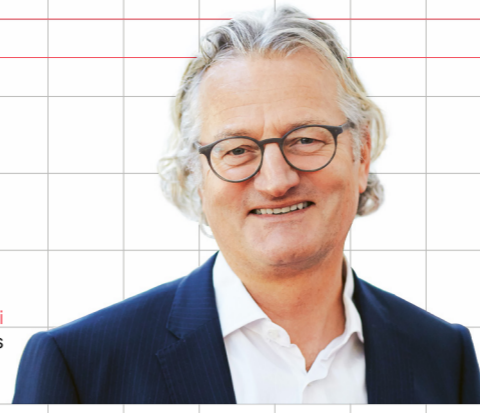


# What we've achieved with Strategy 2025

Carl Illi  
Chairman of Swiss Textiles



Since sketching is my passion, I've swapped the keyboard for a pencil to illustrate the accomplishments and significance of our Strategy 2025, instead of providing a traditional written report.

# REPORT

2024/25

We are THE network of the Swiss textile industry, connecting our members not only with each other but also with other sectors and the political sphere, both nationally and internationally.

Our members and partners rely on open trade without borders, barriers or obstacles. We actively build bridges to foster existing partnerships and establish new ones – most crucially with our key trade partner, the EU, but also extending beyond our immediate neighbours to countries like Morocco, India and China.

The world benefits greatly from Swiss textile excellence, whether through blood filtration systems, conductive fabrics, sophisticated embroidery or innovative recycling solutions. However, none of this would be possible without foreign skilled workers, investments in research and development, and the free movement of goods.

We also represent these industry interests in Bern, maintaining close and effective relationships with the federal administration, parliament and government.

All these factors contribute significantly to keeping Switzerland – and particularly our industry – competitive.

EDITORIAL

## The fine yet visible silver lining

On the global political stage, upheaval has become the norm. US President Donald Trump has disrupted international supply chains with tariffs on steel, aluminium, and consumer goods, advocating a policy of isolationism, while conflicts and wars continue unabated in other parts of the world.

This uncertain environment continues to challenge Swiss textile companies. Some businesses have been forced to close, and employees have been laid off. These are painful and turbulent times.

Swiss Textiles remains committed to creating optimal conditions for its members, facilitating their networking, and offering advisory support.

In 2024, Swiss Textiles actively engaged politically to ensure fair competitive conditions amid cheap platforms from Asia. It also significantly supported recent free trade agreements with India and Thailand and deepened trade relations with the EU.

I would particularly like to highlight the founding of "Fabric Loop." In November, we launched this initiative in collaboration with our members, aiming to establish a sustainable industry solution in Switzerland in line with extended producer responsibility.

Read more about what we achieved and where our journey will lead us this year and in the coming years in this unfolding annual report!

“Despite challenging conditions, the industry is seeing encouraging developments:

New companies are entering the market with specialized products and innovative solutions, especially in the circular economy sector.”

Peter Flückiger  
Chairman of the management board



INNOVATIVE TEXTILES  
 FUTURE-ORIENTED TEXTILES  
**SWISS TEXTILES**  
 SUSTAINABLE TEXTILES  
 UNIQUE TEXTILES  
 CREATIVE TEXTILES  
 DESIGN TEXTILES  
 PIONEERING TEXTILES  
 FUTURE-ORIENTED TEXTILES  
 INNOVATIVE TEXTILES  
 SMART TEXTILES  
 INDIVIDUAL TEXTILES  
 HIGH-TECH TEXTILES  
 GLOBAL TEXTILES  
 SUSTAINABLE TEXTILES  
**SWISS TEXTILES**

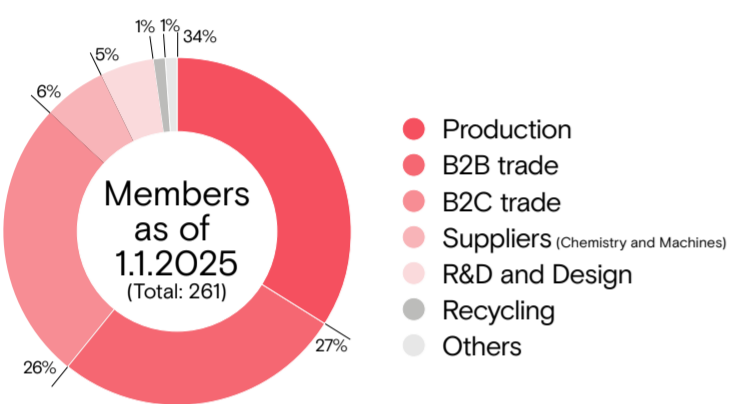
# (Trans)formative by nature

Price pressure, shifting consumer trends, and increasing specialisation – the Swiss textile and clothing industry is in motion. It has left the era of mass production behind and is now pioneering with highly technical, niche solutions.

At the same time, it is increasingly specialising in textile recycling to help drive the global circular economy forward.

As part of ongoing deindustrialisation, several major companies were forced to close their Swiss production sites last year. This structural transformation is painful.

Nevertheless, Swiss Textiles continued to grow. In 2024, we welcomed almost three times as many new members (19) as we lost due to these developments (7). Emerging sectors are giving rise to new companies that are shaping the textile cluster in Switzerland.



The founding members of Fabric Loop last November at the Swiss Textiles headquarters.

## FIRST MOVERS AND PIONEERS

With the founding of the Fabric Loop association in 2024, we demonstrated that the circular economy is more than just a trend. The initiative aims to close textile loops through an innovative recycling contribution model. It received significant media attention.

