

Interreg SUDOE
SOE1/P2/E0385

**DELIVERABLE E 1.2.1: Guide of good practices for the internationalization
of SMEs in the textile sector**

**INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the
textile-confection sector of the SUDOE area**



EXECUTIVE SUMMARY

This document compiles the most relevant examples of good practices carried out in the field of internationalization.

This document includes 17 differentiated experiences. Some are carried out from the scope of the company, individually or in consortium. And others are leading by a sectoral organization.

Among those led by companies, there are cases of companies that have diversified their product and companies that have made alliances with other complementary companies to access new markets.

And those led by associations or other sectoral organizations stand out joint export business platforms, fairs, showrooms or promotion of internationalization programs.

This deliverable is for the internal use of the project members and aims to exchange transfer and disseminate good practices relevant to those attending the internationalization workshops and to the companies participating in the GT2 tools. All this, for facilitate the exploitation of results beyond the associated regions.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title : FERIA HOME TEXTILES PREMIUM by TEXTILHOGAR	
Key facts	
Who	HOME TEXTILE FROM SPAIN and ATEVAL
When	Annual- September
What	Fair for Home Textiles
Since when	2014
Resources	<p>ICEX and International IVACE grants.</p> <p>ICEX supports buyers, prescribers and press (accommodation and travel) in the Commercial Missions of the agreed zones</p> <p>The IVACE supports international buyers (accommodation and travel) in commercial missions also depending on the agreed countries and the rent of the space of the exhibitors stand.</p>
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>This fair has been promoted by the companies belonging to HOME TEXTILES FROM SPAIN and ATEVAL before the need for a reference fair of the Spanish home textile.</p> <p>HOME TEXTILES PREMIUM by TEXTILHOGAR is the only trade show specialized in the Textiles for Home and Decoration sector in Spain.</p> <p>It has a very careful space design and a similar participation format for all companies but that it will allow customization according to the requirements of each brand.</p> <p>HOME TEXTILES PREMIUM brings together a specialized and exclusive offer of first class companies that show the trends in textile edition, home textiles, upholstery, curtains and trimmings, carpets and carpets.</p> <p>This fair attracts a very professional visitor profile: interior architects, window dressers, designers, decoration and gift shops and specialists in home textiles and decoration.</p> <p>The fair, in only two editions organized has continued to grow in repercussion and international reach, with a greater presence of visitors and international buyers. Of particular note is the visit of prescribers from key global markets for 'Made in Spain' textiles.</p> <p>Within the fair's activity, ATEVAL, in collaboration with ICEX and IVACE International, organizes a Commercial Mission of International Buyers, which concentrates a hundred buyers from 29 countries.</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

Results achieved
<p>List of results achieved and description the impact.</p> <p>The second edition of HOME TEXTILE PREMIUM closed with the fulfilment of its objective, to exceed the numbers of visitors and buyers of the last edition 2015. In 2016 the fair surpassed the 2,000 professional buyers, both national and international from about thirty markets. In the year 2015 edition, the fair reached the final figure of 1,800 buyers.</p> <p>We can say that Home Textiles Premium by Textilhogar has achieved in only two editions a consolidation as a sector-specific trade show, and the growth in the exhibition offer has been evident, as well as the effort of the exhibitors to call their buyers and clients, who have responded in an excellent way to this second call ".</p> <p>In the 2016 edition, there were 71 Spanish and Portuguese firms presenting more than 200 new collections for the coming season, which has led to a showcase growth of 53%.</p> <p>From ATEVAL and HOME TEXTILES FROM SPAIN, the third edition is being prepared for September 2017 in which an increase of the exhibitors and visitors is expected. With the success of the two previous editions and the expectations for the year 2017, it can be affirmed that the fair is fully consolidated.</p>
Stakeholders
<p>Stakeholders involved in the implementation of the good practice</p> <p>Distributors, importers, interior designers, decorators, agents.</p>
Replicability and transferability
<p>Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.</p> <p>We can consider that this type of activities as it is the creation of a fair in this case "Home Textiles Premium by Textilhogar" and jointly the organization of a Commercial Mission, is a good example of aid to the companies of the sector, in this case the home textiles for the internationalization of its products.</p> <p>The organization of this type of events in the country whatever the sector to which it is directed attracts a large number of buyers from different countries, thus facilitating secure contact between sellers and potential customers giving a major impetus to the expansion and internationalization of those companies that by certain circumstances were / is difficult to be able to take their products abroad.</p>

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title VALENZATEX	
Key facts	
Who	Nueva Textura S.L, Cotopur y Vialman S.L
When	2006
What	Consortium to export together
Since when	2006
Resources	ICEX and International IVACE grants ICEX supports them in the commercial missions and the IVACE supports them in personalized services.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>A good practice is the one made by a small group of companies (associated with ATEVAL) which due to the critical situation that was succeeding the country and the textile sector decided to join forces to deal with this situation.</p> <p>They are companies whose products are complementary (covers, sheets,...) and whose volume of business at that time was not very high, and the possibility of individually expanding the foreign market was almost impossible.</p> <p>The consortium was created in 2006 and its objective was to export together and combine synergies, concentrating the commercial strategy offering a wider range of products to the international markets.</p> <p>Since the first year, this decision was a success, since trips were made in many countries in Europe as well as in South America and Japan with just one commercial, gradually increasing product presentations and commercial relations with buyers visited.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>The result that the consortium very early observed was that the sale of a product from one of the companies almost always pushed the sale of any other products from the other companies. It should be noted that most of its distributors buy more than one product from various companies, which is fundamental for the balance and development of the group and each of the companies that compose it.</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

This strategy developed by this group of companies has allowed them to consolidate customers and considerably increase their sales and establish themselves in different countries.

