

Interreg Sudoe

European Regional Development Fund



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)

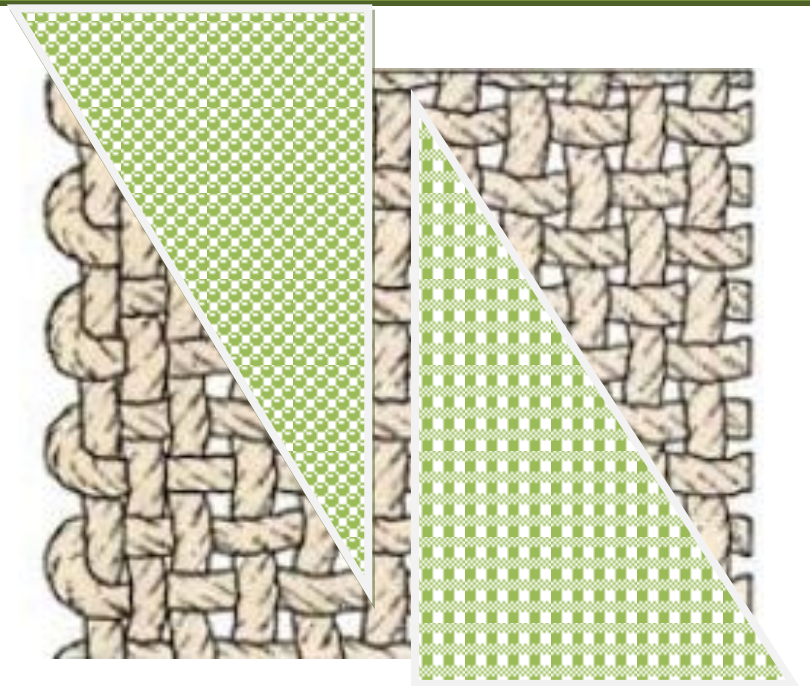


INTER-TEX NEWSLETTER

4^a Newsletter

JULY

2019



Summary

CONSORTIUM MEETINGS	4
ACTIONS CARRIED OUT	6
Participation in the Seminar organized within the framework of the territorial cooperation program of the Southwest European Area “ADVOCACY BOOTCAMP”	6
WORKSHOP “ Coopetition” organized by ATEVAL- November 28, 2018.....	7
Training to learn to export through online commerce . January 25, 2019 by Ajuntament d'Igualada	8
Internationalization training workshop (Aussillon)	9
Business Mission fair ISPO Munich-textile techniques of the sports sector 3-6 february 20199	
Transnational group of Internationalization joint in Accessories / women's clothing- Pop-up - Showroom (Canada)	10
COMMERCIAL PLATFORMS ABROAD / USA FASHION SYSTEM /	11
Establishment of joint commercial platforms in foreign countries	12
CONCLUSIONS.....	13



The INTER-TEX SUDOE project began on 1st July 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

VIGO 9-10th JULY 2018

The INTER-TEX consortium met on 9-10 July in Vigo- Spain.

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

The topics treated, among others are the following:

- Joint groups for internationalization. The schedule of these actions was presented, and they will be carried out from July to December.
- B2B Miami. The results of the B2B Miami were presented. It took place from 4 to 7th June 2018
- The results of the Tokyo Fair that took place from 30th May to 2nd June 2018
- The activities carried out in the Commercial Platform
- The “Made in Europe” brand was discussed
- Finally, the workshops that will take place in the coming months were discussed.





BARCELONA 20 FEBRUARY 2019

The INTER-TEX consortium met on February 20 in Barcelona-Spain.

In this meeting in which all the partners participated, the actions carried out were analyzed:

A.2.1 Mission of Germany (ACCIO)

A 2.2 Joint internationalization groups (ITU SUD)

A.2.3 Virtual fair (COINTEGA)

A.2.5 Commercial platforms (MODACC)

A.2.6 Made in Europe Brand (ATP)

A 2.7 Capacity workshops (Ajuntament d'Igualada)

In addition, it was decided to carry out the final event of the project at the facilities of the ITMA 2019 fair, which is held in Barcelona from 20 to 26th June.

