

WEST EUROPE

Teinelle Charles

Anmol Kaur

Nicolle Arias

GEOGRAPHY & CLIMATE

- Throughout Western Europe the lands are used for many different types of agriculture (dairy farming, and mixed livestock and crop farming), which is caused by the differences in climates and the different terrain that can be found in each region (Burke, 2003).
- The climate of Western Europe is a marine climate. Its abundant moisture comes from the Atlantic Ocean (oyler, 2003).
- The ocean helps keep down the temperature during the seasons, making the winter moist and mild, and the summer moist and cool.
- This climate primarily stays to the north of the Alps, thus considering the Alps a climatic divide (Davis, 2008).



POPULATION & DEMOGRAPHIC

Total Western Europe population:135,004,624.

- Germany is the most populous country in the european union with an estimated 2017 population of 82.11 million, which ranks 17th in the world (Germany Population, 2017).
- The Netherlands has a population of around 17 million people.
- France is second with a population of over 65 million.
- Monaco has the smallest population of 38,800 as it is the smallest country of the region(Exclusive GP, 2014).

NATURAL RESOURCES

- Natural magnesite, a magnesium carbonate are used heavily in the chemical industry.
- Natural gas
- Coal
- Hydroelectric power which is Austria's major export.
- Limestone
- Cement
- Silica sand
- Dolomite
- Polished diamond
- Iron ores
- Bauxite
- Uranium
- Waterpower



FABRICS & FIBERS

- All fibers are either wet or dry spun into yarn.
- To make the fibers into fabric for example flax into linen. Flax is harvested and after harvesting, the flax is stacked in hedges to dry. Once dried, the seeds are removed (From Flax To Linen, 2017). Then the flax is laid out to expose it to moisture or the sun . The flax is then stripped and combed into tow which is short fibers or into line which is long fibers (Linen Flax, 2015).
- Tow fibers are used for coarser yarn, while the line fibers are used for smooth yarn. The short and long fibers are then laid out like ribbons which is then wet spun for smooth yarn or dry spun for rough yarn (How linen is Made, 2017). Lastly, it is weaved, bleached, and dyed. Though sometimes it is not dyed if not required.

APPAREL PRODUCTION

- The country produces many garments from women's and men's clothes, children and baby clothes, sportswear, lingerie, and business wear (Overview-Fashion and Textiles, 2017). They also produce leather goods, luggage, and footwear.
- France is known for haute couture and atelier. Atelier is when garments are made at the studio or workshop in house (Atelier, 2017).
- In Switzerland the garments meet the swiss standards of simple yet unique designs, minimalist clothes are the most preferred. The swiss do not like to show off (Swiss Made Direct, 2017).
- Germany uses technology to design and produce garments with 3D printing (Tess, 2016).
- Many companies in Germany use technical textiles to make clothes. Such as heat and flame resistant clothing (Technical Textiles, 2017). There are fibers used in garments that can prevent one from burns.

DISTRIBUTION & CONSUMPTION

- In Austria many firms distribute to markets in Central and Eastern Europe at the wholesale level, while the retail chains have established networks in those countries(Austria - Distribution and Sales Channels, 2017).
- The distribution and consumption is done mostly through brick and mortar. Ecommerce has recently been entered the country so it would be difficult market (Belgium - E-Commerce, 2017).
- The distribution channels in France include e-commerce, retail business, hypermarkets/supermarkets and specialty stores (France - Distribution & Sales Channels, 2017).
- In Germany there is no restrictions to distribute goods (Distribution Channels, 2017). Therefore, a company can choose the best distribution channel.

IMPORT & EXPORT

- In West Europe the majority of imported products are machinery, vehicles, aircrafts, plastics, crude oil, chemicals, textiles, metals, clothing, and food products (Economy Watch Content, 2010).
- Germany imports 20.3% of the total in the EU, and is the top importer, France imports 10.7%, The Netherlands 9.7%, Belgium 7.1%, and Austria imports 3% and is the top ninth importer in the EU (Workman, 2017).
- The imports from the U.S. are valued at more than \$5.1 billion (Austria (AUT) Exports Imports, and Trade Partners, 2017).
- In West Europe the majority of exported products are automobiles, clothing, aircrafts, machinery, electronics, food products (wine, beer, cheeses, chocolates), pharmaceuticals, military equipment, and industrial chemicals (Economy Watch Content, 2010).
- Germany exports 25.6 % of the total in the EU and is the top exporter, France exports 9.4%, the Netherlands 8.5%, Belgium 7.6%, and Austria exports 2.9 % and is the top tenth exporter in the EU (Workman, 2017).

