



## INTERACTIVE INTERNET BUSINESS TOOLS FOR PROMOTING "MADE IN ROMANIA" TEXTILE AND APPAREL PRODUCTS"

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### ABSTRACT

*The Textile Industry is one of the major industrial sectors from Romania, keeping in mind that Romanian Textile Industry has exported in 2002 more than 40 per cent from the entire national exports in European Union countries. In fact, the most of the products exported in EU countries were manufactured in CMT (Lohn) system. Looking deeply in the entire Romanian textile Industry we must emphasize the fact that only a few Romanian companies are trying to export the products designed and manufactured by their design departments.*

*At January 1-st 2005, the Agreement on Textiles and Clothing (ATC) will end, and with it the quota system for international trade in textiles and clothing. In order to survive after the deep crisis that will be generated after quota system for international trade in textiles and clothing will end; the Romanian Textile and Apparel Companies must find new solutions for promoting their own designed products.*

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*In nowadays, Romanian companies have two alternatives, in order to export the products designed and manufactured by themselves: to participate at the international fairs and exhibitions or to exploit the technological advantages of the Internet communication systems. Both alternatives are extremely hard to be applied because participation at an international fair means a great investment in money and time, and by the other hand the experience and skills on developing innovative business-to-business tools for promoting the own designed textile products are very poor in Romania.*

*The paper presents some new interactive tools, developed to push the major companies from the Romanian Textile Industry in a new phase of their business developing, by selling on the European Market not just their labor force but also their original designs and products.*

*The "E-Business Tools" are already fully operational in the Electronic Marketplace of the Romanian Textile Industry, RomTextiles (<http://www.romtextiles.com>)*

*Though the Interactive E-Business Tools systems, the Romanian Textile Companies will be able expose their own designed products, to collect sample requests and to get production orders. The new B2B tools are interactive and there are not managed by the RomTextiles, E-Marketplace*