During the 5 years since the creation of the consortium, these companies have been able to participate in several editions of 7 international fairs (Heimtextil Frankfurt, Guadalajara-México, Colombiatex Fair, Heimtextil Moscow, Dubai, Tokyo and Poland).

Currently, the consortium has numerous clients in several countries. Russia, the Czech Republic, Saudi Arabia, Japan, the United Kingdom, Mexico and Colombia, followed by Germany, Algeria, Libya, Croatia, Serbia, Bulgaria and Morocco, among others.

In some of the countries mentioned, the consortium has created trademarks that require them to follow up on a continuous basis to maintain the position of leaders.

In spite of the network of international markets that the consortium has established, its current objective is to continue conquering those international markets that during their trajectory have not been able to access and where their export level is zero.

For this, the consortium is developing collaborative projects with international partners, in order to deepen new markets, carry out prospective identification of agents and distributors that can position and promote the company in these markets.

Other target countries for future years are the Scandinavian countries (Sweden, Norway, Denmark), the USA (New York) and Chile, where the company raises export as part of its growth strategy in these countries.

The future vision of the consortium is to be able to penetrate these markets and continue to grow within them by innovating in promotion, products and doing more intense and accurate market studies to achieve a high level of export, loyal customers and also expand its range of international markets.

Stakeholders

Stakeholders involved in the implementation of the good practice

Distributors, Customers, Agents

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

As discussed in the activity that has developed this consortium, this is a clear example of a good practice to be followed by other companies. It is a strategy that allows the companies involved to consolidate and their existing customers, increase their sales and above all to take their products abroad in a joint way joining forces and sharing customers and costs. By combining synergies, they concentrate their commercial strategy and thus offer a greater range of products when introducing them to international markets.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title Product diversification – INTERNACIONALIZATION OF THE COMPANY	
Key facts	
Who	Bordados Barber Y TEXATHENEA S.L
When	2010
What	Diversification of the product to internationalize the company
Since when	2010
Resources	ICEX and International IVACE grants ICEX gives them assistance to attend trade fairs and the IVECE in personalized services.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Companies in the home textile sector, which, faced with the decline in sales of their traditional products in the Spanish market, decide to diversify their product and adapt it to other segments or other markets, such as luxury, fabric for fashion, etc.</p> <p>An example is a small industry "Bordados Barber" company that makes embroidery for home textiles and fashion as subcontractors of other companies in the region and diversifies its offer of products and services for luxury sector (hotels, palaces, ..), Presenting its offer to a segment of the market of ostentation and luxury for markets of the Middle East, Russia and others.</p> <p>They have specialized in "ad hoc" artistic embroideries in different products like tablecloths, tapestries, tapestries, bed linen, etc. ...</p> <p>Nowadays, after the water embroideries, they are developing new products in new fabrics and embroidery surfaces. As are the skins for upholstery or high decoration.</p> <p>With the advice of the Department of Internationalization of ATEVAL the company has developed a plan for its positioning in the international markets participating in commercial missions in different countries: example of this is the participation of the Commercial Mission in Saudi Arabia.</p> <p>Another example is the company "Texathenea" which, like the previous one due to a decrease in its sales in the national territory, decided to try to expand its market in this case to the outside, through the diversification of its product.</p> <p>Initially the company only made fabrics for home textile, at present it has expanded its range covering important fields such as:</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

- fabrics for home textiles
- Finished products for the home and bed linen.
- Fashion: use fabrics like silk, cotton popelin, etc.
- Outdoor
- Contract: product oriented especially for hotels and other collective establishments that comply with the technical requirements of fire behavior.
- Technical Fabrics

With the advice of Internationalization Department of ATEVAL, the company has developed a plan for its positioning in international markets by participating in different fairs (Home textile Premium-Madrid, Heimtextil-Frankfurt, Proposte-Italia).

Results achieved

List of results achieved and description the impact.

