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ΕΣΠΑ 2021-2027
Βιώσιμη Ανάπτυξη για Όλους
Partnership Agreement 2021-2027

Operational Program: «Central Macedonia» 2021-2027
Action: «Investment Plans of Innovation»

Project title:

«Business Intelligence & Artificial Intelligence for dynamic decision-making and adaptation to new production and trade conditions at OXFORD S.A. and the broader clothing/textile sector (BI&OX – Project Code: KMP6-0079607)».

The Centre for Research and Technology Hellas participates in the project «BI&OX» (Project code: KMP6-0079607) under the framework of the Action «Investment Plans of Innovation» of the Program «Central Macedonia», PARD 2021-2027», that is co-funded by the European Union and Greece.

The project BI&OX has as its ultimate goal the harnessing of advanced, specialized intelligence in the apparel industry to boost the added value of the company's products and integrate them into international value chains. A secondary objective is to accelerate the company's responsiveness to consumer needs—creating a key competitive advantage and advancing its vision to become the leading Greek men's clothing brand at both national and international levels.

The present investment project aims to transform OXFORD Company S.A.'s operations by maximizing its agility in coordinating the supply chain and laying the groundwork for international expansion. It will develop and integrate a suite of artificial-intelligence and machine-learning algorithms into the existing business-process monitoring system to enable dynamic decision-making and the diffusion of specialized knowledge—thereby raising product added value, streamlining processes, accelerating market responsiveness, and enhancing workforce productivity and innovation skills. Indicative expected benefits/results after completion include a clear, year-by-year visibility of demand by product type and distribution channel, coupled with accurate demand forecasts to accelerate order fulfillment and synchronize inventory levels. By integrating dynamic multi-criteria inventory-management optimization algorithms with smart RFID technology, OXFORD S.A. anticipates a substantial reduction in on-hand stock, higher inventory turnover rates, more efficient handling processes, and precise allocation of stock across channels. The development of a decision-support manual based on modeled strategic decisions under uncertainty will grant rapid insight into the most

influential decision criteria and the performance of past choices, thereby eliminating systemic inefficiencies and informing future strategic planning. Finally, through the capitalization of these outcomes and collaboration with the Hellenic Apparel & Textile Association (SEPEE), the project is expected to establish a best-practice benchmark that drives efficiency and healthy competitiveness across the wider clothing and textile sector.

Total Project Budget: €350,000

CERTH Budget: €122,500