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## ThreadSol held apparel tech up first edition in Chittagong

Business Desk



After Apparel Tech Up in Dhaka, Sri Lanka, India, Vietnam and Indonesia, ThreadSol hosted the first edition of Apparel Tech Up for the Chittagong Apparel Industry on Saturday at Radisson Blu Bay View, Chittagong.

The event was aimed to discuss different technology interventions for the Chittagong Apparel Industry with primary focus on Artificial Intelligence, Big Data and Mobility. The speakers for the event were eminent technology and consultancy providers - Fast React, GSD, ThreadSol and Gherzi.

The event saw a large turn-out from the apparel manufacturing fraternity of Chittagong with presence of over 60 high management representatives from 32 manufacturing groups. The event began with a note by Navdeep Sodhi, Partner, Gherzi. He discussed the changes that are taking place in the textile value chain and the factors impacting it. He focused on the disruptive technology that was causing these changes.

This was followed by a keynote by Senior Partner - Global Sales, ThreadSol, Anas Shakil. He discussed the changing landscape of retailers and consumers of fashion products, the inevitable rise of e-commerce and the plausible impact on manufacturers.

He said, "The trends all over the world are changing, Amazon (An e-commerce company based in USA) holds a 6.6% share of the fashion retail in USA and it is expected to rise to 16.2% in the next 5 years. This impact of fast fashion will greatly affect the global apparel manufacturing. From our analysis of 154 factories across 15 countries, we see number of styles per season is rising at a CAGR of 17.9%.

By 2020, manufacturers will have to plan twice the number of styles as they do today, whereas the overall quantity will remain constant." He also explained how ThreadSol products using AI, Big Data and Mobility can drastically change the landscape of Apparel Manufacturing in the world.

The event concluded with an interactive panel discussion on "Manufacturing Excellence-People, Products and Processes". The panelists were Anas Shakil (ThreadSol), Navdeep Sodhi (Gherzi), Tanzim Beg (GSD) and Habibur (Fast React).



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