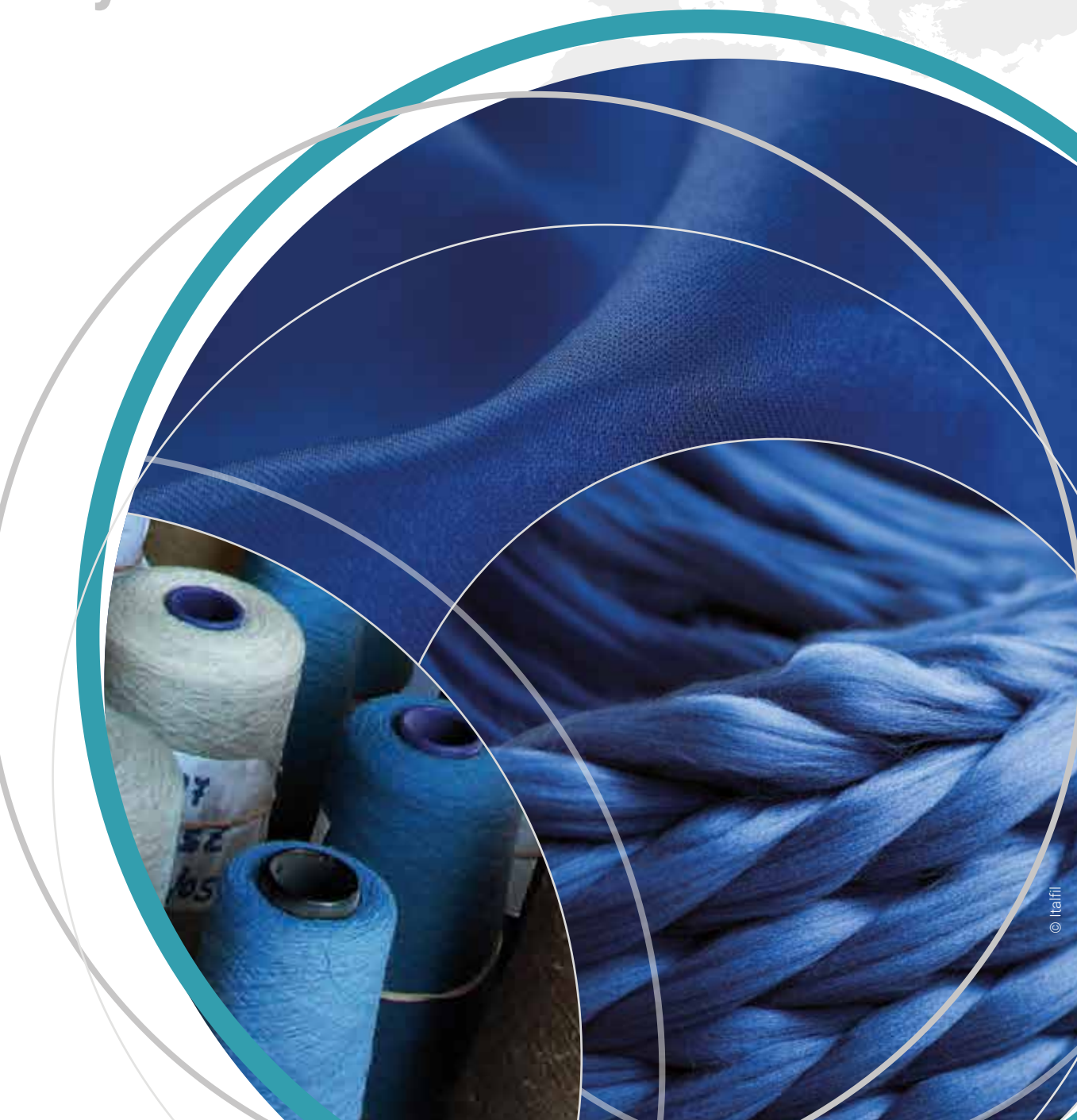


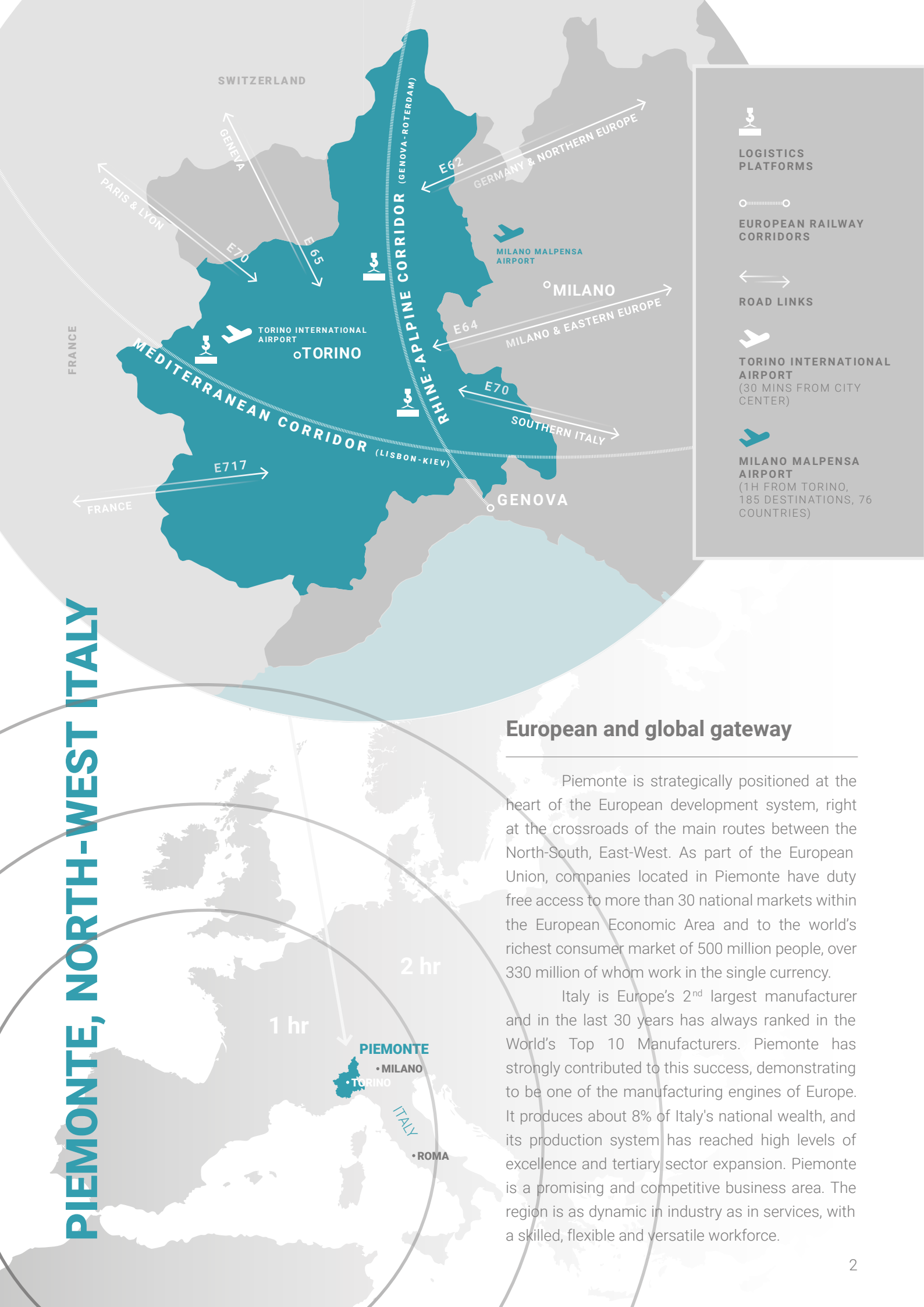


## Weavers by Tradition, Innovators by Vocation

TEXTILE



# PIEMONTE, NORTH-WEST ITALY



## European and global gateway

Piemonte is strategically positioned at the heart of the European development system, right at the crossroads of the main routes between the North-South, East-West. As part of the European Union, companies located in Piemonte have duty free access to more than 30 national markets within the European Economic Area and to the world's richest consumer market of 500 million people, over 330 million of whom work in the single currency.