This initiative developed by these companies to be able to face the situation that was being lived at that time has led them thanks to their persistence and confidence to achieve its objectives:

- They have managed to introduce their products in international markets
- Thanks to the participation in fairs and trade missions they have extended their agenda of national and international contacts
- And as main objective the increase of its commercial results and turnover

Stakeholders

Stakeholders involved in the implementation of the good practice

Distributors, customers, agents, other companies positioned in the Contract channel.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

The know-how of ATEVAL's internationalization department, together with the contacts of agents and distributors in third countries, enables companies to rely on these and receive the necessary help in order to be able to internationalize their product.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title - Bless International PRIVATE LABEL in the Fashion Segment for the Markets Germany, Spain, France, UK	
Key facts	
Who	Bless Internacional Lda
When	2012
What	Bless Internacional has strategically focused on developing its activity into PRIVATE LABEL mainly in the FASHION segment. Its clients are mainly international brands, creating collections of women, men and children where it privileges the vision and inspiration of its customers.
Since when	21 years of existence
Resources	<ul style="list-style-type: none"> - Innovative technology in the production process - Suitable facilities - Team of External Design that creates new collections where it combines design, versatility, comfort and quality - Operational Productive Team - Production Quality and Control Team - Internationalization and Foreign Market Approach Team - Broad distribution network
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>BLESS is positioned in the Fashion Production market with differentiation for the medium-high and high segment, and strong orientation towards the foreign markets. It sells its products to international brands with great notoriety in the fashion textile segment: Rich&Royal (Germany); Desigual (Portugal); BONDI Dress (Germany), Esprit Europe (Germany), Jimmy's (Germany), Captain Tortue (France), DAMART (France), By-bar (Netherlands), Lizzy & Coco (Netherlands); Mr Wonderful (Spain), EL Corte Inglés (Spain), La Croix (France); Claudie Pierlot (France).</p> <p>The distribution is made:</p> <ul style="list-style-type: none"> - Indirectly through agents, who provide support in market prospecting, in the establishment of contacts, in the elaboration of catalogs, among others; - Directly to domestic and foreign clients, through contacts of entities that support SME mainly AIMINHO, AICEP <p>The development strategy of the company also contemplates the development and registration of the Own Brand around the BLESS concept, that is currently being initiated.</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

Results achieved
<p>List of results achieved and description the impact.</p> <p>The external market represents approximately 91% of the company's turnover, with the main international markets being Germany, Spain, France, UK, and with less representation in the Netherlands, USA and Belgium.</p> <p>Currently the company is developing an internationalization plan to extend its presence to external markets, mainly to extend to the Benelux market and consolidate the German market, and to enter in the Nordic markets, mainly Denmark and Sweden.</p>
Stakeholders
<p>Stakeholders involved in the implementation of the good practice</p> <ul style="list-style-type: none"> - AICEP Portugal Global - AIMINHO – Industrial Association of Minho - ADRAVE – Regional Development Agency of Vale do Ave Regiona - Textile Confectioning companies (for outsourcing of some production)
Replicability and transferability
<p>Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.</p> <p>The potential for transferability and replicability of this good practice in internationalization for other companies depends on:</p> <ul style="list-style-type: none"> - service and work capacity personalized and customized to the client / brand; - ability to work for “niche”, with know-how, specialization, fulfillment of the degree of exigency and rigor of the “piece”, work with “fabrics” and more complex “knit fabrics”/ compositions; - ability to create and produce fashion products with high precision and requirement following the creator's idea; - synergy of efforts between design and production; - good network of suppliers of “accessories” and “applications”; - investment capacity in innovative production equipment and qualification investments (marketing, quality certification,) - training, qualification and mobilization of human resources for the internationalization strategy.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title – SONICARLA - Technical and Functional Textiles for High Performance Sports to Western Europe, Eastern Europe, North America	
Key facts	
Who	Sonicarla Europa – Têxteis S.A
When	2009
What	Specialised in seamless clothing for the high performance competition sports segment, Sonicarla works for the some of the major national and international Brands and Athletes
Since when	2009
Resources	<ul style="list-style-type: none"> - Very well organized company; - Good Technological capacity which is distributed among weaving, heat-setting, dyeing, confection, packaging - Verticalized company with all production “in house” - Constant innovation partnerships with Universities and R&D centres to develop new and different products to present to the client - Experienced Human Resources, with several years of knowledge -Development department devoted to “help” /assist the client
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Sonicarla Europa is ideal partner for a client who is looking for a company which is focused on committing to the combination of technical and functional textiles to performance and design. Fitting each piece with unique characteristics of technicality and comfort, each product raises added value and competitive advantages.</p> <p>Dedicated to the B2B segment, the company develop their products via a private label, always centred on the idea to efficiently meet the needs of the client.</p> <p>Specialised in seamless clothing for the high competition sports segment, the company’s products are used by national and international athletes. Participating in the victory of the Norwegian Olympic canoeing champion Eirik Veras Larsen or accompanying the Portuguese</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

ultra-marathoner Carlos Sá are great reasons for Sonicarla Europa to be proud. Nowadays Sonicarla is aware of the new trends and is working on a new area athleisure, which is a combination of the use of sports apparel in non-sport activities (casual)

Results achieved

List of results achieved and description the impact.

