

**Interreg
Sudoe**

European Regional Development Fund



EUROPEAN UNION



Joint strategy to impulse the internationalization of SMEs in the Textile Sector - SUDOE (INTER-TEX)

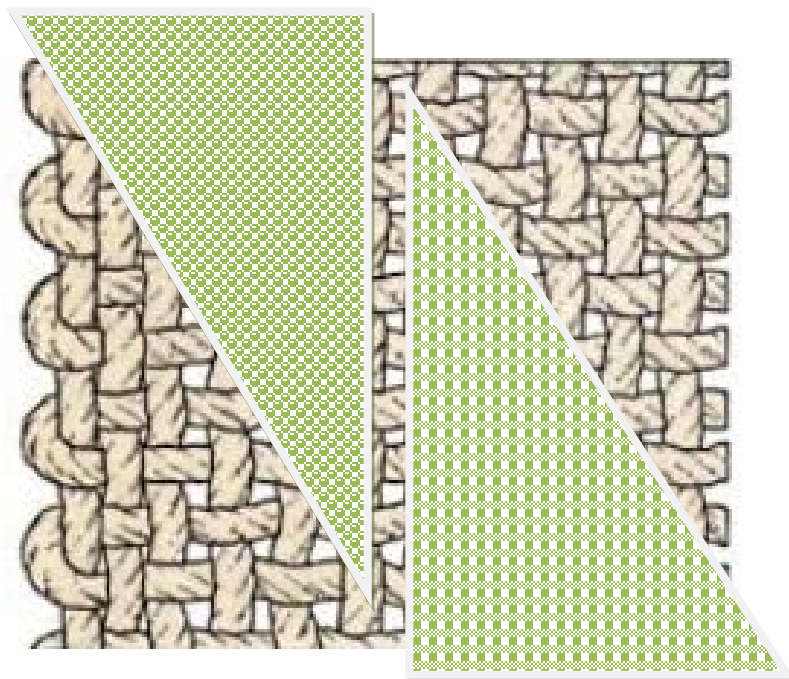
Project co-financed by the Interreg Sudoe Program through the European Regional Development Fund (ERDF)



INTER-TEX NEWSLETTER

1ª Newsletter

**GENUARY
2017**





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The INTER-TEX SUDOE project began on July 1, 2016. It is led by the City of Igualada (Catalonia) and developed by a consortium of 7 members, including the Catalan Agrupació del Textil i la Moda -MODACC, Association of Textile Entrepreneurs of the Valencian Community-ATEVAL, Agency for the Competitiveness of the Enterprise- ACCIÓ (Cataluña), Confederación Industrias Textiles de Galicia-COINTEGA, Agency of regional development of the valley of the river - ADRADE (Portugal), Textile and Clothing Association Of Portugal-ATP and Union des Industries Textiles du Sud- ITU SUD (France).).

CONTEXT

The SMEs in the textile and clothing sector of the SUDOE space face common difficulties in internationalizing their products. Often, the small size of companies, the lack of cross-sartorial and intra-sartorial cooperation, limited resources and the difficulty of identifying opportunities in foreign markets

mean that companies do not start internationalization processes or that they are not sufficiently successful.



Transnational cooperation is essential for:

- Assist public authorities in coping with export strategies on a new scale;
- Improving internationalization initiatives through the exchange of good practices and innovative policies;
- Enhance the attractiveness of foreign counterparts with product representation from several countries;
- Generate new transnational value chains and
- Boost cooperation between competitors since the degree of competition between them is often lower than with local firms.



OBJETIVES

MAIN OBJECTIVE

To promote the internationalization of SMEs in the textile and clothing sector in south-west Europe through public and private cooperation and the development of joint transnational strategies. Joint internationalization strategies are new business models of internationalization for SMEs.

SPECIFIC OBJECTIVES

Improvement and growth of the possibilities of internationalization of SMEs.

- Specific objective 1:

Establish a network of transnational public-private cooperation and define specific tools to support the internationalization of SMEs in the textile and clothing sector in the SUDOE space.

- Specific objective 2:

Encourage vertical and horizontal cooperation between companies in the sector.

- Specific objective 3:

Design new value chains appropriate to the needs and common opportunities of companies in the sector and oriented to markets outside the EU.