Italy is Europe's 2<sup>nd</sup> largest manufacturer and in the last 30 years has always ranked in the World's Top 10 Manufacturers. Piemonte has strongly contributed to this success, demonstrating to be one of the manufacturing engines of Europe. It produces about 8% of Italy's national wealth, and its production system has reached high levels of excellence and tertiary sector expansion. Piemonte is a promising and competitive business area. The region is as dynamic in industry as in services, with a skilled, flexible and versatile workforce.

POPULATION  
**4.4 m**  
(7.3% OF THE NATIONAL TOTAL)

PEOPLE LIVING IN TORINO AREA  
**2.3 m**  
(52% OF REGIONAL TOTAL)

OVER  
**1k towns**  
AND 8 MAIN CITIES

EXPORT  
**€ 41 bn**  
(9.4% OF THE NATIONAL TOTAL)

GDP  
**€133 bn**  
(7.7% OF THE NATIONAL TOTAL)

COMPANIES  
**426,314**  
(7% OF THE NATIONAL TOTAL)

OVER  
**1.8 m**  
PEOPLE EMPLOYED  
(8% OF THE NATIONAL TOTAL)

ABOUT  
**€1 bn**  
TO BOOST REGIONAL  
COMPETITIVENESS

PIEMONTE RANKS  
**4<sup>th</sup> in Italy**  
FOR EXPORT QUOTA

**200**  
private and public  
R&D centres, 7  
Innovation Hubs,  
4 Science &  
Technology Parks

**1<sup>st</sup>**  
Italian region in terms  
of private investment  
in R&D

Recent data confirm that Piemonte is the leading Italian region when private R&D is concerned. Companies expenditure in R&D reaches 1.8% of the regional GDP (the national average is 0.8%).

Source: Istat 2021 on 2018 data survey.

## THE R&D SYSTEM

**7**  
Innovation Hubs

**Polo AGRIFOOD** — Agrifood - [www.poloagrifood.it](http://www.poloagrifood.it)

**BioPmed** — Life Sciences and Health - [www.biopmed.eu](http://www.biopmed.eu)

**CGreen** — Green Chemistry and New Materials - [www.cgreen.it](http://www.cgreen.it)

**CLEVER** — Energy and Clean Technologies - [www.poloclever.it](http://www.poloclever.it)

**MESAP** — Smart Products and Manufacturing - [www.mesap.it](http://www.mesap.it)

**Pointex** — Textile - [www.pointex.eu](http://www.pointex.eu)

**Polo ICT** — Information Communication Technologies - [www.poloinnovazioneict.org](http://www.poloinnovazioneict.org)



# At the Heart of Made in Italy

There would be no fashion without the textile industry and there would be no Made in Italy fashion without its top textile industry. **The very heart of Italian style, creativity and quality is rooted in the nation's textile tradition and know-how.** Not surprisingly, within the Italian fashion industry the textile sector plays a leading role for the entire supply chain: the sector accounts for 26.7% of the value of fashion production, i.e. 27% of the total turnover.

The geographical subdivision into world-famous productive districts is a distinctive feature of the Italian industrial system. Piemonte hosts one of these areas especially focusing on textile: the **Biella Textile District**.





# Textile in Piemonte

## Tradition, innovation, creativity & sustainability

Piemonte boasts an ancient tradition in the textile sector, offering a **complete sustainable supply chain**, both for clothing and furnishing, characterized by a high-end and medium-high-end production: from textile machinery and raw materials up to fabrics and finished products.

**Tradition** and **innovation** are the keys to the success of Piemonte's textile sector: alongside a century-old tradition, the regional production system shows a constant increase in investments in R&D and innovation.

In Piemonte innovation also means **sustainability**. The attention and respect of Piemonte's textile companies for the environment and for consumers' health is evident in all production phases.