We also supported the new recycling center in St. Margrethen, Eastern Switzerland, by contributing our expertise and network. This joint project, initiated by two of our members, is set to enable textile recycling on an industrial scale.

## OUR FOCUS

We continue to advocate for a level playing field in relation to low-cost e-commerce platforms from Asia, such as Temu and Shein.

A first step was taken with the introduction of platform taxation, ensuring that these marketplaces are now subject to Swiss VAT regulations. As of this year, retailers can no longer avoid paying VAT on imported goods.

# What we delivered for our members in 2024

## BILATERAL AGREEMENTS III: A WELL-SPUN DEAL FOR THE TEXTILE SECTOR

Following the successful negotiation of a new package of agreements with the EU in late December, the matter will now be taken up by the Swiss parliament – and likely by the voting public as well.

For our industry, a stable and clearly defined relationship with our most important economic partner is essential. Swiss Textiles supports the Bilateral Agreements III package and has launched an awareness campaign to explain to members of parliament the urgency of formalised EU relations.

## TAILOR-MADE SUPPORT

In 2024, we delivered a total of 585 personalised consultations and webinars for our members.



Björn von der Crone at the opening of the India-EFTA Desk in New Delhi, 2025

## EMPOWERING, ADVOCATING, SHAPING

Values such as democracy, the rule of law, and openness are under increasing global pressure. Many countries are turning inward, prioritising self-interest and displays of power. More than ever, it is our duty to build bridges. That's why, during the Sustainable Future Convention last summer, we brought together the European textile industry in Brussels.

We also actively supported the government in concluding new free trade agreements – with countries including India, Thailand, Moldova and Kosovo. We continue to advocate for unfettered trade with Mercosur and the United States – highly attractive markets for our members.

Hot Topics: Let's Talk About It September 2024 at Freitag Lab. AG



## GETTING UP CLOSE AND CONNECTING THE THREADS

Our new event series, *Tour de Tissu*, was launched for the first time. Together with members of parliament, we took a behind-the-scenes look at member companies like Mammut, OceanSafe and HeiQ. These visits offered valuable insights into the challenges of everyday life for small and medium-sized companies and their complex international environments.

Throughout 2024, we continued to bring our members together in a range of contexts. For instance, we launched a new discussion series titled *Hot Topics: Let's Talk About It*, where we explored pressing issues such as the impacts of deindustrialisation and the question of how much sustainability should – or can – cost.

Workshop LEGO® SERIOUS PLAY® during Innovation Day, November 2024



## A DIFFERENT PERSPECTIVE

Our collaboration with the think tank W.I.R.E. encouraged both reflection and critical thinking. During events like *Redesigning Textiles* and *Innovation Day*, members explored what the future of the Swiss textile market might look like, discovered new design possibilities through artificial intelligence, and learned what will be required to foster genuine innovation in the sector going forward.

In an exclusive LEGO® SERIOUS PLAY® workshop for members, participants used the iconic bricks to build creative solutions and tackle challenges through unconventional thinking.



Summit & Anniversary Celebration Swiss Textiles, June 2024

## CELEBRATING AND LOOKING AHEAD

In the summer, the entire industry came together to celebrate 150 years of Swiss Textiles. We raised our glasses at the *Restaurant Riithalle* in Zurich – to the courage of an industry that continues to move with the times while finding ways to stand out.

The scenography of the celebration hinted at the tools the industry will need in order to succeed. In a large, colourful launderette, Swiss Textiles and its members symbolically washed away outdated mindsets – before hitting the spin cycle toward the future.

## FRESH IMPULSES AND FOOD FOR THOUGHT

Anticipating and monitoring trends at an early stage is one of our core principles – and this also applies when it comes to employer attractiveness. Companies must position their employer brand effectively to attract and retain skilled professionals.

Through various webinars and a benchmarking exercise, we provided valuable insights and inspiration. The webinar series on employer branding and workplace appeal will continue in the coming year.

Deindustrialisation is also reshaping the future skill sets required of qualified textile technologists (EFZ) and textile practitioners (EBA). To ensure these new demands are met and to prepare the next generation for our industry, the core vocational training programmes will undergo a complete revision over the next few years.

### Imprint

Concept and editorial: Adriana Zilic

Editing: Mirjam Matti Gähwiler, Peter Flückiger, Nina Bachmann, Michael Berger

Visual concept and production: P'INC AG, Langenthal

Translation: Translated by DeepL, Translator Pro and proofread by Keith Hewlett

The 2024/25 Annual Report is published in German and English.

April 2025



For further information [swisstextiles.ch](https://www.swisstextiles.ch)

# Follow us

Exclusive, tailored information is available to you in the members' area. You decide how often and on which topics you wish to receive member updates, register for events, and subscribe to our newsletter.

Our newsletter ensures you never miss a beat: original editorial content, member news, and media coverage – everything you need in order to stay informed.

Starting this year, all member updates are also available in English!

Get full access to everything that matters in the industry – with just a few clicks. Take a look inside your member area and get started today.



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Members can also comment on and rate articles on our website. Here, our aim is to foster more interaction within and across the network. Share your opinion with us and stay connected via our website and social media channels.

Alongside our website, we also keep members and interested followers up to date via social media. In 2024, we visited 22 member organisations and attended 11 events – featuring them in nearly 200 posts on Instagram and LinkedIn.



[www.swisstextiles.ch/mitgliederbereich](https://www.swisstextiles.ch/mitgliederbereich)

