

**North Carolina's Textile and Apparel Industry: Recent Survey Results**

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The article investigates the characteristics of North Carolina textile and apparel companies based on the results of a survey regarding different business management areas. This research investigates the process of internationalization of the sales and production capabilities and analyzes the geography of global suppliers for the North Carolina companies as well as the impacts of internationalization on local activities and employment. The article also highlights firms' innovation strategies and their attitudes toward information technologies as well as the role of institutions in shaping North Carolina companies' competitiveness.

Keywords: Textiles, North Carolina, Internationalization, Innovation, Value Chain.

INTRODUCTION

Over the past few years, the economies of the developed countries underwent dramatic changes that modified the shape of their industries. Most of these changes are related to globalization: new competitors that entered the global arena, such as China and other Asian countries, are exporting large quantities of products that are penetrating global markets, challenging the dominance of European and American firms.

But not all industries have experienced the effects of globalization in the same way; industries composed of commodity or undifferentiated products and industries where labor costs make up a significant portion of final product costs have been hit the hardest. The traditional textile and apparel industry is an example of such an industry whose products garner distribution and market entry with relative ease, especially due to recent changes in the legislative environment regarding the removal of the Multi-Fiber Agreement