

Interreg Sudoe

European Regional Development Fund



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

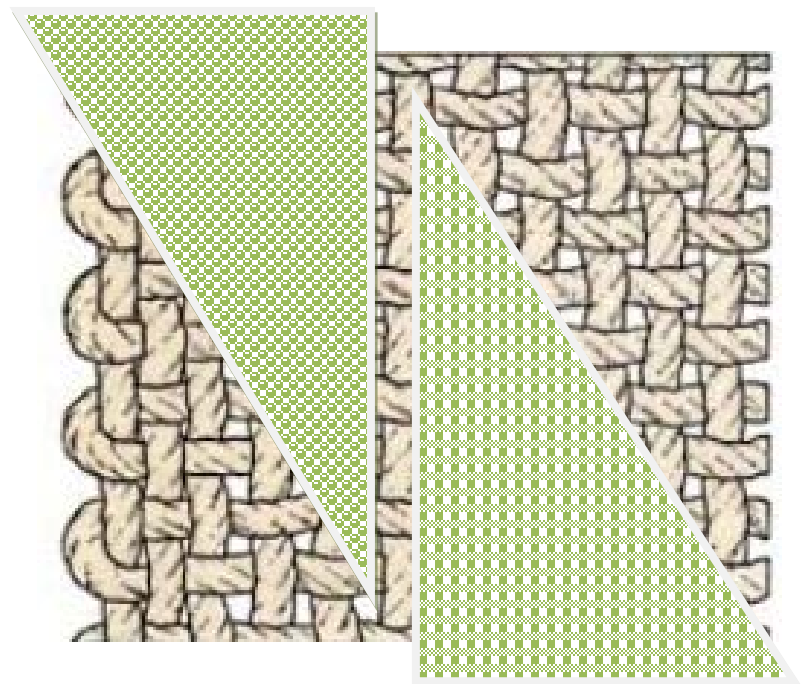
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INTER-TEX NEWSLETTER

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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

AUSSILLON 15-16 GENUARY 2018

The INTER-TEX consortium met on 15-16 January in Aussillon-France.

In this meeting, all the partners analysed the actions carried out within the project and the Plan and Conceptualization of future activities.

The topics were treated, among others:

- Implementation of the Internationalization Tools for the next months:
- Commercial platform
- Project communication activities



MODTISSIMO FAIR- MARZO

On March 22, MODACC was present at the MODTISSIMO fair in Oporto, to carry out a transnational workshop, one of the activities of the INTERTEX project together with the other project partners, COINTEGA (Galicia) and ATP (Portugal). On this occasion the Portuguese, Catalan and Galician partners were accompanied by companies from each of these territories.

Throughout the day, apart from being able to visit the fair, the companies shared work spaces around internationalization and in which they were informed of the progress of the INTERTE project, of the upcoming actions and how to access to participate in them.



ACTIONS CARRIED OUT

Trade show promoting South East European products in Tokyo

In the framework of the Inter-tex project of the **Interreg Sudoe** program, **Ateval** has organized a **trade show** to promote products from South-West Europe in Tokyo. The fair in which a collective stand has been organized is Interiorlifestyle. The fair will be held from May 30 to June 1, 2018 in Tokyo.

The aim of the Inter-tex project is **to promote the internationalization of SMEs in the textile-clothing sector in south-western Europe** through public and private cooperation and the development of joint transnational strategies.

To achieve this goal, in this project, Ateval has been the entity responsible for carrying out the organization and coordination of the Interiorlifestyle commercial action in Tokyo.



The activities organized around this fair have been the following:

Promotional banner on the fair's

A screenshot of the Interiorlifestyle TOKYO website. The website has a colorful header with the text 'interiorlifestyle TOKYO' and '30 May - 1 June 2018, Tokyo'. Below the header, there is a 'Welcome to Interior Lifestyle Tokyo' section with a 'Welcome' button. To the right, there is a sidebar with links for 'Visitor online registration', '2018 Official fair guide (PDF, 3.65 MB)', 'Visitor enquiry', 'Social media', and 'IFFT Interior Lifestyle Living'. On the far right, there is a vertical banner for 'Interreg Sudoe' and 'ATEVAL' with a list of exhibitors: ALTRAN, BASSOLS, BELMARTI, BORDADO BARBER, MACCANA, CREATION JEAN VIER, FRANCISCO JOYER, PUNTO BLANCO, MISSEGLE, and VALENZATEX. In the bottom left corner, there is a promotional banner for the fair, featuring the text 'interiorlifestyle TOKYO', 'HIGH-END HIGH-DESIGN WORLDWIDE', 'E-INVITATION', and '30 May (Wed) - 1 June (Thu) 2018'. It also mentions 'Tokyo Big Sight West Hall 1-2-3-4 + Atrium' and '10:00 - 18:00 (Last day until 19:00)'. The banner includes a list of exhibitors and a call to action to 'Show or bring this E-INVITATION at the on-site reception counter'.

