

NEWSROOM

Ecuador's leading textile association, launches a new initiative paving the way for the industry's digital transformation on its 80th anniversary.

Montreal, Canada – August 1st, 2024 – The global textile industry is undergoing significant digital transformation, driven by increasingly technologically savvy clients. Recognizing the need to adapt to these new demands, **Camilo Ontaneda Pinto**, president of **The Association of Textile Manufacturers of Ecuador (AITE)**, sought innovative solutions to assist their members in digitizing their product portfolio and enhancing operational efficiency. Tengiva, the technological provider in this initiative, has been instrumental in this transition, offering the necessary tools for AITE members to thrive in a digital world.

This strategic partnership began last year when Ontaneda met Tengiva's team and its **co-founder and CCO, Carlos Agudelo**, at **ITMA 2023**. The official announcement was made during their 80th year anniversary back in May, 2024. Ontaneda quickly realized that Tengiva, a technology company providing cutting-edge solutions for the textile supply chain, was the ideal partner to revive a major association project that had been put on hold for over three years.

Tengiva's experts managed the onboarding and setup of AITE's members' product data into their new system, digitizing the products of all AITE members and integrating them seamlessly into their current operations, optimizing internal operations.

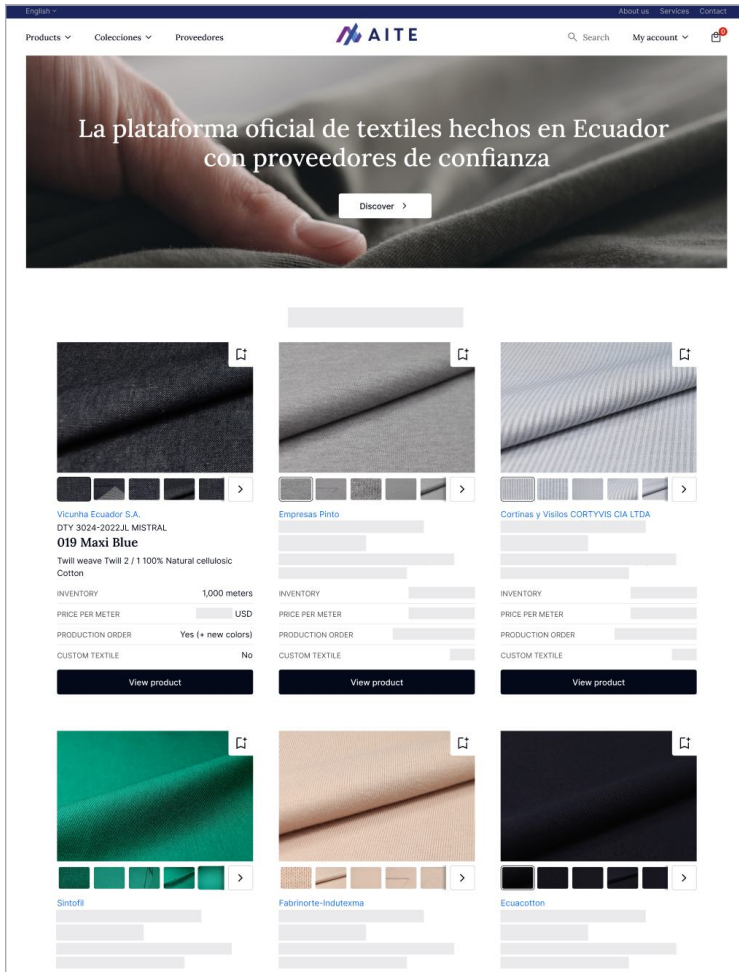


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It took us three years to find the right solution, and Tengiva's all-encompassing service has been a game changer for supporting our clients through their digital transformation. It's not just their technology that makes the difference — it's the exceptional service that comes with it which ensures a personalized onboarding for our members.

CEO, AITE

Camilo F. Ontaneda Pinto



As a result of this digital transformation, AITE members now showcase their products on a **groundbreaking B2B digital textile marketplace**. This innovative platform unites all suppliers in a single transactional digital space, enabling Ecuadorian textile suppliers to access global markets, engage with buyers and business partners, and expand their presence and visibility in an increasingly digital world.

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Ecuador's push for innovation is making a difference in the textile industry. This is a key moment in the digital transformation of Ecuadorian textiles. By adopting new technology, AITE is helping its members adapt and prepare for a future where going digital is essential for success.

CO-FOUNDER AND COO, TENGIVA
Carlos Agudelo

ABOUT AITE

AITE is a non-profit organization, founded in 1943, and has become the leading representative of the private sector in the textile, clothing, and related industries in Ecuador. They aim to integrate their production chain and provide services to their members to enhance the competitiveness of their businesses, generating employment for Ecuadorians, formalizing the local market, and increasing exports of their products.

ABOUT TENGIVA

Tengiva provides all-inclusive digital solutions for textiles. Businesses from all corners of the textile industry chose Tengiva for their B2B distribution, data management, and sourcing needs. They are part of leading global initiatives and a B Corp-certified technology powered by 100% net-zero cloud servers.

Tengiva supports textile businesses, industry-promotional associations, governmental organizations, and finished product brands. Currently, Tengiva's technology is available in 120+ countries and serves 1000+ users, including top fashion houses and leading manufacturers.

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