

DIGITLIZATION AS A CATALYST FOR EFFICIENCY INCREASING OF MOLDOVAN APPAREL COMPANIES

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Abstract. The Industry 4.0 phenomenon, the fourth industrial revolution, has been successfully implemented in the world for several years. This industry has changed the current industrial paradigm, involving the shift from computerization and automation to the involvement of the Internet of Things and the Internet of Systems in technological and decision-making processes. The pandemic situation created by COVID 19 demonstrated the urgent need to apply digitalization in the apparel industry around the world, as well as in apparel industry companies from the Republic of Moldova. Digitization of pattern design, creation of samples, supply of raw materials and accessories, planning and organizing the production process, sales of finished products, today serves as an important catalyst for increasing the efficiency of apparel companies. This paper presents the areas of application of digitization in garment producers, the effects that can be obtained as well as existing good practices in Moldovan apparel companies.

Keywords: Industry 4.0, industrial revolution, digitalization, pattern design, efficiency increasing.