- The external market represents approximately 90% of the company's turnover, with the main international markets being Western Europe, Eastern Europe, North America;
- Supplies some of the main worldwide brands (Compressport, Athleta, LNDR)

Stakeholders

Stakeholders involved in the implementation of the good practice

- AICEP PortugalGobal
- CITEVE
- CeNTI
- University of Minho

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

The potential for transferability and replicability of this good practice in internationalization for other companies depends on:

- Commitment to differentiation - high level of innovation;
- Capacity to be 100% vertical company (full control of the value chain) – sketch and seamless modelling, weaving, heat setting, dyeing, confection, packaging, shipping
- Quality Control during all the processes/Laboratory;
- Good and well and involved with the company strategy trained Human Resources
- Partnership with Universities and R&D Centres (to constantly have innovating products and solutions)

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title - Trade Mark WEDOBLE A. Ferreira & Filhos, S. A. in the Fashion segment for the Markets Italy, Spain, United Kingdom	
Key facts	
Who	A. Ferreira & Filhos, S. A.
When	2003
What	A. Ferreira & Filhos, S. A. strategically developed in addition to its core business in the knit fabrics and garment industry in the creation of an international brand of 100% Portuguese baby clothes.
Since when	1980
Resources	<ul style="list-style-type: none"> - Innovative technology in the production process; - Productive capacity and quality; - Team of Human Resources (72 employees) versatile and of quality in several areas (Production, Design, Research and Technological Development, Quality, Internationalization among others); - Modern facilities.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>A Wedoble is a 100% Portuguese brand, established in 2003, dedicated to producing the most delicate clothes for babies aged 0-24 months.</p> <p>The brand is already a reference in terms of well-being and comfort, coupled with a classic, sophisticated and modern design, thus creating seamless pieces. Its production is made exclusively in Portugal, from conception to production.</p> <p>In 2005, the company presented the first collection of Wedoble and since then it has been growing both in the national market and in the international market namely in the markets of Italy, Spain and the United Kingdom.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>A.Ferreira & Filhos, external market represents approximately 30 % of the company' s turnover, with the main international markets being Europe, Asia - Pacific, South America, Central America, Eastern Europe</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

and North America.

Wedoble's sales were 50% higher than in the same period in 2016, accounting for around 20% of the four million euro turnover of the textile company.

António Ferreira & Filhos (AFF) wants Wedoble to grow at 50% a year until 2019, the year in which it expects to sell 200 thousand pieces of its own brand of baby clothes.

Currently the company is developing an internationalization plan to extend its presence to external markets outside the European Market.

Stakeholders

Stakeholders involved in the implementation of the good practice

- AICEP PortugalGobal
- CITEVE

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors

The potential for transferability and replicability of this good practice in internationalization for other companies depends on:

- investment capacity in innovative production equipment and qualification investments (marketing, quality certification,)
- ability to work for a specific market
- ability to create and execute fashion products with high precision and requirement following the designers' idea;
- synergy of efforts between design and production;
- training, qualification and mobilization of human resources for the internationalization strategy.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title: From Portugal Project – JOINT PROJECT	
Key facts	
Who	Associação Selectiva Moda & ATP
When	Every year throughout the year
What	A very complete programme of internationalization for textile and clothing companies
Since when	2002
Resources	European Structural and Investment Funds (ESIF) / POCI (Operational Competitiveness and Internationalisation Programme), Portugal 2020 and COMPETE 2020. Own resources of the beneficiary companies.
Description	
Goals, main characteristics, resources and methodology used.	
<p>Selectiva Moda Association (ASM) is exclusively dedicated to Portuguese Textile and Clothing Industry internationalization and accomplishes its mission by organizing, qualifying and making some Textile & Clothing collective initiatives happen.</p> <p>ASM was founded in 1992. Currently; ASM is composed of ATP – Associação Têxtil de Vestuário de Portugal (Portuguese Textile and Clothing Association) – and by ANIL – Associação Nacional da Indústria de Lanifícios (Wool Industry National Association).</p> <p>ASM has a team of around 10 “market” managers that organizes altogether the participation of the Portuguese companies in more than 80 trade exhibitions per year. These activities are organized under the “From Portugal” project, a joint project (ASM & ATP) with duration of two years.</p> <p>The main purpose of the "From Portugal" project is to promote and increase the competitiveness of the national textile and fashion industries. It has taken place over the last few years, becoming a lever for the growth of these industries.</p> <p>It is a project based on a strategy to increase the base and the export capacity and visibility of SMEs in the Sector. It is a project that seeks to adapt its plan to the structural and conjuncture changes that affect the competitiveness of national industries, implementing at all times a set of</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

actions focused on improving the competitiveness factors of these companies.

The strategy implemented is based on three fundamental axes: i) internationalization of companies; ii) Improving the image and reputation of the national textile and fashion industry in international markets; and iii) Promoting innovation.

The organized presence of portuguese companies in major events across several continents is essential to allow interaction regarding the needs of globalization.

All the projects developed by the Associação Selectiva Moda co-financed by the European Structural and Investment Funds (ESIF) under the POCI (Operational Competitiveness and Internationalisation Programme), Portugal 2020 and COMPETE 2020.

Results achieved

List of results achieved and description the impact.

Today, it supports around 200 companies per year, which corresponds to more than 1,000 participations / initiatives per year.