TECHNOLOGY

In Western Europe they are known for the following technologies:

- Telecommunication
- Innovation
- Research
- Environmental Technology
- Nuclear Technology
- Biotechnology
- Marine Technology
- Gaming Technology
- Automobiles
- Aero technology (Aircrafts)

CULTURE

Western Europe is a melting pot of cultures. Due to migration and tourism most western countries are influenced by each other.

- Italy
- Germany
- France
- Roman
- Alps
- Celtics
- Franks
- Gallo-Romans
- Flander
- Wallonia

How Not to Embarrass Yourself in Germany

TIPPING



Tip 10% to 15% on big meals. For coffee or small meals, round up to the next euro or half euro.

TITLES



Always use titles, like Doctor, Frau, or Herr. Don't use first names unless invited.

BIRTHDAYS



When it's your birthday, it's your responsibility to provide food and drinks.

PUNCTUALITY



Always be on time. Be direct and detail-oriented.

SMOKING



Never light a cigarette off a candle. A common superstition says doing so kills a sailor.

BATHROOMS



Bathroom attendants are common and expect to be tipped roughly 30c.

DOCTORS



Anyone with a PhD should be addressed as Professor or Doctor.

SUIT JACKETS



Don't remove your suit jacket unless your host does.

ALCOHOL



Drinking alcohol is common, but it's always acceptable to refuse a drink.

MEETINGS



Expect business meetings to be longer than in other countries.

HIERARCHY



Make your status known. Hierarchy is considered important.

DRESS



Wear conservative business attire. Khakis make people think you're sloppy.

GARBAGE



Always recycle. Proper garbage disposal is extremely important to the Germans.

JAYWALKING



Never jaywalk, even if there's no traffic anywhere to be seen.

TOASTING



Make eye contact when toasting. Not doing so is said to bring bad luck.

SITTING



Wait to sit down until you are invited to do so or until others sit.

TAXIS



Taxi drivers don't expect tips, but most people round their fares up to the next euro or half euro.

UTENSILS



Crossing your utensils means you're still eating. Laying them parallel means you're finished.

WATER



Expect to pay for bottled water at restaurants. Ordering tapwater is impolite.

TALKING



Avoid exaggerations and high-pressure talk.

VISITS



When invited to someone's home, always arrive on time and bring a small gift.

HANDS



Keep your hands on the table when eating. To do otherwise is considered rude.

LABOR & EMPLOYMENT

- In Europe, the labor and employment laws are similar and different in Western Europe.
- A few similarities are employment contracts that are derived from common law, and are the basis for employer and employee relations (White, 2017).
- There is a limit to weekly working hours, that can not exceed 48 hours including overtime; employees must get 11 hours of rest daily (Working Conditions, 2017).
- The differences are that in Switzerland there is no minimum wage (Rechtsanwälte, 2017). But Austria, Germany, France have minimum wages (Funk & Lesch, 2017).
- France, Luxembourg, Netherlands and Austria have maternity leave for up to 16 weeks, Belgium is 15 weeks Maternity leave, and Germany and Switzerland it is for 14 weeks (“Maternity Leaves Around”, 2012).
- In all work places every document has to be in French (“Ten things to know”, 2017).

ECONOMY

- In Western Europe, four countries are on the top ten list of economies in Europe.
- Germany is number one with a GDP of \$3.76 trillion (USD), France has a GDP of \$2.81 trillion (USD), the Netherlands has a GDP of \$887 billion (USD), and Switzerland is number eight with a GDP of \$634 billion (USD) (Rodriguez, 2017).
- Switzerland, Germany, Netherlands, Belgium and Luxembourg are on the list of top ten competitive European economies (Myers, 2016).
- Monaco's economy relies heavily on tourism and the financial sector, the GDP is 5.64 billion euro and went up 5.4% (Country Risk of Monaco: Economy, 2017).
- The region's economy is doing very well.