FINAL EVENT

BARCELONA 21st JUNE 2019

This event took place at ITMA - Barcelona at "Fira de Barcelona" -Gran Via Room CC4.3

During the day the activities carried out throughout the project and the results of the project were presented.

Professionals linked to the textile - fashion sector were invited to participate in this event, especially in the areas of business development and internationalization.



ACTIONS CARRIED OUT

Participation in the Seminar organized within the framework of the territorial cooperation program of the Southwest European Area “ADVOCACY BOOTCAMP”.

Within the framework of the Inter-tex project of the Interreg Sudoe program, Ateval attended on June 28 and 29, 2018, the seminar organized in the framework of the European Southwest Space Territorial Cooperation Program “ADVOCACY BOOTCAMP”.

The seminar took place in Faro-Portugal at the University of Algarve. The seminar consisted of training on promotion and lobbying, to support approved projects in their marketing and capitalization actions.

During the two days the attendees carry out practices in strategy, digital communication, storytelling for communication and dissemination of projects.



WORKSHOP “Coopetition” organized by ATEVAL- November 28, 2018.

ATEVAL organized within the framework of the European project Inter-tex Sudoe a day included in the activity **2.7 Organization of capacity workshops** aimed at people linked to the department of international, commercial and business managers, who have export activity.

The topics discussed were the following:

Tools and good practices of “coopetition”

- Coopetition is a new vision of business; There were real cases introduced by the speakers in companies where they have worked and explained the advantages of the application of this model in which the different companies with products, complementary or substitute, create a network in which they can cooperate to achieve sales, not forgetting that they also compete with each other.

Legal framework of the target markets: USA and Russia

The United States and Russia are two markets with high growth potential for any company, by population and income; but at the same time very complex at legal level, since it requires the adaptation of the products to its own regulations.

The US is a mature market in which it can take 3 to 5 years to enter until you get benefits, but with many opportunities and large volume of business.

Russia presents great opportunities since it imports more than 70% of the fabrics consumed and a growth in technical textiles is estimated to exceed 10% in the coming years.



Training to learn to export through online commerce. 25th January 2019 by Ajuntament d'Igualada

Training to learn to export through online commerce attracts more than 50 small and medium-sized companies in the textile sector.

The Ajuntament d' Igualada organizes a workshop through the European InterTex project

More than fifty people from all over Catalonia attended the workshop on **eCommerce and digital marketing** organized by the City of Igualada on Friday 25th January 2019. The training was specially designed for small and medium-sized companies in the textile and clothing sector with an interest in selling through the internet and thus exporting their product to other countries.



Attendees learned about the different eCommerce models and the key concepts of digital marketing by the hand of the trainer Llorenç Palomas, responsible for Innovation and Growth at doofinder.com and author of the blog esdemarketing.com. The session had a very practical approach, attendees learned how to face the challenges for the online internationalization of a business through the experience of other companies. In addition, the workshop had the testimony of Màrius Cirera, head of eCommerce

at Munich Sports, who explained the success story of this Anoia footwear company.

This free training is part of the European Sudoe Inter-Tex project, which promotes the internationalization of small and medium-sized companies in the textile and clothing sector in the area of southwestern Europe.



Internationalization training workshop (Aussillon)

Workshop for SMEs in the textile and clothing sector “**Formation internacionalisation**” organized 7th November 2018 by the Union des Industries Textiles-**UITSUD** in Aussillon. The workshop was given by Fabrice Benoliel (Cabinet Expansio).



Business Mission fair ISPO Munich-textile techniques of the sports sector 3-6th February 2019

This mission, organized in the context of the **ISPO Munich** fair by the partner **MODACC**, aims to bring companies closer to the German market of technical textiles. Keep in mind that Germany is a leader in technical textile exports followed by the US, UU and China. That is why one of the scheduled actions has been the presence in Germany, through this Fair.

The call was launched in September 2018 and individualized agendas were made with potential German buyers and participation in a group stand at the Texmeeting Pavilion in the category of manufacturers and suppliers.