EXPECTED RESULTS

- ❖ **Definition and signature of business internationalization methodologies.**
 - 150 SMEs involved → 135 SMEs interested in re-engaging in activities
- ❖ **2 Missions in third markets**
 - 25 SMEs participate in each mission
- ❖ **2 B2B events organized with the participation of:**
 - 50 SMEs area SUDOE
 - 25 non-community SMEs
- ❖ **20 Cooperation Agreements signed between EU SMEs and SMEs outside the EU.**
- ❖ **Creation of 3 Transnational Groups of Internationalization Joint (GTIC)**
 - 15 SMEs involved → 15 SMEs interested in re-engaging in activities
- ❖ **Number of GTICs organized:**
 - 6 GTIC driven
 - 3 GTICs that meet their common goals
 - 3 consolidated GTICs
- ❖ **3 online sales initiatives in destination regions after the organization of virtual fairs**
 - 15 SMEs involved → 12 SMEs interested in re-engaging in activities.
- ❖ **3 trade-show of promotion of products of the European southwest in new markets**
 - 60 SMEs involved → 50 SMEs interested in re-engaging in activities.
 - Sales made: + 1million Euros of sales induced.



❖ **3 joint commercial platforms established in foreign countries.**

- 25 SMEs involved → 20 SMEs interested in re-engaging in activities. **Launch of a "Made in Europe" brand.**
- 60 SMEs involved → 50 SMEs interested in re-engaging in activities.



❖ **Increased uptake of funding sources for internationalization:**


- 3 training sessions on attracting other sources of funding with the participation of 100 SMEs
- 5 different collaborations between companies, associations or public authorities from different countries to submit project proposals to European internationalization calls.



PROGRESS

1) Actions for the planning of activities:

- Analysis and creation of a database of potential project participants from the 5 regions of the partners.
- Analysis and creation of a database of existing resources for the internationalization of SMEs.
- During the month of May each partner will hold a workshop (40 SMEs) in their region to:
 - Present the project and the internationalization actions that will be completed during its execution.
 - Collect, through a survey, the common needs and concerns of SMEs for internationalization.
- Based on the data obtained in the workshops, two market studies will be conducted in 2 of the potential markets.
- Organization of a transnational workshop to promote products from south-western Europe.
- Organization of 5 local workshops (one in each region) to train SMEs on:
 - Cooperation tools and good practices
 - Sales processes abroad
 - Pricing policy and legal framework
 - Management of activities abroad
 - Adjustments of production for internationalization
 - Sources of financing for the promotion of competitiveness and internationalization.



Actions for the Implementation of the Joint Internationalization Strategy (ECI): implementation of the 6 tools

- Standard business internationalization actions: connecting the different textile regions of south-western Europe to reduce the isolation between the clusters and thereby stimulate the commercial relations of the companies within the sector's value chain.
- Transnational groups of joint collaboration: creation of groups from 3 to 5 companies with a common goal of internationalization with the aim of cooperating to compete.
- Promotion of virtual fairs in target markets and online commerce initiatives: in it a list of information on SMEs in the Sudoe space sector is detailed, pavilions, virtual stands, opinion forum, etc. ... it is therefore the creation of an online shopping center.
- An international fair will be organized to promote products from the SUDOE space.
- Establishment of joint commercial platforms in foreign countries: these are commercial platforms that manage the commercial promotion of fashion brands and / or industrial textile service companies of the SUDOE space in the chosen countries of destination.
- Launch of a "Made in Europe" brand: created under the common initiative of a group of SMEs in the SUDOE space for the conquest of new international markets with a wide range of complementary products and a common identity.


For more information you can visit our web

www.intertex-sudoe.eu

Ajuntament  d'Igualada

ATEVAL

ACCIÓ  Generalitat de Catalunya

 Confederación de Industrias
Textiles de Galicia
COINTEGA - Cluster Textil Moda

Modacc
cluster textil
de la moda

 **UIT SUD**
UNION DES INDUSTRIES TEXTILES SUD

 **ATP**
Associação
Têxtil e Vestuário
de Portugal

This Newsletter is part of the INTER-TEX Project which has received funds from the European SUDOE program

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