Stakeholders

Stakeholders involved in the implementation of the good practice

Aicep Portugal Global, Embassies

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

There is a great chance that this initiative of joint organization of the collective participation of a group of companies of the sector in a wide range of international fairs, promoted by an association, can be replicated in other countries by similar entities.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Small Brand Team Wear Internationalization Project	
Key facts	
Who	ONDA
Where	France
What	Competition Bikewear /Teamwear
Since when	2007
Resources	2 commercial agents + 1 local business developer
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Entering in the French market with its own collection and customized teamwear portfolio, with a low risk project and with a strong connection to local clubs. The base of the project was to use a local business developer with excellent connections within the cycling world and at the same time sponsoring small local clubs, capable of promoting the image of the brand locally. To support the commercial strategy, two agents, both former cyclist, deeply engaged in the sport and with a deep knowledge of clubs and small specialized retail shops have been engaged. This team, managed all sourcing from Portugal, where all design and production was taking place. The projects has been successfully implemented and following this strategy until 2016. In the present time, the business orientation is being redesign to answer to new challenges and to avoid overlapping with other business interests.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>Fast growing rate in that market; Consolidated brand awareness within the local cyclist community, following a professional validation approach; Relatively good presence in key specialist retailers and in some medium size global retailers.</p>	
Stakeholders	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

Stakeholders involved in the implementation of the good practice

Company board members; Local management teams; Clubs; Small specialized retailers.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Potentially replicated to other sports, collective and team based, aiming at specialized retail units as an alternative to big large sports retailers, with no specialization in one specific sports;

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title - The internationalization of the Dr. Kid brand in the South America	
Key facts	
Who	Inarbel, SA
Where	Colombia
What	Design, production and sale of own brand of baby and child - complete collection of knitted garments: Dr. Kid
Since when	2010/11
Resources	Design / Vertical production / Commercial team very dynamic
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Dr. Kid is a national brand of children's clothing that develops collections of newborn, baby and child.</p> <p>Completely designed and produced in Portugal, Dr. Kid looks for inspiration for his collections through a curious and attentive look at the world, different cultures, nature and the whole universe of children.</p> <p>Dr. Kid's "Trendy" and comfortable clothing distinguishes itself by the "Total Look" concept, obtained through a harmonious relationship between tradition and modernity.</p> <p>The quality and design of the products, the alliance between fantasy and modernity, are the main attributes of the brand.</p> <p>With the objective to diversify and reach new markets, since 2010/11, Inarbel has been present in Colombiamoda trade exhibition, under From Portugal project (coordinated by ASM & ATP) to present their brand Dr. kid to this new market.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>In Colombiamoda, new businesses appeared in Mexico, Ecuador, Costa Rica, Panama and Canada, as well</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for SME internationalisation

as a contract to place Dr. Kid brand products in 25 stores in Colombia.

In this market (as in others) it is fundamental to have persistence (be often present), always with a consistent and interesting offer.

Stakeholders

Stakeholders involved in the implementation of the good practice

Aicep Portugal Global

Associação Seletiva Moda (ASM) & ATP – Associação Têxtil Vestuário de Portugal (“From Portugal” Project)

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

The possibility of re-creating good practice and its success depends on the company's strategy, the definition of very clear objectives, a specialized team, focused and very well prepared.

Key factors for success:

- Investment
- Knowledge
- Competence
- Support
- Dynamic
- Success

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION													
Title INTERNATIONAL BUSINESS COOPERATION PROGRAMME													
Key facts													
Who	SME												
When	Access to strategic and difficult markets												
What	Complete range of tools: from awareness to execution												
Since when	2011												
Resources	ACCIÓ's team of 4 persons, budget from ACCIÓ and COSME.												
Description													
<p>Producing business cooperation projects aiming to reach new markets with a combined offer. Success story "Catalan fashion in China":</p> <table border="1" style="margin-left: 40px;"> <tbody> <tr> <td>Promoter</td> <td>XXX</td> </tr> <tr> <td>Participants</td> <td>Company A, underwear Company B, Women knitwear Company C, Knitwear: T-shirts, pull-overs, vests, etc. Company D, Kid's underwear and nightwear</td> </tr> <tr> <td>Opportunity</td> <td>A market with 100 millions consumers with a purchasing power comparable to the EU average. The consumers are attracted by the western fashion trends. The objective is the east coast of China: from Shanghai to Guangdong.</td> </tr> <tr> <td>Offer</td> <td>Fashion high-end brands.</td> </tr> <tr> <td>Target</td> <td>a) To access distributors/investors which are able to run brand boutiques in mall centers b) Find a distributor which is going to promote the group's joint offer</td> </tr> <tr> <td>Application</td> <td>Prepare a joint offer, prospection of distributors, follow-up of contacts made, visits, show-rooms, etc.</td> </tr> </tbody> </table>		Promoter	XXX	Participants	Company A, underwear Company B, Women knitwear Company C, Knitwear: T-shirts, pull-overs, vests, etc. Company D, Kid's underwear and nightwear	Opportunity	A market with 100 millions consumers with a purchasing power comparable to the EU average. The consumers are attracted by the western fashion trends. The objective is the east coast of China: from Shanghai to Guangdong.	Offer	Fashion high-end brands.	Target	a) To access distributors/investors which are able to run brand boutiques in mall centers b) Find a distributor which is going to promote the group's joint offer	Application	Prepare a joint offer, prospection of distributors, follow-up of contacts made, visits, show-rooms, etc.
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Results achieved													
131 business cooperation agreements 448 catalan SME participants													
Stakeholders													
RIS 3 specialized associations, clusters, ... leading collectives of SME.													
Replicability and transferability													



INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

- Needs to improve the offer of products or services.
- Good to improve SMEs capacities.
- It is a valid programme for any country.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title BSTIM – Best Solutions in Textile Manufacturing Fair	
Key facts	
Who	MODACC
When	February (bi-annual)
What	Textile Manufacturing Fair
Since when	2015
Resources	Access to national and international buyers.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Whose mission is to facilitate trade relations between industrialists and production managers of companies that produce fashion products, and retailers. The keys for the fair success are speed, proximity to the market and nearshoring: the ability to respond to brands that require collections to the market in short terms and to establish relationships based in trust with suppliers and experts.</p> <p>BSTIM is located in Igualada, a small city of 35,000 inhabitants 60 kilometers from Barcelona. Igualada is the only city that has a natural cluster in knitting.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>In this last Edition, BSTIM received 1,400 visitors and there were 70 exhibitors, a similar figure to previous years. These data allow to ensure that the fair has become. It is estimated that the turnover generated is about 4 million euros.</p> <p>In these three years, BSTIM fair has introduced innovations that have evolved positively. For the first time the fair opened to European countries and attended buyers from Portugal, Switzerland, Italy, France, UK, Sweden, Peru, Poland, Ukraine and Russia.</p> <p>Another new initiative was the organization of an exhibition of sustainable fashion (in the same space of BSTIM Fair), organized in collaboration with the Association for Sustainable Fashion Barcelona (MSBCN). This exhibition brings together several textile companies in the production process into account the social and environmental impacts. In parallel, the 1st. Congress sustainable economy and circular textile-fashion</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

sector, was celebrated, in collaboration with the Association of technical textiles.

Stakeholders

Stakeholders involved in the implementation of the good practice
Igalada Council, Consorci de Comerç, Artesania I MODA (Government of Catalonia), ACCIÓ.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Not applicable at the moment.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title 080 BARCELONA FASHION SHOWROOM	
Key facts	
Who	MODACC
When	January and July (Annual)
What	Showroom
Since when	2016
Resources	Access to national and international buyers.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>080 Barcelona Fashion is a catwalk organized since 2007 in Barcelona. It involves 30 fashion brands and designers. Each edition has 40.000 professionals and 500 media registered.</p> <p>Since February 2016, MODACC, in collaboration with “Consorci de Comerç, Artesania i Moda” (Government of Catalonia), organizes 080 Barcelona Fashion Showroom. This temporary showroom shows collections from catalan brands. Goal is to attract international buyers to know this catalan brands.</p> <p>MODACC search, select and invite this international buyers, choose best catalan brands who expose and manage agendas between buyers and brands.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>In February’16, July’16 and February’17 editions there have been a total of 51 buyers from USA, Canada, Korea, Chile, Qatar, Colombia, Dubai, Germany, Italy, Denmark and Croatia.</p> <p>For the cluster companies this initiative is very positive because it make possible to stablish commercial relations with international buyers and increment possibilities for internationalizing their companies.</p>	
Stakeholders	
Consorci de Comerç, Artesania I MODA (Government of Catalonia), ACCIÓ.	
Replicability and transferability	



INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Not applicable at the moment.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title INTERNATIONALIZATION PLATFORM IN THE USA	
Key facts	
Who	MODACC and ACCIÓ
When	All the year
What	Platform to help enterprises to buy foreign
Since when	2013
Resources	1 office dedicated to 5-6 enterprises helping them to sell their products
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>The support to the increase of the competitiveness in companies inside the cluster follows the strategy consisting in sharing common spaces through which companies can enter the destination country in order to buy and sell their products. Those common spaces are the internationalization platforms. The platform in the USA started its activity in March 2013. The main goal of the platform is to facilitate commercial expansion of Catalan companies abroad efficiently in complex markets. This platform is added to the already existing ones in Hong Kong of provisioning (since 2005) and sale (since 2011).</p> <p>The main goal of this consortium composed of Catalan companies in the fashion sector is to unite effort, knowledge, aptitudes and resources in order to gain access to the Catalan fashion products sale in the US market.</p> <p>In the platform, companies share human and financial resources which costs are distributed between them. Objectives and necessities are also distributed between the companies which are members of the platform, such as access to market knowledge, efficient management of sales, logistics, brand placement in the market, price policy, channels and trade expansion strategies.</p> <p>The companies which are members of the platform are the following ones: Industrias Valls, S.A. (Punto Blanco), Esteve Aguilera, S.A. (Sita Murt), Centro Textil Massana, S.A. (Massana), Yerse, S.A. (Yerse) i Smash 2005, S.L. (Mismash). What these companies have in common is that they are brands with complementary products and they agree to approach a complex market together.</p>	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>Regarding results, each year of activity the platform generates a business number about \$2.000.000. It's</p>	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

important to stand out that none of these brands was invoicing anything in the United States before.