The ISPO Munich is the largest and most international fair in the sports sector. For four days, more than 2,800 exhibitors from all over the world (87% of the exhibitors are foreigners) presented the latest developments in the field of sport at the Messe München site. The fair consists of 16 pavilions that are divided into eight categories: snow sports, outdoor, health and fitness, urban, team sport, trends, innovation and services to the industry and, finally, manufacturers and suppliers. A total of 10 companies from the different partner regions of the project participated in this mission: Catalonia, Galicia, Valencia, South of France and North of Portugal.



Transnational group of Internationalization joint in Accessories / women's clothing- Pop-up - Showroom (Canada)

From 1st to 23th March, 2019 a Pop-up-Showroom was developed in Montreal in which products of 4 brands that made up this Joint Internationalization Group were exhibited:

- Collégien-Levity (France)
- Missègle (France)
- Brussosa (Catalonia)
- Margarette (Catalonia)





COMMERCIAL PLATFORMS ABROAD / USA FASHION SYSTEM /

The European INTER-TEX project aims to promote the internationalization of SMEs in the textile and fashion sector by facilitating cooperation and the creation of new transnational value chains

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.

COINTEGA has developed a Virtual Fair Platform in foreign markets and online commerce initiatives within the activities of the INTER-TEX project.



The **Virtual Fair "Show Room Fashion"** is an online portal where SMEs from the textile sector of the SUDOE space can exhibit their collections, so this platform offers all the advantages and features of an online shopping center, using a pleasant and easy environment for the user. Creating a meeting point between manufacturers and multi-brand retailers / stores.

The Pilot Test of this initiative **will be launched at the beginning of May 2019,**

The selected markets being the following:

- Germany Virtual Fair: aimed at the men's, women's, children's fashion sector ...
- US Virtual Fair: aimed at the men's, women's, children's fashion sector ...
- US Virtual Fair: aimed at the home fashion sector

Establishment of joint commercial platforms in foreign countries

One of the objectives of the Inter-tex project is that SMEs in Spain, France and Portugal can share the services of commercial platforms abroad.

These platforms are commercial offices 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 platforms is to support SMEs in the textile and fashion sector to access the market, taking advantage of the cooperation between companies that reduce implementation costs and share market intelligence.

In the context of the INTER-TEX project, there are **two commercial platforms** specialized in the sector at the service of companies:

Asia-Pacific Platform

The Asia-Pacific trading platform is located in Hong Kong and focuses its activity on the supply (purchase) of European companies in China and the sale of textile products (industrial and / or fashion) from European companies in the following territories .: China , Hong Kong, Macao, Taiwan and South Korea.

United States platform

The commercial platform in the United States is located in Los Angeles (California), from there; We work with the commercial expansion of fashion brands and accessories, mainly in the multi-brand sales channel. The following are the commercial regions of the USA. UU. with which one works, together with the cities that are part of each one of them:

- West: Los Angeles (California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Wyoming, Utah, New Mexico)
- Midwest: Chicago (Illinois, Indiana, Michigan, Wisconsin, Minnesota, Ohio, Iowa, North Dakota, South Dakota, Nebraska)
- Northeast: New York (New Jersey, Connecticut, Rhode Island, Pennsylvania, New York, Massachusetts, Vermont, New Hampshire, Maine)
- Southeast: Atlanta (Georgia, Florida, South Carolina, North Carolina, Virginia, West Virginia, Kentucky, Tennessee, Alabama, Mississippi, Louisiana)
- South Center: Dallas (Texas, Oklahoma, Kansas, Missouri, Arkansas).



CONCLUSIONS

We believe that the actions developed throughout the project have contributed to:

- Internationalize the business of participating companies
- Increase external billing from new contacts, which can might bear fruit in the medium / long term
- Diversify business risk by expanding the client portfolio
- Improve your global competitiveness

We have done this through:

Training. Workshop
realization

Introducing
companies in new
markets

Offering services in new
channels such as online
fairs or commercial
platforms.


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 consórcio
da 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

The content of this newsletter represents the opinions
of the author only and his exclusive responsibility; it
cannot be considered to reflect the views of the
European Commission and / or the Executive Agency
for Small and Medium Enterprises or any other body of
the European Union. The European Commission and
the Agency accept no responsibility for the use that
may be made of the information it contains.