Brochure participating
companies for the project in
the Fair





INTERTEX- B2B European Brand Network held in MIAMI

In the framework of the European project Inter-Text, which promotes the internationalization of SMEs in the textile-clothing sector of Southeast Europe (Catalonia, Valencia, Galicia, northern Portugal and the Midi-Pyrénées region of France) ACCIÓ in collaboration with the Catalan Fashion Cluster (MODACC) and the support of the Generalitat de Catalunya has organized a commercial mission in Miami.

The Interreg Sudoe Program is part of the European objective of territorial cooperation known as "Interreg", financed through one of the funds of the European regional policy: the European Regional Development Fund (ERDF). A delegation of Catalan, French and Valencian companies from the fashion sector have marched this week to a hundred Miami influencers and stores to publicize their collections and boost their internationalization in the United States. After the parade, participating brands have been able to hold individual meetings with attendees, from representatives of small shops or shopping malls to fashion journalists or prescribers on social networks.



The brands TUTTO PICCOLO, CDR KIDS / CECILIA DE RAFAEL, ATALAYE, SOWE, KATXI KLOTHING, HOPAAL, PURO ART, SEVENTEES, ETXART & PANNO, KARNIT AHARONI, PILAR DEL CAMPO, ATELIER D'OCON are the ones that have presented their collections to promote its internationalization in the United States.

In addition, within the framework of the mission, the business delegation has received training from the fashion sector in Miami and the best strategies to export to it through presentations by experts from entities such as The Cocot Showroom or the Istituto Marangoni Miami. The companies have also been able to visit the most important commercial spaces in Miami, meet with representatives, distributors, buyers and potential clients and participate in networking activities with the main agents of the sector to connect with local partners.

According to the director of the Foreign Trade and Investment Office of Catalonia in Miami, Conchita Muñoz, "The United States is a market that is used to import textile products, a trend that in the future is expected to increase even further with annual growth of 2, 5% until 2020. "

In addition, Muñoz emphasizes that "Miami is also a port of entry to other countries of the Caribbean, Central America and Latin America."

It is a market that presents great opportunities for companies that already have experience in the field of textiles and offer a seal of quality design.



COMMERCIAL PLATFORMS ABROAD / USA FASHION SYSTEM / 66.29.2618

The European INTER-TEX project (www.intertext-sudoe.eu) aims to promote the internationalization of SMEs in the textile and fashion sector by facilitating cooperation and the creation of new transnational value chains

In this context, it is foreseen 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.

What commercial platforms are available to you in INTERTEX?

The current platforms offer advice to companies in the textile and fashion sector to accompany their internationalization in the selected market.

In the context of the INTERTEX project there are three commercial platforms specialized in the sector, in the service of companies:

1. Asia-Pacific Platform
2. **United States Platform**
3. Germany Platform & Scandinavian Countries

On June 29, 2018 the manager of the commercial platform in the USA was in Barcelona. And one of the partners and leader of the project, MODACC, took the opportunity to organize a small conference with her, to explain how the platform works, its advantages, etc.

On behalf of the project partners, an email was sent to potential SMEs to participate via Skype in this conference. On the other hand, the invitation has been published on the website of the project and those of the partners.

Modacc
Market Office
Barcelona

agrupación a+
Asociación de Agentes de Moda y Textiles
Spain - Andorra - Portugal - France

Decoding USA FASHION SYSTEM / 29th June 2018

Are you interested in American market? Do you like to know how American fashion System works?

Do you want to know how our selling platform in US is working? How does it analyzes and searches fashion distributors?

Are you selling fashion products in USA and are you interested in improve your back office and post-selling system?



Friday 29th June, Mrs. Anna Batet, director of the selling MODACC platform in USA, will be in Barcelona. She will help us to know about fashion American market, commercial Organization, tradeshows, showrooms and agent's behaviour. Also, she will talk how to introduce our brands in fashion American market.

Also, Anna Batet will explain how commercial platform works:

- As platform to enter in American market.
- As backoffice and post-selling platform for fashion brands in USA.

Agenda:




- | | |
|----------|---|
| 10.00h - | Decoding USA FASHION SYSTEM (Skype connection) |
| 11.00h - | Personal meetings with interested companies (Only for presencial brands). |
| 12.00h - | End of the activity. |

PLANNED ACTIONS

B2B IN GERMANY

In the context of the European project INTERTEX for the promotion of the internationalization of SMEs in the textile and clothing sector in the SUDOE framework and, in collaboration with the MODACC - Catalan cluster of fashion-, we invite you to participate in the business mission of Fabrics technicians for Sport in Germany.

This mission is organized in the context of the ISPO Munich fair and will offer an individualized agenda with potential German buyers and participation in a stand grouped in the Texmeeting Pavilion in the category of manufacturers and suppliers.



MISIÓN EMPRESARIAL A ALEMANIA

FERIA ISPO MUNICH - TEJIDOS TÉCNICOS PARA EL DEPORTE

Del 3 al 6 de febrero del 2019

Plazo de inscripción: 28 de septiembre de 2018

En el contexto del proyecto europeo INTERTEX para el impulso de la internacionalización de las PYMES del sector textil y confección en el marco SUDOE y, en colaboración con el MODACC -cluster catalán de la moda-, os invitamos a participar en la misión empresarial de Tejidos técnicos para el Deporte en Alemania.

