factors-can-influence-countrys-balance-trade.asp#:~:text=Technological%20advancements%20can%20significantly%20impact,and%20more%20efficient%20resource%20utilization>

transfer initiatives improve the skills of local workers, increasing their employability. Skilled workforce development is critical to the textile industry. This includes investing in education and training programs to ensure a pool of skilled workers who can contribute to the growth of the sector¹¹.

Which will bring the potential of the textile industry to expand its presence in the global market, increase exports, enter new markets and create a positive international reputation for the country's textile products. In this way, it will be possible to train employees to integrate digital technologies into textile production processes. Automation, data analytics and smart manufacturing will be promoted¹².

There will be an opportunity to conduct specialized training with certification bodies and educational institutions, with international experts, involving industry experts as trainers who provide real insights and practical knowledge. Digital platforms for online learning and virtual courses will also be used. Develop interactive e-learning modules for distance and on-site learning.

Such comprehensive Training programs will contribute to the overall enhancement of the skills and capabilities of the local workforce.

Advanced training will enable employees to effectively operate modern technologies, contributing to increased productivity. To improve the workforce and provide advanced training for professionals meeting the unique needs of the textile industry, it will first be necessary to develop comprehensive programs aimed at imparting fundamental skills in manufacturing processes.

Empowering employees to be equipped with the ability to adapt to technological advances and changes in the industry is of utmost importance.

By transferring specific technologies, already experienced manufacturers facili-

tate the adoption of proven solutions, solve challenges and develop local capabilities, increasing production efficiency¹³.

Manufacturers provide access to their extensive supplier networks facilitating the acquisition of advanced technologies and materials for local businesses.

Ability to adapt to technological progress is taught.

Entering well-known manufacturers will initiate joint R&D projects with local organizations, which will put the development of the industry on a scientific basis.

One of the important keys to success of the development of the textile industry is a well-trained workforce, which, acting effectively, will lead to an increase in the productivity of textile production processes.

Advanced training will allow employees to adapt and work effectively with modern technologies integrated in the textile industry. To improve the workforce and provide advanced training for professionals meeting the unique needs of the textile industry, it will first be necessary to develop comprehensive programs aimed at imparting fundamental skills in manufacturing processes.

A highly skilled and adaptable workforce provides a competitive advantage for the long-term success of the textile industry. One of the ways to solve the above problems is the involvement of well-known skilled manufacturers in the field, which will bring with it the best global experience. Which will accelerate the adoption of world-class manufacturing practices and performance standards. All of this is primarily accomplished through enhanced education and training programs that contribute to the overall upskilling and capacity building of the local workforce, enable workers to be equipped with technological advancements, and have the ability to adapt to changes in the industry.

Advanced training enables employees

¹¹ Khan, Jawad, Importance of training and its effect on employee performance and organization commitment: Study of textile sector, 2021/01/01, https://www.researchgate.net/publication/357837683_Importance_of_training_and_its_effect_on_employee_performance_and_organization_commitment_Study_of_textile_sector/citation/download

¹² Khan, Jawad, Importance of training and its effect on employee performance and organization commitment: Study of textile sector, 2021/01/01, https://www.researchgate.net/publication/357837683_Importance_of_training_and_its_effect_on_employee_performance_and_organization_commitment_Study_of_textile_sector/citation/download

¹³ Mazharul Islam Kiron, Impact of Technology in Textile and Apparel Industry, May 26, 2021, https://textilelearner.net/technology-in-apparel-industry/#google_vignette

to effectively operate modern technologies, contributing to increased productivity¹⁴.

Specialists will be trained in advanced quality control techniques to maintain high production standards. The success of the development of the modern textile industry also depends on the implementation of comprehensive strategies for environmental sustainability and responsible business behavior.

An important point here would be to establish partnerships with local educational institutions so that training can be organized taking into account local characteristics.

And to understand the effectiveness of all this, it is very important to define KPIs to measure the effectiveness of training programs, based on which regular evaluations will be carried out to assess the impact on employee performance.

