



STRENGTHENING THE ABILITY OF  
SOUTH AFRICA'S APPAREL INDUSTRY  
TO INFLUENCE AND INFORM  
GOVERNMENT THROUGH ITS  
EMPLOYER ASSOCIATION –  
CLOTRADE



- Threat of globalisation a big wake up call



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- Developing countries at greater risk of being marginalised



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- How to rise to the challenge of globalisation



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- How to rise to the challenge of globalisation
- Successful countries will be those that can harness the collective intellectual capital available to them to develop effective strategies



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- CloTrade structured and willing to play a constructive role in the future of South Africa



## CONCLUSION

- Not going to be able to rise to the challenge of globalisation unless we harness the full intellectual capacity available within South Africa
- Industry Associations have a responsibility to structure themselves to be able to play their part to the full at sectoral level.
- A culture of “Team South Africa” (and in the case of the clothing & textile industry) “Team sub-Saharan Africa” needs to be embraced by all stakeholders.