## A complete supply chain

- Textile machinery
- Yarns, fabrics and accessories for clothing
- Technical textile
- Home textile
- Clothing and fashion



## The textile sector in Piemonte

about **4,100** companies among:

**1,530**  
textile

**2,180**  
apparel

**260**  
leather

**130**  
textile machinery

OVER  
**€ 3,6 bn**  
export in 2019  
i.e 7,7% of the total  
exports of the region

ABOUT  
**36,000**  
employees

**1**  
Innovation Hub  
Pointex

**1**  
Textile and  
Health Association

**1**  
Textile District  
(Biella)



## Did you know?

**Sustainability and safety** are deeply felt in Piemonte. The evidence is in the foundation in 2001 in Biella of the **Textile and Health Association** ([www.tessileesalute.it/en](http://www.tessileesalute.it/en)) whose activity has a national impact. It gathers different subjects equally interested and engaged in designing, producing, selling and promoting textile products, footwear and accessories that are safe for consumers: manufacturing companies, business and consumer associations, institutions, health authorities, research institutes.

# Biella Textile District

A highly-specialized production of yarns and fabrics is concentrated around the city of Biella, where a remarkable Textile District is located. The productive structure of the District includes about **1,500 companies** active along the whole supply chain that employ approximately **17,000 employees**. Large international leading companies such as **Ermenegildo Zegna, F.lli Cerruti, Loro Piana, Piacenza Cashmere, Reda** and many SMEs are the strength of this exceptional hub.

The **Biella Textile District** is one of the most highly qualified centres in the world for the production of top quality wool fabrics, especially in superfine merino wool and other high-end fabrics, such as cashmere, alpaca and mohair. The district is also specialized in cotton, polyester, acrylic and nylon processing. Alongside wool mills and spinning mills, there are many combing, dyeing and finishing shops that round off this technologically advanced supply chain, focused also on protecting consumers' health and the environment.

The District also boasts another distinctive feature: its specialization extends to **all the phases of the production process**, including both the auxiliary processes of the wool textile chain and the textile machinery production.



# Top Textile Machinery

Today Italy is one of the leading producers and exporters of textile machinery on a global scale. **The Italian textile machinery and accessories industry consists of around 300 companies half of which are located in Piemonte.**

Local power-loom companies design, develop and produce a **vast range of machinery and accessories for each stage of the textile production cycle**: machines for preparation, spinning, weaving and knitting, dyeing, finishing, automation systems and accessories. Any type of fiber, natural and chemical, can be used.

The daily dialogue between customers, suppliers and research centers has enabled the creation of a machinery offer that is **technologically at the cutting edge** and continually adapted to the requirements of the most demanding customers. Hi-tech research, evolved IT services, advanced mechanical and electronic design tools, the use of sophisticated and robotized machine tools allow the creation of high-quality, high-yield products and guarantee reliability and durability. On the side, a qualified and well-organized service of consultancy and technical assistance ensures inclusion and maintenance of the machinery on a global scale.

The continuous search for solutions and the advanced industrial level make the local manufacturers the ideal partners for textile companies that want to be competitive worldwide. Versatility, flexibility, excellent quality and price complete the offer: altogether, these are the features that make the **Piemonte textile machinery an undisputed world leader.**



# Yarns, fabrics and accessories

The production of yarns and fabrics in Piemonte is mainly concentrated in the **Biella District and is characterized by the presence of both big companies and SMEs.**

Concerning the production of yarns, in Piemonte different types are produced: yarns for weaving, for knitting, for needlework, not to forget technical yarns for industrial use. A large and world-wide appreciated production of high-end fabrics for clothing, both for men and women, can also be found here. In particular, **the Biella District is famous for its top quality wool fabrics for classic men's suits and for luxury casual wear.**



## Made in Piemonte home textile

Worth mentioning is Piemonte's home textile production which satisfies all requirements of the **furnishing and interior decoration market**. It includes table and bed linen, curtains, carpets, fabrics for cushions and furnishings, trimmings, embroidery, etc.

## Technical and smart textile

Research and textile development in Piemonte have focused on an interactive approach combining chemistry, physics, biology and the high-level engineering expertise coming from Politecnico and University of Torino. This method has led to excellent results in terms of product and process innovation, especially in the field of **high performance technical yarns and fabrics** for competitive sports and industrial use for example in the fields of automotive, aerospace and biomedicine.







# Clothing and fashion, when **textile** becomes iconic

Craftsmanship ability, style, research and personalisation of the products are internationally recognised as the winning features animating Made in Italy fashion. Piemonte's clothing and fashion sector embraces a broad variety including lingerie, fashion accessories, footwear, swimwear, leather goods and plays a leading role in the field of garments.

