



TCBL Associate  
Enterprises

sofiaman

**Sofiaman**

Tg. Neamt, Romania

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# Business activity

- Tg. Neamt – North East Region of Romania
- Established in 1996
- Sleepwear, loungewear and underwear for adults and children
- 180 empl./ 3 mil. turnover
- Main market - Romania

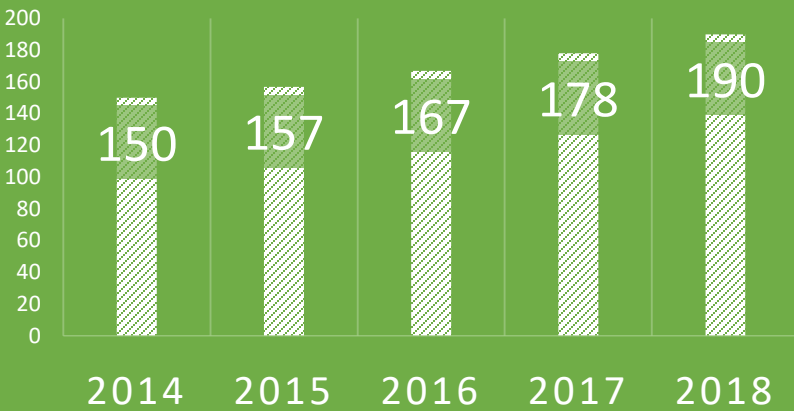


# Market issues

- Higher manufacturing & financing costs
- Higher prices for woven and knitted fabrics
- Socially and environmentally conscious consumer

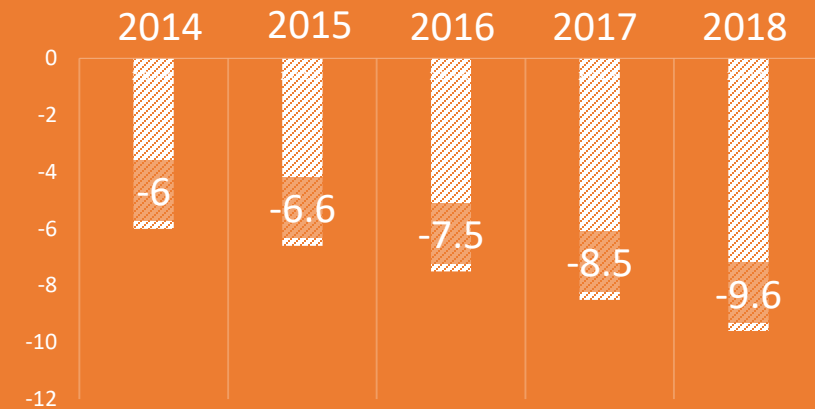
mld. EUR

## GDP

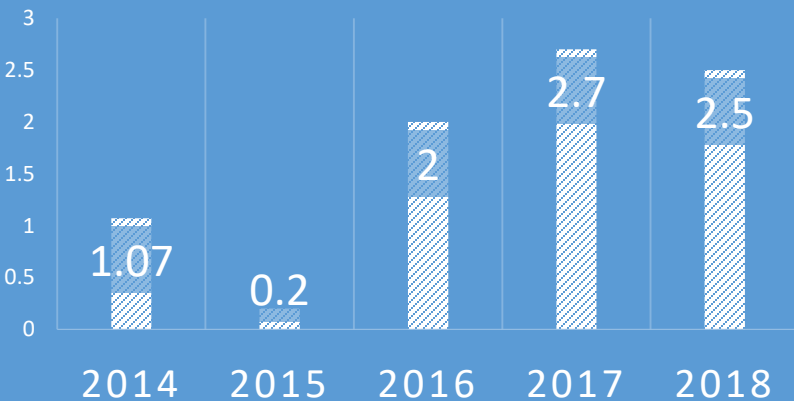


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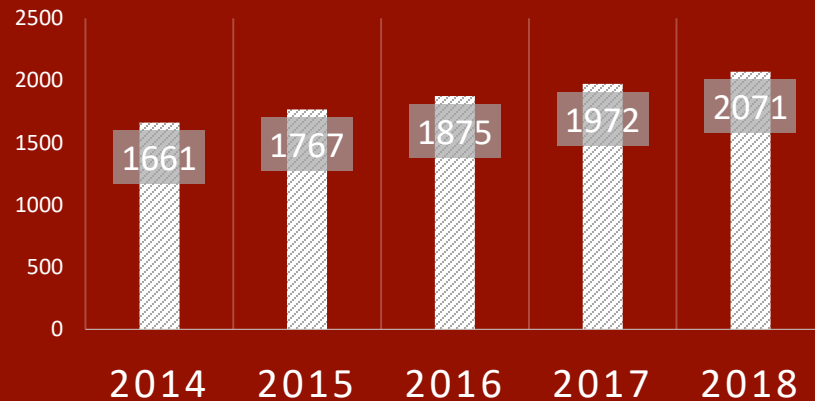
## TRADE DEFICIT