In summary, the establishment of comprehensive training and development programs is essential for the sustainable

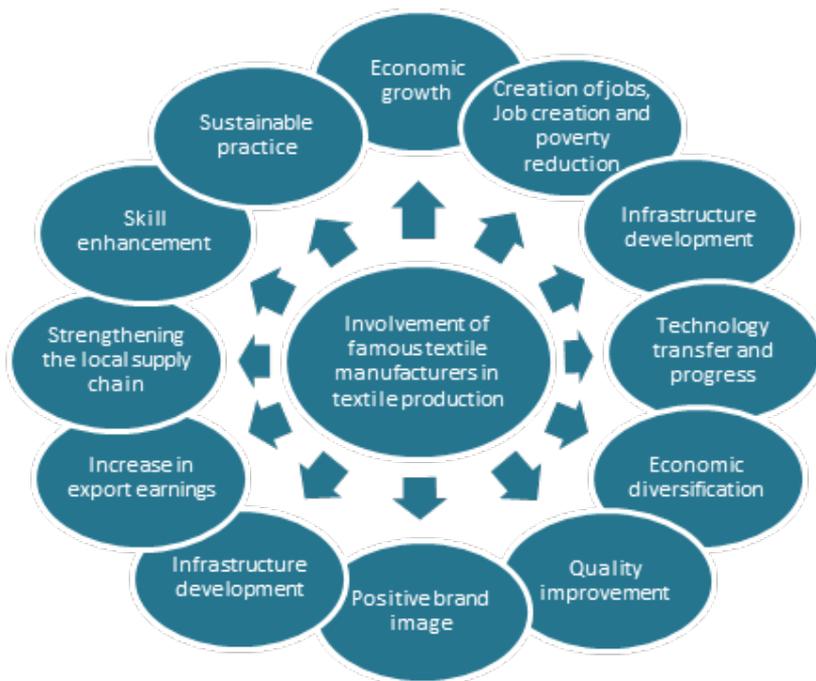
development of the textile industry. These programs not only address existing skills gaps, but also prepare the workforce for the evolving needs of the industry.

The establishment of textile manufacturing in the country by renowned apparel manufacturers requires sustained marketing and product promotion strategies to ensure local and global visibility.

Partnerships with established producers can provide local producers with access to international markets through partnerships or joint ventures. This initiative could open new avenues for growth and expansion.

In conclusion, the involvement of well-known clothing manufacturers is a strategic move that goes beyond the immediate economic benefits. It contributes to the long-term sustainable development, technological progress and global competitiveness of the local textile industry.

The key here is to find a local feature that can be turned into a competitive advantage



PICTURE 1



Involvement of famous textile manufacturers in textile production

¹⁴ Khan, Jawad, Importance of training and its effect on employee performance and organization commitment: Study of textile sector, 2021/01/01, https://www.researchgate.net/publication/357837683_Importance_of_training_and_its_effect_on_employee_performance_and_organization_commitment_Study_of_textile_sector/citation/download

and use it to get endorsements from global celebrities to increase the visibility of the local brand.

It is important to have brand ambassadors that resonate with your target audience. Armenia has wide opportunities in this regard, as it has a large diaspora, rich and recognized in the industry, and is also geographically quite spread. Sponsorship of local events and festivals by the latter is already a great opportunity to integrate the “Made in Armenia” brand into the community, even without sponsorship, just by being present at global fashion weeks, showing products on the international stage; it is possible to integrate step by step. It is no less important to use the potential of Diaspora Armenian mass media, forming cooperation for large-scale coverage.

An important step could be the cooperation with fashion magazines and blogs for special content, sharing the history of the “Made in Armenia” brand, highlighting its roots, values and commitment to quality. Through it all, creating an emotional connection with consumers through real stories. The primary thing to try is to introduce limited edition collections in collaboration with famous designers or brands.

Thus, the establishment of production in the country by well-known clothing manufacturers can bring multifaceted benefits, from economic growth and job creation to technological progress and stability. The establishment of production in

Armenia by well-known clothing manufacturers will directly bring foreign direct investment. Cooperation with well-known manufacturers will lead to increased production capacity, enabling the country to export textiles and clothing, which can boost the country's export earnings and contribute to a positive trade balance.

Well-known manufacturers can help position the country as a competitive player in the global textile market by attracting further investments and partnerships, promoting the promotion of local products. Hosting famous manufacturers enhances the country's global brand image. Reputable manufacturers, with a greater focus on sustainable and environmentally friendly practices, will contribute to the adoption of responsible business practices that have become the imperative of the times in the growing local textile industry. The presence of well-known manufacturers can lead to the development of a skilled workforce. Investing in research and development in the textile sector can lead to the development of new materials, processes and technologies, making the industry more sustainable and globally competitive. Local producers can enter international markets through cooperation or partnership with well-known brands. Which could be the key to success in a new opportunity for growth and expansion. Cooperation with well-known manufacturers increases the global competitiveness of the local textile industry.