REFERENCES

- Africa Damask. (2017). Retrieved December 8, 2017, from <http://www.getzner.at/en/products/afrika-damast/>
- Agriculture. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/agrotech.html>
- The Apparel Market In Switzerland. (2017). Retrieved December 8, 2017, from <https://www.weconnectfashion.com/articles/the-apparel-market-in-switzerland>
- Atelier. (2017). Retrieved December 8, 2017, from <http://www.dictionary.com/browse/atelier>
- Austria. (n.d.). Retrieved from <http://www.everyculture.com/A-Bo/Austria.html>
- Barrett, J. (2010, March 13). The History of Adidas and Puma. Retrieved December 9, 2017, from <http://www.newsweek.com/history-adidas-and-puma-86373>
- Batvina, I. (n.d.). Cultural habits. Retrieved from <http://www.best-country.com/europe/austria/traditions>
- Belgium textile trade scenario. (2017). Retrieved December 9, 2017, from <http://www.fibre2fashion.com/market-intelligence/countryprofile/belgium-textile-industry-overview/trade-scenario.asp>
- Botanic Fibers. (2017). Retrieved December 9, 2017, from <http://www.lenzing-fibers.com/en/lenzing-fr/>
- Botanic Fibers. (2017). Retrieved December 9, 2017, from <http://www.lenzing-fibers.com/en/lenzing-modal/>
- Botanic Fibers. (2017). Retrieved December 9, 2017, from <http://www.lenzing-fibers.com/en/lenzing-viscose/>
- Botanic Fibers. (2017). Retrieved December 9, 2017, from <http://www.lenzing-fibers.com/en/tencel/>

REFERENCES (CONT'D)

- Buildtech. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/buildtech.html>
- Clothing expenditure in Austria 2008-2015 | Statistics. (2017). Retrieved December 8, 2017, from <https://www.statista.com/statistics/575183/clothing-consumption-expenditure-austria/>
- Clothtech. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/clothtech.html>
- Culture – Liechtenstein Wirtschaft. (n.d.). Retrieved from <https://www.liechtenstein-business.li/en/living-in-liechtenstein/culture/>
- Culture (n.). (n.d.). Retrieved from <https://www.etymonline.com/word/culture>
- Culture of Austria. (n.d.). Retrieved from <http://www.europe-cities.com/destinations/austria/culture/>
- Customs and Traditions. (n.d.). Retrieved from <https://www.myswitzerland.com/en-us/customs-traditions.html>
- Domaske, A, & Preus, J. (2013, November 12). Make it from milk. Retrieved December 9, 2017, from <https://advancedtextilesource.com/2013/11/12/make-it-from-milk/>
- Economy. (2017). Retrieved December 9, 2017, from http://www.monaco-consulate.com/?page_id=30
- The Editors of Encyclopædia Britannica. (2017, May 19). Bast fibre. Retrieved December 8, 2017, from <https://www.britannica.com/technology/bast-fiber>
- Egusa, C., & Cohen, S. (2015, July 05). The Netherlands: A Look At The World's High-Tech Startup Capital. Retrieved from <https://techcrunch.com/2015/07/05/the-netherlands-a-look-at-the-worlds-high-tech-startup-capital/>

REFERENCES (CONT'D)

- Eight important facts about employment law in Austria. (2015, September 15). Retrieved from <https://www.personneltoday.com/hr/eight-important-facts-about-employment-law-in-austria/>
- Europe. (n.d.). Retrieved from <http://www.nationsencyclopedia.com/Europe/index.html>
- European Textiles and Fashion: Facts & Figures. (2016, May 31). Retrieved December 9, 2017, from <https://www.euractiv.com/section/innovation-industry/infographic/european-textiles-and-fashion-facts-figures/>
- EurWORK European Observatory of Working Life. (n.d.). Retrieved from <https://www.eurofound.europa.eu/observatories/eurwork/comparative-information/minimum-wages-in-europe>
- Fabric Seminar. (2016). Retrieved December 8, 2017, from <http://www.fabriclink.com/University/History.cfm>
- Facts & figures. (n.d.). Retrieved from <https://www.research-in-germany.org/en/research-landscape/facts-and-figures.html>
- Fahy, J. (2016, August 15). Five reasons why Switzerland is top in innovation. Retrieved from https://www.swissinfo.ch/eng/business/global-ranking_five-reasons-why-switzerland-s-top-in-innovation/42375380
- Fashion Fabrics for Shirts. (2017). Retrieved December 7, 2017, from <http://www.getzner.at/en/products/fashion-fabrics-shirts/>
- Fiber Facts. (2017). Retrieved December 9, 2017, from <https://www.numel.com/fiber-facts.html>
- Fiber types. (2017). Retrieved December 9, 2017, from <http://www.lenzing.com/en/fibers/fiber-types.html>