## ANNUAL INFLATION



## AVERAGE SALARY



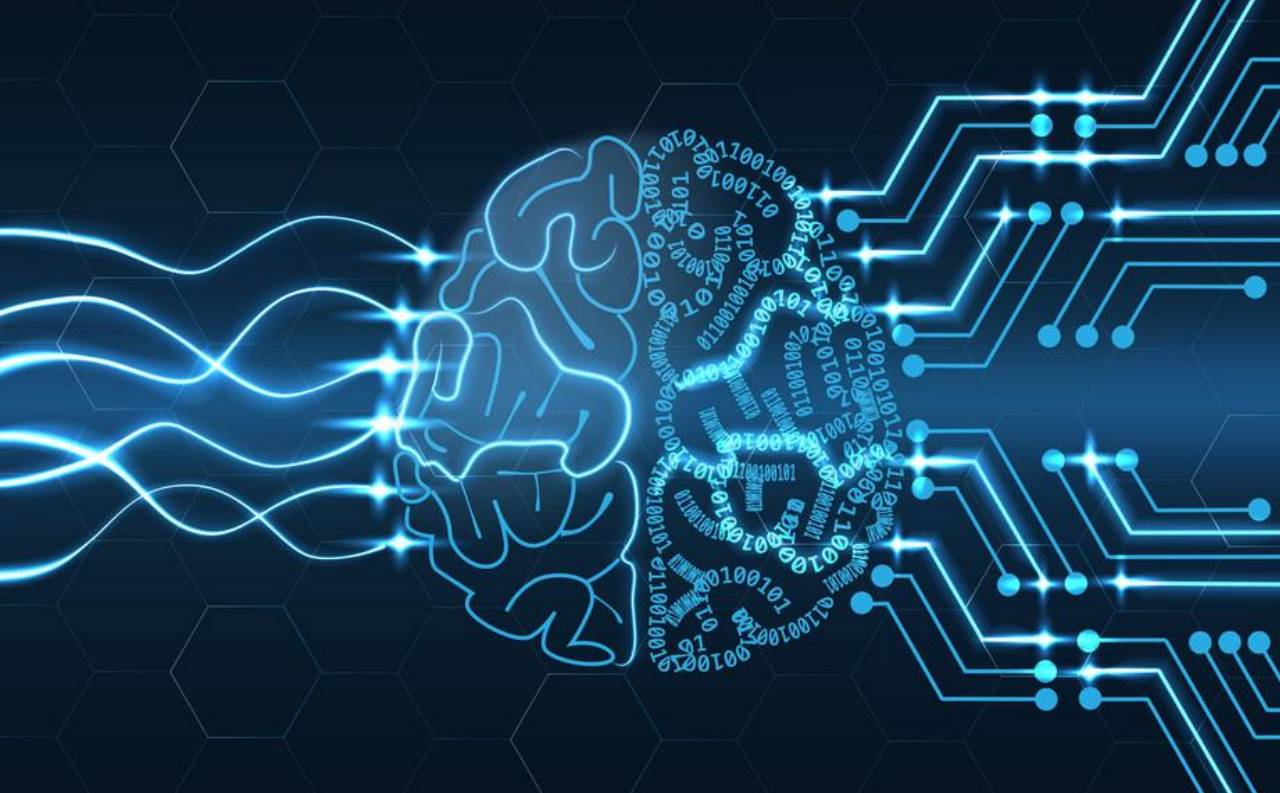


# Innovation potentials

- Automated textile manufacturing processes
- Analog vs. digital
- Introducing A.I. for developing innovative products and manufacturing processes
- Higher costs related to equipment and work force







# Value chain scenarios

- Value chains based on rebuilding human, manufacturing and social capital
- Maker Labs for manufacturing,
- Business Pilots – Natural Cotton
- Medium to high investment necessary
- Qualified human resources for research & implementation



# Interaction with TCBL

- Joint initiatives for more efficient and cleaner manufacturing systems
- Innovative ideas and products
- Participating in different labs and pilots, if possible







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