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Թերեզա ՇԱՀՐԻՄԱՆՅԱՆ

«Ամբերդ» հեղափոխական կենտրոնի տնօրենի օգնական, ՀՊՏՀ

ՀՈՒԿԱՆԵՐ ԵՎ ՄՐՏԱԿՑՈՒԹՅՈՒՆ

ՏԵՔՍՏԻԼ ԱՐԴՅՈՒՆԱԲԵՐՈՒԹՅԱՆ ՀԱՂԹԱՆԱԿ. ՀԱԳՈՒՍՏԻ ԱՐՏԱԴՐՈՒԹՅԱՆ ՈՒՈՐՏՈՒՄ ՀԱՄԱՇԽԱՐՀԱՅԻՆ ՀԱՋՈՂՈՒԹՅՈՒՆՆԵՐԻ ԵՎ ՏԵՂԱԿԱՆ ՄԱՐՏԱՀՐԱՎԵՐՆԵՐԻ ՀԱՎԱՍԱՐԱԿՇՈՒՄ

Հայտնի արտադրողների հետ համագործակցությունը հաճախ հանգեցնում է արտադրական հզորությունների ավելացմանը՝ հնարավորություն տալով երկրին արտահանել տեքստիլ և հագուստ՝ այդպիսով ապահովելով տեղական արտադրողների մուտքը միջազգային շուկաներ՝ գործընկերությունների կամ համատեղ ձեռնարկությունների միջոցով, բացելով աճի և ընդլայնման նոր ուղիներ, ինչն էլ կարող է նպաստել արտարժույթային եկամուտների և դրական առևտրային հաշվեկշռին: Այն կարող է ունենալ զգալի տնտեսական և արդյունաբերական հետևանքներ, ներգրավել հետագա ներդրումներ և նպաստել երկրի գործարար միջավայրի դրական ընկալմանը: Հեղինակավոր արտադրողները, լինելով ժամանակի հրամայական հանդիսացող կայուն և էկոլոգիապես մաքուր գործելակերպի կրող, կնպաստեն պատասխանատու բիզնես պրակտիկայի որդեգրմանը: Հագուստի հայտնի արտադրողների ներգրավումը ռազմավարական քայլ է, որը դուրս է գալիս անմիջական տնտեսական օգուտներից: Այն նպաստում է տեղական տեքստիլ արդյունաբերության երկարաժամկետ կայուն զարգացմանը, տեխնոլոգիական առաջընթացին և զլոբալ մրցունակությանը: Հայտնի հագուստ արտադրողների հյուրընկալումը բարձրացնում է երկրի հեղինակությունը համաշխարհային շուկայում:

Հիմնաբառեր. *հագուստի հայտնի արտադրողներ, տեքստիլ արդյունաբերություն, տեքստիլ ոլորտի աճ, ՕՈՒՆ, զբաղվածության հնարավորություններ, վերապարաստման ծրագրեր, միջազգային շուկա, տնտեսական աճ, մրցունակություն*

Тереза ШАГРИМАНЯН

Администратор исследовательского центра «Амберд», АГЭУ

РЫНКИ И КОНКУРЕНЦИЯ

ТРИУМФ ТЕКСТИЛЬНОЙ ПРОМЫШЛЕННОСТИ: БАЛАНС МЕЖДУ ГЛОБАЛЬНЫМ УСПЕХОМ И ПРОБЛЕМАМИ МЕСТНОГО ПРОИЗВОДСТВА В СЕКТОРЕ ПРОИЗВОДСТВА ОДЕЖДЫ

Сотрудничество с известными производителями способствует повышению потенциала, позволяющее стране экспортировать текстиль и одежду, тем самым предоставляя местным производителям доступ к международным рынкам через партнерства или совместные предприятия, открывая новые возможности для роста и расширения, что может способствовать валютным поступлениям и положительному торговому балансу. Это может иметь значительные экономические и промышленные последствия, привлекать дополнительные инвестиции и способствовать позитивному восприятию деловой среды страны. Авторитетные производители будут способствовать внедрению ответственной деловой практики, являясь носителями устойчивых и экологически чистых практик, которые являются велением времени. Привлечение известных производителей одежды - это стратегический шаг, выходящий за рамки сиюминутных экономических выгод. Это способствует долгосрочному устойчивому развитию, технологическому прогрессу и глобальной конкурентоспособности местной текстильной промышленности. Принятие у себя известных производителей одежды повышает репутацию страны.

Ключевые слова: *известные производители одежды, текстильная промышленность, рост текстильного сектора, ПИИ, возможности трудоустройства, программы обучения, международный рынок, экономический рост, конкурентоспособность*