REFERENCES (CONT'D)

- Food and Clothing in Liechtenstein. (2012, December 3). Retrieved December 7, 2017, from <http://multiculturalbusiness.wikifoundry.com/page/Food+and+Clothing+in+Liechtenstein>
- France Textile Trade Scenario. (2017). Retrieved December 9, 2017, from <http://www.fibre2fashion.com/market-intelligence/countryprofile/france-textile-industry-overview/trade-scenario.asp>
- France. (n.d.). Retrieved from <http://www.encyclopedia.com/history/encyclopedias-almanacs-transcripts-and-maps/france-0>
- From flax to linen. (2017). Retrieved December 8, 2017, from <http://www.libeco.com/en/about-linen/from-flax-to-linen.aspx>
- Future Fibres: Jute. (2017). Retrieved December 7, 2017, from <http://www.fao.org/economic/futurefibres/fibres/jute/en/>
- Geotech. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/geotech.html>
- Germany, a world leader in technology, engineering and innovation. (n.d.). Retrieved from <https://ec.europa.eu/digital-single-market/en/news/germany-world-leader-technology-engineering-and-innovation>
- Headquarter - Oerlikon Corporate. (2017). Retrieved December 8, 2017, from <https://www.oerlikon.com/en/contact/headquarter/>
- Holland's hemp history. (2017). Retrieved December 9, 2017, from <http://www.fibre2fashion.com/industry-article/3369/hollands-hemp-history?page=1>
- Home. (n.d.). Retrieved from <https://www.commisceo-global.com/country-guides/belgium-guide>
- Home. (n.d.). Retrieved from <https://www.commisceo-global.com/country-guides/belgium-guide>

REFERENCES (CONT'D)

- Hometech. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/hometech.html>
- How did Switzerland become the world's most innovative country. (n.d.). Retrieved from <https://www.credit-suisse.com/corporate/en/articles/news-and-expertise/innovation-switzerland-201603.html>
- How Linen is made. (2017). Retrieved December 8, 2017, from <http://www.madehow.com/Volume-4/Linen.html>
- Industry and Innovation. (n.d.). Retrieved from <http://www.tandfonline.com/doi/pdf/10.1080/136627197000000005?redirect=1>
- Le lin et le chanvre europeen. (2017). Retrieved December 9, 2017, from <http://www.mastersoflinen.com/eng/lin/1-la-filiere-de-proximite>
- Lenzing Group. (2017). Retrieved December 9, 2017, from <http://www.lenzing.com/en/lenzing-group.html>
- Lenzing Invests More Than EUR 100 Million in New Production Capacities for Specialty Fibers in Austria. (2017). Retrieved December 9, 2017, from <https://www.lenzing.com/en/press/press-releases/detail/article/2016/7/02/lenzing-investiert-in-oesterreich-ueber-100-mio-euro-in-neue-produktionskapazitaeten-fuer-spezialfa.html>
- Liechtenstein facts. (2016). Retrieved December 8, 2017, from <http://www.encyclopedia.com/places/germany-scandinavia-and-central-europe/austria-political-geography/liechtenstein>

REFERENCES (CONT'D)

- Liechtensteiners. (2017). Retrieved December 8, 2017, from <http://www.everyculture.com/wc/Japan-to-Mali/Liechtensteiners.html>
- Linen Flax - Flax plant for spinning and weaving . (2015). Retrieved December 7, 2017, from <https://permies.com/t/47529/fiber-arts/Linen-Flax-Flax-plant-spinning>
- Linteris, G. (2004). *U.s.-russian cooperation in space: Hearing before the committee on science*. Place of publication not identified: Diane Pub.
- Luxembourg facts. (2016). Retrieved December 8, 2017, from <http://www.encyclopedia.com/places/britain-ireland-france-and-low-countries/benelux-political-geography/luxembourg>
- Luxembourgers. (2017). Retrieved December 8, 2017, from <http://www.everyculture.com/wc/Japan-to-Mali/Luxembourgers.html>
- Luxury Shopping in Monaco. (2016). Retrieved December 07, 2017, from <http://www.montecarlosbm.com/luxury-trip-monaco/visit-monaco/shopping/>
- Manmade Fibers Segment - Oerlikon Corporate. (2017). Retrieved December 8, 2017, from <https://www.oerlikon.com/en/company/company-overview/segments-manmade-fibers/>
- Monaco: Economy. (2017). Retrieved December 9, 2017, from <http://www3.monaco.mc/monaco/info/economy.html>

