

**TEX-  
TILES  
FROM  
SPAIN**

**LET SPAIN  
DRESS YOU UP**



**The Spanish textile sector has improved its competitiveness and increased its international activity, as shown by its new export record.**

The Spanish textile sector has undergone sweeping, fast-paced structural and operational changes. The reasons for these changes are well-known: globalization of the sector, entry of new worldwide producers, the emergence of China as the world's leading textile producer and exporter, etc. The economic and financial crisis that began in 2008 must be added to this list. This crisis has quickened changes in the sector, and more intensely so in southern European countries such as Spain.

Spanish companies' capacity to change is an example of this textile industry's ability to adapt to an increasingly complex and dynamic business environment. One result of this adaptation is the creation of a new textile sector: There now exists a sector that is smaller in number of companies and employees, but also much more dynamic. This dynamic quality is based on companies' competitive capacity. Proof of this can be found in the robust export figures, which exceeded 10.3 billion euros in 2012, an increase of 8%. That makes Spain the fourth-largest textile exporter of the EU, after Italy, Germany and France.

These statistics are the reflection of a business reality: there are more and more textile companies that sell a significant part of their production in foreign markets. This is a good sign as it shows the competitiveness of our products in a worldwide market as hard-fought as that of textiles.

Innovation, design, quality and service at reasonable prices form the groundwork for Spanish products. Spain's advantages are clear: industrial environment, creative capacity, expert workforce, closeness to key European markets, etc. Spain is home to companies that are clear international leaders in their areas of specialty.

Given the difficult circumstances of the domestic market, exports have become the priority which must drive the business volume of sector companies in Spain. That is why 2013 is expected to be a year of significant acceleration in our companies' international activity.

The main goal for the Spanish textile industry today must be that of boosting the competitive advantages of its companies to guarantee their initiation (in some cases) or consolidation (in others) in foreign markets, while they await improvements in the deteriorated European economy.