

**Interreg
Sudoe**

European Regional Development Fund



EUROPEAN UNION



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

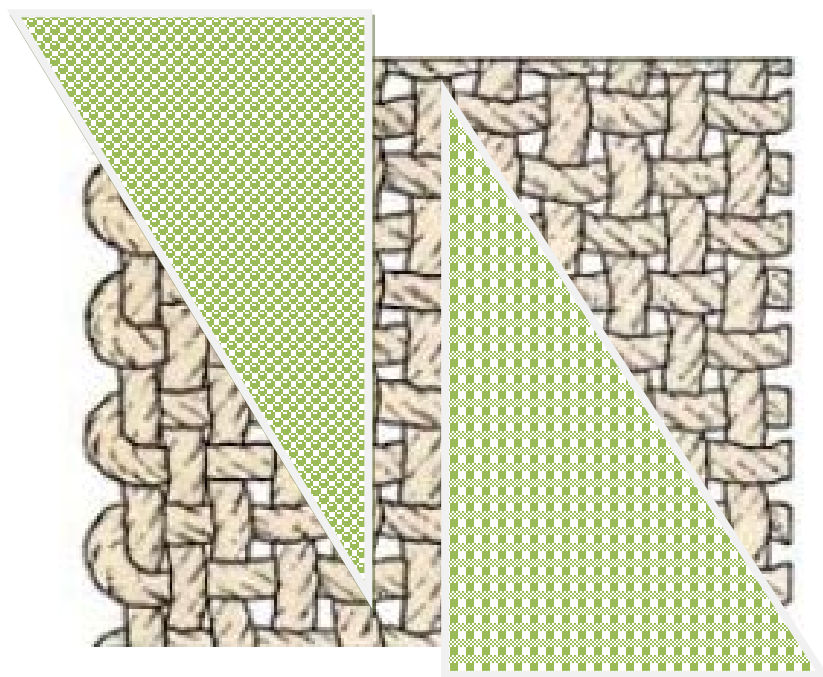
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INTER-TEX NEWSLETTER

2^a Newsletter

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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).).

CONSORTIUM MEETINGS

IGUALADA KICK OFF 13-14 OCTOBER 2016



The INTER-TEX project, coordinated by the Municipality of Igualada, has the participation of the Textile Employers Association of the Valencian Community (ATEVAL), the Textile Industries Confederation of Galicia (COINTEGA), ACCIÓ-agència per a la competitivitat de l'empresa, the Català Fashion Cluster, the Regional Development Agency of Vale do Ave (ADRAVE) and the Associação Têxtil e Vestuário (ATV) of Portugal and the French Union Des Industries Textiles of Sud (UIT).

Through this project, 150 SMEs will test various pilot tools to promote joint internationalization, such as the creation of commercial platforms in different markets, participation in fairs or the organization of promotional trade-shows. The initiative lasts for 30 months.

VALENCIA 8-9 MARCH 2017

ATEVAL participated in the second transnational meeting of the INTER-TEX project carried out in the city of Valencia on March 8 and 9 where, among other things, the different tools and initiatives to be developed over the next six months have been defined, favor of the Internationalization of SMEs in the textile and clothing sector of the SUDOE space.



GUIMARAES 10-11 JULY 2017

The third European transnational meeting INTER-TEX Project, at the ADRAVE facilities in Guimarães, from July 10 to 11, 2017. Organized by ADRAVE - Agency of Regional Development of Valle de Ave and ATP-Textiles and Apparel Association Industrias de Portugal With the support of AMAVE - Asociación Municipal Valley Ave, the meeting was held to analyze, discuss and define, among other things, the different tools and initiatives to be developed over the next six months, in favor of the internationalization of SMEs in the textile sector and of the confection in the regions of Catalonia, Valencia, Galicia, south-west of France and the north of In the framework of this meeting, the European delegation was received in the City Council of Guimarães by the Councilman José Bastos, having also the opportunity to visit the Historical Center of Guimarães.



To this end, during the next six months, different products will be developed by the consortium, including participation in B2B missions and meetings in third markets, the creation of transnational joint internationalization groups, online sales initiatives, the participation in commercial platforms in third markets, participation in an international fair and the launch of a brand "Made in Europe" .Portugal.

ACTIONS CARRIED OUT

MODACC AND ACCIÓ CARRY OUT THE FIRST LOCAL WORKSHOP FOR THE PROMOTION OF INTERNATIONALIZATION TOOLS

On May 3, MODACC and ACCIÓ organized the first local internationalization workshop, which had a total of 44 attendees, representatives of Catalan SMEs in the textile-clothing sector. The objective of the workshop was to make known the pilot internationalization tools that the INTERTEX project makes available to companies in the textile-clothing sector to help them initiate internationalization processes.

The workshop was divided into 2 parts. The first one began with the introduction to the INTERTEX project by Lúdia Morcillo (MODACC), responsible for the INTERTEX project. Then Silvia Vila (ACCIÓ) explained in detail the business missions and the export groups, two of the pilot tools that will be worked on during the project. And finally, Xavier Climent (ACCIÓ), spoke of the importance of business cooperation in joint internationalization processes, a key concept in the INTERTEX project.