Stakeholders

ACCIÓ.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Until now, platform was replicate in Mexico, Russia and North of Europe.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title	
II Foro Económico del Negocio de la Moda	
Key facts	
Who	COINTEGA
When	17 Diciembre 2014
What	II Foro Económico del Negocio de la Moda
Since when	2013
Resources	6.000,00 €
Description	
Goals, main characteristics, resources and methodology used.	
<p>El Foro Económico del Negocio de la Moda, organizado por COINTEGA CLUSTER GALLEGO TEXTIL MODA es un evento de periodicidad anual donde se reúnen los profesionales de la industria de la moda de Galicia y el Norte de Portugal, así como del resto de España, para debatir sobre los asuntos más candentes que afectan a la moda y trazar la líneas estratégicas del futuro del sector.</p>	
Results achieved	
List of results achieved and description the impact.	
<p>Asesoramiento a las empresas asociadas al Cluster, sobre la “omnicanalidad”, con especial incidencia en los nuevos canales de comercialización del sector, que surgen al amparo de las nuevas tecnologías y el ecommerce.</p> <p>De este modo, nuestros asociados han trazado nuevas estrategias de negocio en el sector. Muchas ya venden online, o con tienda propia o a través de los principales marketplace.</p>	
Stakeholders	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

Stakeholders involved in the implementation of the good practice

Más de 50 empresarios y directivos del negocio de la moda han participado en la segunda edición del Foro Económico del Negocio de la Moda, celebrado en Santiago de Compostela .

- 21 empresas pertenecientes a Cointega Cluster Gallego Textil Moda
- 16 empresas no asociadas

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

La clave es asesorarse sobre qué tipo de venta online le beneficiará en mayor medida a cada Firma. Si es muy reconocida puede tener su propia tienda online, en caso contrario, lo ideal es vender a través de marketplace (como Amazon Moda) ya que la visibilidad web ya está asegurada, y por tanto, ya tendrán visitas aseguradas.

GOOD PRACTICES IN INTERNATIONALIZATION

Title

SIMSS (Smart Integration of Multibrand-Store Stocks & Sales)

Key facts

Who	COINTEGA
When	2013
What	Creación de la herramienta SIMSS
Since when	2015
Resources	210.000,00 €

Description

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

Goals, main characteristics, resources and methodology used.

SIMSS (Smart Integration of Multibrand-Store Stocks & Sales) es el sistema de información en el que sustentará este nuevo modelo de negocio. SIMSS es un sistema inteligente que integra bajo un mismo paraguas las estrategias de la pyme fabricante y la tienda multimarca, mediante el uso de una serie de herramientas que faciliten el flujo de información, la disponibilidad de stocks, las políticas de ventas, la presentación de colecciones, la toma de pedidos y la integración del cliente final dentro de estas estrategias. En definitiva, mejorar la relación entre la tienda, su proveedor y el público en general. Lo que sucede en el canal sucursalista de cierta dimensión de forma natural, debemos saber incorporarlo al canal multimarca.

Results achieved

List of results achieved and description the impact.

Esta herramienta ha logrado ayudar a la redefinición del modelo de negocio, integrando al canal multimarca con sus proveedores, para conseguir una dinamización que logre aprovechar las sinergias que se producen entre ambos.

Ha conseguido que la información fluya de manera bidireccional y se optimice al máximo los stocks, creando una red operativa entre la pyme y sus clientes multimarca, que aprovecha los últimos elementos tecnológicos disponibles en el mercado, y de este modo mejora el ratio de ventas de ambos.

Stakeholders

Stakeholders involved in the implementation of the good practice

El proyecto SIMSS ha integrado a 12 empresas pertenecientes a Cointega Cluster Gallego Textil Moda.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Al crear una herramienta que interconecta todos los procesos, optimiza todo el proceso de la cadena de producción, desde el fabricante hasta el cliente final.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title	
Centro Demostrador	
Key facts	
Who	Agrupación Europea de Cooperación Territorial Galicia-Norte de Portugal (GNP-AECT), en colaboración con ATP- Associação Têxtil e Vestuário de Portugal y COINTEGA Cluster Gallego Textil Moda.
When	2015
What	Estudio antropométrico para la industria textil.
Since when	2015
Resources	17.500,00 €
Description	
Goals, main characteristics, resources and methodology used.	
<p>El Centro Demostrador pretende ser una réplica de lo que puede implementarse. Para ello, en el proyecto se reproducirán los distintos entornos del ecosistema del negocio de la moda, como son el de fabricación, diseño, distribución, puntos de venta, etc., así como el propio hogar del consumidor.</p> <p>El Centro Demostrador reproducirá en un formato “pop up” todo el ecosistema del negocio de la moda y de esta forma poder testar sobre el mismo las soluciones tecnológicas de los proveedores que previamente se hayan seleccionado, realizándose en dicho ecosistema, reproducido en formato reducido, las distintas simulaciones y presentaciones.</p> <p>Además, a través de este evento, se establecerá una red de colaboración transfronteriza tanto para las empresas como para las organizaciones y organismos con presencia en los dos países y con potencial para operar y colaborar en el ámbito del desarrollo del sector (asociaciones, centros tecnológicos, centros de formación).</p>	
Results achieved	
List of results achieved and description the impact.	
Incrementa las ventajas competitivas de las empresas del sector radicadas en la Eurorregión Galicia-Norte	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

de Portugal, mediante la innovación en los procesos de negocio que se desencadenan detrás de cada operación de venta, implementando en las pymes las soluciones tecnológicas utilizadas por las empresas líderes, pero adaptadas a su casuística para que resulten verdaderamente operativas.

