



## A Descriptive Analysis of North Carolina Textile Complex: 2006

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### ABSTRACT

*In Spring of 2006, North Carolina State University's College of Textiles conducted a research study with funding from the North Carolina Department of Commerce entitled State of the Union of the Textile Industry in North Carolina: Improving Global Market Competitiveness with Identification and Assistance of Core Competencies. This paper focuses on the results of the descriptive analysis of the North Carolina textile complex. Rather than only focus on the traditional manufacturing sectors of the textile industry, the entire textile value chain from raw materials to retail, intangible value-adding activities, auxiliary industries, and the supporting environment were included in the analysis. Even with North Carolina's historical dominance in textiles, this was the first research study that looked extensively at the entire North Carolina textile complex including all steps in the value chain from fiber to consumer with auxiliary firms.*

*Outcomes of the study indicate that North Carolina is still recognized as a leader in textile marketing and manufacturing as well as university and industry research and development. Yet with the opening up of global markets, more than ever companies need to look to additional areas of the textile complex as sources of growth, inspiration and collaboration to remain competitive in today's industry. Fortunately, North Carolina companies do not have to attempt this endeavor alone. North Carolina has a wealth of resources within its borders to support and assist companies making this transition.*

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### Introduction

Within the last ten years, the global textile complex has undergone a major restructuring, due in part to trade liberalization as well as growth in global product and market demand. While both production and consumption of textiles and apparel are anticipated to increase, a major shift has occurred in both global production and marketing:

*Firms are **marketing** their products in the most profitable places in the world (predominantly developed countries), and **manufacturing** in the most economical and efficient places in the world (increased shift to developing countries).*

Throughout this restructuring, North Carolina has continued to play a significant role in the global textile complex. North