

INTERNATIONAL VISITORS COUNCIL, INC.



MACEDONIA

PARTICIPANT

Ms. Verica Majnovska
Manager, Export-Import,
Intex, Macedonia

Entrepreneurship: Fashion Industry

October 26-29, 2003

Ms. Verica Majnovska, Manager of Export-Import for Intex (a sleepwear manufacturer), from Macedonia will be in Central Ohio October 26-29, 2003. The program, being coordinated locally by International Visitors Council, Inc. and nationally by World Learning, is designed to provide Ms. Majnovska an opportunity to examine market trends in the fashion industry.

Ms. Majnovska will attend the StyleMax fashion and apparel industry trade show in Chicago sponsored by the Merchandise Mart and the Chicago Apparel Center. She will then travel to Columbus, where she would like to visit companies specializing in sleepwear to learn production techniques that could be applied to Intex's factory in Macedonia. A good counterpart firm would be one whose clothing line is similar to Intex's, but which would not be in direct competition with them.

Program Objectives:

- ◆ To learn more effective methods for marketing clothing products in a highly competitive environment
- ◆ To discuss industry trends and marketing techniques used by major US exporters
- ◆ To learn more effective ways of organizing production to ensure timely delivery to clients
- ◆ To learn methods for increasing production speed and reducing costs, while maintaining and improving quality standards

Company Profile:

Intex began producing knitted goods in 1997, specializing in pajamas and T-shirts. The company began with 98 workers and about 60 machines and has expanded to 245 employees.

For nearly five years, Intex has worked with WalMart and, in 2000, was designated "WalMart's International Supplier of the Year." Their annual export to WalMart totals 8.7 million USD. They also work with other firms in Europe such as Engel Germany, H&M Germany, Aster Turkey, and B.R.S.S.A. Greece.



This visitor is in Columbus as part of IVC's Entrepreneurial Training Management Program conducted under the auspices of the U.S. Agency for International Development, Participant Training program. If you would like to learn more about this visitor, please call (614) 225-9057 or e-mail info@columbusivc.org.

IVC's mission is to build partnerships between Central Ohioans and citizens of other countries that strengthen democratic ideals, encourage economic development, and promote cultural understanding through the exchange of ideas and knowledge.

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