The second part of the workshop was devoted entirely to explaining the joint internationalization platforms. It was structured around a round table that included the participation of Bernat Biosca, general director of Escorpion, member of the platform of the Nordic countries; Josep Ignasi Reixach, CEO of Punto Blanco and member of the Asia platform, and Iago Esteve, administrator of Sita Murt, member of the USA platform. The table was led by David García, executive director of MODACC. The participants explained the way of operating the platforms and the advantages of belonging to them.

The day ended with a round of questions and answers by the attendees and with the expression of interest of the companies in the active participation in the project.



ATEVAL REALIZES ITS FIRST LOCAL WORKSHOP FOR THE PROMOTION OF INTERNATIONALIZATION TOOLS

On May 17, 2017, ATEVAL held the first workshop "TOOLS FOR THE INTERNATIONALIZATION OF SMES" on its premises.

This workshop was attended by companies from the Fashion Textile, Textile Technical and Home Textiles sectors.

During the development of the workshop the INTERT-TEX project was presented to the attendees and these new opportunities for the internationalization of SMEs were made known.

Finally, a colloquium was opened in which attendees expressed their concerns and desires regarding internationalization, and showed their interest in the activities to be carried out in the project.



INTER-TEX project workshop at the MOMAD fair (August 1-3, 2017)

Taking advantage of the MOMAD Fair in Madrid, the project partners organized a WORKSHOP at the fair, in which the project was made known to the visitors and to the exhibiting companies.

MODACC requested a space to bring the companies together, which took the form of a small stand in a common area, from which the project was explained. Prior to the fair, through the analysis of the exhibitor catalog, the companies that could be eligible to participate in the GT2 activities were chosen and visited one by one to explain the project. The results of the visit were collected in a small survey, which included data on the company and intention and preferences to participate in the GT2 activities.

Different activities were carried out: meetings with companies, surveys, presentations, leaflet distribution, ...

The planned agenda was the following:

- 10:00h arrival and meeting in MOMAD.
- 10:30h – 14:00h visit companies to explain INTERTEX
- 14:00h – 15:00h lunch and wrap-up
- 15:00h – 17:00h visit companies to explain INTERTEX
- 17:00h – 18:00h wrap-up and farewell.



ITU SUD organized a workshop (November 21, 2017)

ITU SUD organized a workshop in which it brought together 7 companies in the sector, who was directly introduced to the project and the guides:

- Internationalization of the textile industry - VSE / SME Clothing: Guide for accompanying European programs 2016-2020
- Internationalization of the textile industry - VSE / SME Clothing: Guide to accompany regional and national programs
- Concept of joint internationalization groups (JIG)



2nd Workshop prepared by ATEVAL

On December 1 ATEVAL presented the "Guide of accompaniment for European programs" developed within the project INTERTEX-SUDOE "Joint strategies to promote the Internationalization of SMEs".

This guide, developed within the framework of the Interreg Sudoe V Program, axis "Competitiveness of SMEs" project INTER-TEX, has been conceived as a practical tool for all European stakeholders of the textile and clothing sector, interested in projects of internationalization that can benefit from financial assistance and / or European support in internationalization.

It aims to facilitate the identification and characteristics of the main funding and support programs of the EU.

The companies attending the WORKSHOP belong to the textile sector and they were informed about the activities of the project and a copy of the guide was delivered to them.





PLANNED ACTIONS

Trade show promoting South-West European products in Tokyo

Within the Inter-tex Sudoe project, a **"Grouped Participation"** will be organized in a fair of great international projection, such as the **INTERIORLIFESTYLE -TOKYO** fair managed by MESSE FRANKFURT.

This fair will take place in Tokyo (Japan) **from May 30 to June 1, 2018.**

ATEVAL (member of the INTER-TEX consortium) will be responsible for managing a **shared 36m2 stand** that will allow companies to participate in this fair at low cost. It is a shared stand together with Catalan, Galician and French companies.

The plan is to gather complementary products on the stand that can make the stand proposal more attractive.

COMMERCIAL PLATFORMS ABROAD / USA FASHION SYSTEM

It is planned that SMEs in the sector of Spain, France and Portugal can share the services of commercial platforms abroad.

What is a commercial platform of the Textile - Fashion sector?

It is a commercial office led by a team of experts in the textile and fashion sector located in a distant but potentially interesting market for companies in the sector.

The objective of the commercial platform is to offer support to SMEs in the textile and fashion sector in accessing the market, taking advantage of the benefits of cooperation between companies, which reduce implementation costs.

Any textile and fashion company that belongs to the beneficiary territories of the INTERTEX project (Spain, Portugal and the south of France) can participate with economic advantages in the services of these commercial platforms

INTERTEX- B2B European Brand Network in MIAMI

Within the framework of the European project INTERTEX for the promotion of the internationalization of SMEs in the textile-confection sector of the SUDOE space, a business mission of the fashion sector will be organized in Miami for the month of June.

This Mission will provide participants with a global vision of the functioning of the textile-fashion sector in the United States, as well as a very precise knowledge of this ecosystem in the State of Florida, forms of entry, local partners,... A specially designed B2B event will be organized to attract the attention of representatives and potential buyers. The Mission is aimed at companies in the textile-fashion sector with its own brand... Specially focused on summer fashion, resort / resort, bath, travel retail and athleisure (sportswear).


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 moda
de la moda

 **UIT SUD**
UNION DES INDUSTRIES TEXTILES SUD

 **ATP**
Associação
Têxtil e Vestuário
de Portugal

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