Este Centro Demostrador tiene un formato “**pop up**”, que replica el ecosistema del negocio de la moda, de forma que la visualización de las ventajas de la implementación de estas tecnologías resulta muy gráfica en los tres escenarios más frecuentes, como son la venta a través de tiendas propias o franquiciadas, multimarca y venta online.

Stakeholders

Stakeholders involved in the implementation of the good practice

El proyecto Centro Demostrador ha integrado a 18 empresas de las cuales 13 pertenecen a Cointega Cluster Gallego Textil Moda.

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

Las empresas al estar asesoradas sobre las últimas tendencias en venta online, pueden sacar el máximo provecho de ello.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title : STAND COLLECTIF PROMOTIONNEL DANS LE CADRE DU SALON PREMIERE VISION - PARIS	
Key facts	
Who	STARTEX / UIT Sud
When	Salon Première Vision Paris – Fréquence : 2 fois / an (février – septembre)
What	Réalisation d'un stand promotionnel collectif des tisseurs Français de Laine / Coton (16 entreprises)
Since when	Plus de 10 ans
Resources	Coût approximatif : 30 k€ par session.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>Objectifs :</p> <ul style="list-style-type: none"> - Dynamiser les ventes des exposants - Mettre en valeur leur savoir-faire et leur créativité <p>Contenu :</p> <ul style="list-style-type: none"> - Mise en place d'un stand collectif (scénographie, design, ...), - Présentation de tissus, - Créations de modèles, - Plaquettes et catalogues exposants, - Accueil presse. 	
Results achieved	
<p>List of results achieved and description the impact.</p> <p>Réception de plus de 1000 visiteurs sur le stand collectif</p> <p>valorisation et promotion du savoir-faire des Tisseurs de Laine et de coton français et de leurs nouvelles collections :</p> <ul style="list-style-type: none"> - Espace d'exposition scénographié mettant en valeur les nouvelles créations des Tisseurs à destination des acheteurs - Présentation d'une sélection de tissus les plus créatifs, de modèles réalisés par une modéliste avec les tissus des exposants, - Diffusion d'un catalogue présentant les savoir-faire et l'esprit de la collection des exposants français et une gamme de coloris spécifique, - Informations et orientation qualifiée des visiteurs vers les stands des Lainiers et cotonniers français en fonction de leurs demandes spécifiques. 	
Stakeholders	
Stakeholders involved in the implementation of the good practice Tisseurs Français de Laine et coton	



INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

GOOD PRACTICES IN INTERNATIONALIZATION	
Title : PLATEFORME RETA (RUSSIA – EUROPE TEXTILE ALLIANCE)	
Key facts	
Who	UIT (France) / FINATEX (Finlande) / GESAMTVERBAND Textil+mode (Allemagne) / SWISS TEXTILES (Suisse)
When	2015-2016
What	Plateforme commerciale transnationale
Since when	
Resources	Coût approximatif : 20 k€ / an.
Description	
<p>Goals, main characteristics, resources and methodology used.</p> <p>The aim of RETA : To familiarize European companies – partners of the four Associations - from the textile and garment industry with the distribution structure of the Russian market, the structure and the features of the Russian textile industry, production capacities and the possibilities to enter the market.</p> <p>Establishing of business network: Advice and help by establishing of business relationship with Russian textile and garment manufacturers, distributors (garments, home textiles, non-wovens, technical textiles, fabrics etc.) and potential suppliers (fibers, yarns etc.) using an extensive database, contacts with official organizations and federations.</p> <p>Market information: Providing of economic data and market information.</p> <p>Legal advice: Providing of information about import and export regulations (customs duties, taxes, rules of origin, free trade agreements etc.), registration of trade marks, patents, designs and products, consumer protection, quality standards, certification etc.</p> <p>Advice on investment: RETA is in continual contacts with official institutions and investment organizations of free economic areas. RETA is developing investment strategies and providing all the relevant regulatory information.</p> <p>Organization of business trips: Assistance in the planning of visits and selection of business partners, booking of hotels, cars, hiring interpreters etc.</p> <p>Trade fairs: Providing of information about trade fairs in Russia and other CIS-countries, assistance in visiting of and participation in trade fairs.</p> <p>Staff recruitment: Assistance in staff recruitment for business activities in Russia.</p>	
Results achieved	

INTER-TEX: Joint strategy to impulse the internationalization of SMEs in the textile-confection sector of the SUDOE area

Activity 1.2 Mapping of existing resources for pyme internationalisation

List of results achieved and description the impact.

Plus de 80 entreprises accompagnées par an pour les quatre pays.

Stakeholders

Stakeholders involved in the implementation of the good practice
TPE/PME et ETI Textile / Habillement

Replicability and transferability

Explain and justify the potential to replicate and transfer the good practice to other companies / subsectors.