The region is further enriched by the presence of a number of major famous brands – **Ermenegildo Zegna**, **Piacenza Cashmere**, **Loro Piana**, **Herno**, **Miroglio**, **Carlo Pignatelli**, **Robe di Kappa**, **K-Way**, **Superga** to name but a few – and by many smaller businesses and workshops producing high quality products that have created interesting niche markets.

Clothing manufacturers are dotted all over the region, but a higher concentration of outsourcing specialists is registered above all in the areas around production facilities belonging to major companies such as **Versace**, **Gucci** and **Bottega Veneta**, to mention but a few brands that decided to invest in Piemonte.



## Did you know?

In 1932, Piemonte entrepreneur **Ermenegildo Zegna**, founder of the homonymous company, was **the first** to place his own **label brand on fabrics** and to ask customers to keep it on the final product after the transformation of the weave into clothing. Thanks to this request, his company succeeded in differentiating itself from the competition and started being nationally and internationally recognized.



# Find the **right partner** for your **business**

[www.textile.centroestero.org](http://www.textile.centroestero.org)

**Made in Piemonte: Textile** is a special project promoted by Regione Piemonte, financed by ERDF – European Regional Development Fund and managed by Piemonte Agency offering international players the shortest way to meet and start business with textile and textile machineries top class companies from Piemonte, Italy.

Companies involved in this project represent the best of Made in Italy in the following fields:

- Textile machinery
- Yarns
- Fabrics and accessories
- Design, dyeing, finishing and other services
- Technical and smart textiles
- Home textile
- Clothing and fashion

The project team's assistance is supply chain focused and completely **free of charge** for international players. It ascertains their outsourcing needs and arranges **b2b meetings** according to their technical requirements with the most suitable partners - in Piemonte or on their premises -, **visits to local companies** to discover the region's fashion, luxury, design sectors, participation in **international events** and **trade missions** to connect demand and supply. Thanks to new technologies and platforms virtual meetings can also be arranged.

For more information on the **TEXTILE sector in Piemonte** and its business opportunities please contact the **Project's Team**:

[textile@centroestero.org](mailto:textile@centroestero.org)  
tel. +39 011 6700 507/576

# Piemonte Agency

the one stop shop  
for business and investment

Piemonte is the 1<sup>st</sup> Italian region to have established a regional Agency dedicated to inward and outward investment



## Did you know?

Piemonte is the **1<sup>st</sup> Italian region** to have created a dedicated financial tool for attracting and financing foreign companies willing to locate in Piemonte: the **Regional Investment Contract**.

To get to know about the local economic system, find information on business opportunities in the area and identify a quality destination for direct investment, Regione Piemonte offers an entry point: Piemonte Agency.

### THE AGENCY PROVIDES A COMPLETE RANGE OF FREE SERVICES TO FOREIGN COMPANIES:

- looking to locate in Piemonte
- searching for suppliers and partners in a variety of sectors
- needing technical training on foreign trade

### THE AGENCY IS A RELIABLE PARTNER THAT GUARANTEES:

- responsive and tailored assistance at all stages of the investment project
- matchmaking of the regional production offer with the needs expressed by international markets
- targeted activities to connect highly qualified local companies with foreign partners
- training in the field of internationalization
- international cooperation projects

## SERVICES FOR TRADE & INVESTMENTS

**Piemonte Agency** guarantees complete assistance to foreign companies willing to invest in Piemonte.

The Agency can advise on every aspect of starting and running a business in Piemonte, providing assistance at every stage of the project. In addition, the Agency acts as a liaison office between foreign investors and public authorities, academic/research networks, and industry. Foreign companies interested in establishing a presence in Piemonte can find investment opportunities such as R&D centres, M&A operations, technical partnerships and/or greenfield operations especially in several textile innovative technologies.

[investment@centroestero.org](mailto:investment@centroestero.org)





PIEMONTE<sup>ITALY</sup>  
THE PLACE TO INVEST

[www.piemontetheplacetoinvest.it](http://www.piemontetheplacetoinvest.it)