REFERENCES (CONT'D)

- Monaco facts. (2016). Retrieved December 8, 2017, from <http://www.encyclopedia.com/places/britain-ireland-france-and-low-countries/french-political-geography/monaco#ECONOMY>
- Nationsonline.org, K. K. (n.d.). Languages of the World :: European Languages by Countries. Retrieved from http://www.nationsonline.org/oneworld/european_languages.htm
- Oerlikon expands its chemical fibres business. (2017). Retrieved December 8, 2017, from <https://www.liechtenstein-business.li/en/news-detail/article/oerlikon-expands-its-chemical-fibres-business/>
- Organic Fabric Manufacturers: Linen. (2016, July 04). Retrieved December 8, 2017, from <https://www.trustedclothes.com/blog/2016/05/03/organic-fabric-manufacturers-linen/>
- Overview- Fashion and textiles - Industry Sectors - Importing from Austria - Business Guide Austria. (2017). Retrieved December 8, 2017, from <http://www.advantageaustria.org/international/zentral/business-guide-oesterreich/importieren-aus-oesterreich/branchen/mode-und-textilien/ueberblick.en.html>
- Panitikan ng Pransya on WordPress.com. (n.d.). Retrieved from <https://angkwintascom.wordpress.com/testimonial/>
- Petrova, V. (2015, September 14). High-quality shirts and corporate wear fabrics by Getzner Textil Austria. Retrieved December 9, 2017, from <https://made-to-measure-suits.bgfashion.net/article/13601/55/High-quality-shirts-and-corporate-wear-fabrics-by-Getzner-Textil-Austria#popup2>

REFERENCES (CONT'D)

- Protech. (2017). Retrieved December 8, 2017, from <http://www.technicaltextile.gov.in/protech.html>
- Schoeman, R. (2016, May 05). Why Is Germany A Powerhouse In Research and Innovation? Retrieved from <https://theculturetrip.com/europe/germany/articles/germany-technology-research-and-innovation/>
- 7 Things Switzerland Is Famous For. (2017, February 17). Retrieved December 8, 2017, from <http://www.herculture.org/posts/2016/2/17/7-things-switzerland-is-famous-for>
- Swiss Made Direct. (2017). Retrieved December 8, 2017, from <https://swissmade.direct/products/swiss-clothing/>
- Switzerland - Agriculture. (2017). Retrieved December 8, 2017, from <http://www.nationsencyclopedia.com/Europe/Switzerland-AGRICULTURE.html>
- T. (2016, July 25). Voxelworld's 3D printed runway show takes German fashion event by storm. Retrieved December 7, 2017, from <http://www.3ders.org/articles/20160725-voxelworlds-3d-printed-runway-show-takes-german-fashion-event-by-storm.html>
- Technical textiles – A market with enormous potential. (2017). Retrieved December 8, 2017, from http://www.fibre2fashion.com/news/textile-news/newsdetails.aspx?news_id=94612
- Technical Textiles. (2017). Retrieved December 9, 2017, from <https://www.hsmemagazine.com/article/technical-textiles-1207>
- Textile and Fashion Industry in Germany. (2017, September 06). Retrieved December 9, 2017, from <https://www.bizvibe.com/blog/textile-fashion-industry-germany/>
- The top five world producers of hemp grain. (2017). Retrieved December 7, 2017, from <http://tku.org.ua/en/news/5185>

REFERENCES (CONT'D)

- Trainings in Textiles in Luxembourg. (2017). Retrieved December 9, 2017, from <http://www.lifelong-learning.lu/formations/textile/en>
- Van Vliet, E. (2014). *The future of industrial hemp in the Netherlands* (Unpublished doctoral dissertation). Utrecht University. Retrieved December 8, 2017.
- What are the imports and exports of Monaco? (2016). Retrieved December 9, 2017, from <https://www.reference.com/world-view/imports-exports-monaco-89c8613ac5d408d5>
- Why cellulose fibers? (2017). Retrieved December 9, 2017, from <http://www.lenzing.com/en/fibers/why-cellulose-fibers.html>
- Zimmermann, K. A. (2017, July 21). French Culture: Customs & Traditions. Retrieved from <https://www.livescience.com/39149-french-culture.html>