The Creativity to Sustain Entrepreneurship of the Textile-Clothing Sector in Campania Region: the Promotion of Three Suitable Strategic Lines

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Abstract

The number of companies of the Textile/Clothing industrial sector (T/C sector) in every country is quite high, but usually the level of their capacity to be competitive is very broad from very high level to a very low level in the same territorial area. This general situation makes the problem on how to sustain the development of such T/C sector very difficult to be realized. This consideration is particularly correct for the less-developed areas, which are negatively influenced by the increase of the competition of new productive areas, such as the Asian countries.

This paper will try to analyze the case of how it could be possible to sustain the development of the T/C sector in Campania region (South of Italy), which is one of the Italian regions with a longest and well known tradition in such industrial sector.

Key words: creativity, innovation, entrepreneurial development, knowledge-based spin-offs, textile-clothing sector