Esta misión se organiza en el contexto de la feria ISPO Munich y se ofrece una agenda individualizada con potenciales compradores alemanes y la participación en un stand agrupado en el Pabellón Texmeeting en la categoría de fabricantes y proveedores.

El sector textil y de la confección es el segundo sector de bienes de consumo más importante de Alemania, cuenta con más de 135.000 empleados (fabricantes e intermediarios), 1.400 empresas y una facturación de aproximadamente 35 mil millones de euros al año (2017).

Concretamente, el mercado textil técnico seguirá creciendo dentro de una industria textil cambiante. La tecnología y los textiles se interrelacionan cada vez más. Las tendencias innovadoras revolucionan la industria textil y de la confección, especialmente el sector del deporte y lifestyle.

La ISPO Munich es la feria más grande e internacional en el sector del deporte. Durante cuatro días, más de 2.800 expositores de todo el mundo (87% de los expositores son extranjeros) presentan en el recinto de la Messe München las últimas novedades en el ámbito del deporte. La feria la forman 16 pabellones que se dividen en ocho categorías: deportes de nieve, outdoor, salud y fitness, urbanismo, deporte de equipo, tendencias, innovación y Servicios a la industria y, por último, fabricantes y proveedores.




Los pabellones destinados a fabricantes y proveedores, son el punto de encuentro de toda la industria manufacturera, un espacio donde empresas y diseñadores encuentran todo lo que necesitan desde materias primas, tejidos, botones o servicios relacionados, entre otros.

A quién va dirigida

La Misión va dirigida a empresas del sector de Tejidos de uso técnico para el deporte.

Programa previsto

Agenda individualizada para cada empresa participante. De acuerdo con los objetivos y los intereses de cada empresa, se organizarán reuniones individuales con potenciales socios comerciales de Alemania durante los días de la feria (del domingo día 3 al miércoles día 6 de febrero de 2019).



En la misión podrán participar un máximo de 20 empresas provenientes de los distintos regímenes socios del proyecto: Cataluña, Galicia, Valencia, Sud de Francia y Norte de Portugal.

Condiciones de participación

- Pago de la cuota de participación que establece la feria para cada empresa co-expositora de 5294.
- La empresa optará a una ayuda en concepto de hotel y vuelos de 550€.
- Se trata de una actividad con plazas limitadas, por este motivo, se tendrá en cuenta el orden de inscripción.

Qué incluye

- Agenda de reuniones elaborada por la Oficina Exterior de ACCO a Alemania.
- Stand compartido con un máximo de 10 empresas en el espacio "Fabricantes y Proveedores".
- Ayuda de 550€ en concepto de hotel y vuelos de una persona de la empresa (en adelante, bolsa de viaje).
- Acto de networking con profesionales y stakeholders del sector.
- Inclusión del nombre de la empresa en el catálogo oficial de expositores.
- Edición de un catálogo con el perfil de las empresas participantes en el stand.
- Coordinación del equipo ACCO Barcelona y Alemania.

*Nota: el importe de la bolsa de viaje se descontará directamente de la factura de la agencia de viajes seleccionada por ACCO. Sólo se podrá recibir la ayuda de 550€ si se gestiona el hotel y los vuelos mediante dicha agencia de viajes. Las empresas pueden renunciar a esta ayuda y gestionarlo por su cuenta.

No incluye

- Vuelos y hoteles.
- No obstante, la empresa optará a una ayuda de 550€ en concepto de bolsa de viaje (la empresa solo pagará la diferencia entre el coste total y la ayuda).
- Paise de expositores (coste de 400).
- Manutención durante la estancia en Munich.
- Acompañamiento a las reuniones de la agenda individual.
- Transfer aeropuerto-hotel.

Plazo de inscripción

En el caso de estar interesado, es necesario **rellenar el formulario de inscripción** y enviarlo antes del 28 de septiembre a: Silvia Vila, silvia@gencat.cat, teléfono 93 552 42 20.

JIGS: JOIN INTERNATIONAL GROUPS

In this context, it is intended that SMEs in the sector of Spain, France and Portugal can share services and actions of the Joint Internationalization Groups (JIG).

What is a Joint Internationalization Group (JIG)?

It is a 6-month project (January to June 2019) that includes joint actions of a group of at least 6 SME companies in the EU, with a common internationalization objective and operating under the umbrella of a Promoter, which is generally a sector grouping or association. **Description of this cooperation business proposal:**

The objective is to find prescribers, as interior designers or event organizers, in the hotel sector (also luxury residential, Spa / wellness, restaurants, etc.) in order to offer a complete catalog of products and services to "dress" these spaces from top to bottom. They will have a shared administrator who will look for opportunities and represent the group.

The **target country** for this proposal is **United Arab Emirates**. This country, and in particular Dubai, offer great short-term opportunities for industries related to hotel contracts, such as interior design and furniture suppliers (including textiles).


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 català
de la moda

 **UIT SUD**
UNION DES INDUSTRIES TEXTILES SUD

 **ATP**
Associação
Têxtil e Vestuário
de Portugal

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