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“European innovative TEXTiles go International: Innovative Global Value Chain Creation and textile GLObal MarketsExploration”

D4.3– Description of “seeds” launched onto the target markets by the “sowing workshops”

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Executive summary

The main objective of WP4 (Implementation of the Joint Internationalisation Strategy: mobilisation of international business collaboration) is the implementation of the strategy of “TEXGLOBAL” Cluster Partnership for going international”, along with the related roadmap.

The strategy synthetically aims at exploiting the numerous possibilities offered by textile-based solution, both for clothing and technical markets, with a high content in terms of product innovation, for several final applications in different sectors.

The strategy final goal is to define and finalise cooperation and business agreements, between SMEs from European textile sector and key players in the target foreign markets (industries, clusters, R&D centres, scaling-up organisations in general), generating cooperation project in different business areas.

This deliverable, related to TEXGLOBAL Task 4.2 (Organisation of “sowing workshops” to coach participating companies) describes the workshops organised for the consortium textile SMEs wanting to go international, in particular to the three target countries of TEXGLOBAL (Mexico, Vietnam and USA). These events were dedicated coaching sessions for SMEs to sow the seeds of possible international opportunities and collaborations that will grow during the missions to the three target countries (through study visits, matchmakings and collateral activities abroad), to maximise the missions impact.

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1 Introduction

The present document corresponds to Deliverable D4.3– Description of “seeds” launched onto the target markets by the “sowing workshops” of the European project TEXGLOBAL –European Innovative Textiles GO International: Innovative Global Value Chain Creation and Textile Global Markets Exploration, funded by the European Union's COSME Programme under grant agreement No 951163.

This document aims at presenting the sowing workshops organised by each cluster (one per region). These workshops were dedicated coaching sessions for SMEs, to sow the seeds of possible international opportunities and collaborations that will grow during the missions (through study visits, matchmakings and collateral activities abroad), to maximise the missions impact.

2 Methodology

The original plan was to arrange one sowing workshop per country. It was soon realised by clusters that in most cases it was needed a specific launching event for each mission. For this reason, most of TEXGLOBAL partners opted for arranging one sowing event before each mission.

The workshops were arranged autonomously by each partner for his region, in national language. This was the most effective ways to raise interest and engage local textile SMEs. The programmes were different, as every cluster designed the event according to the specific needs of the local members.

SMEs were invited to the workshops by the communication activities implemented. The workshops gave the opportunity to learn the mechanism of TEXGLOBAL missions and provide clarifications to the many questions arisen by the audience.

3 Sowing workshops

The goal of the sowing workshops was to engage SMEs to the targeted countries and were held with a reasonable advance on the mission date. The goal was as well to spread seeds about the opportunities offered by the target countries and the mission programme, including the opportunities to meet foreign business operators and research actors.

3.1 NTT

Description of the Event

Event title: *“Towards Europe and beyond: internationalisation opportunities for SMEs”*

Date and time: 4th February 2022 11:00 - 12:00 (CET)

Location: Virtual

Host organization: Next Technology Tecnotessile

Programme

- South America: international mission to Mexico
- North America: opportunities in USA and Canada
- Asia: Japan, Singapore, Vietnam, Indonesia
- Europe: exchanges and visits to European companies
- GALACTICA project: €1.64M for new call for proposals
- Q&A



Below Save the Date and Detailed Agenda:

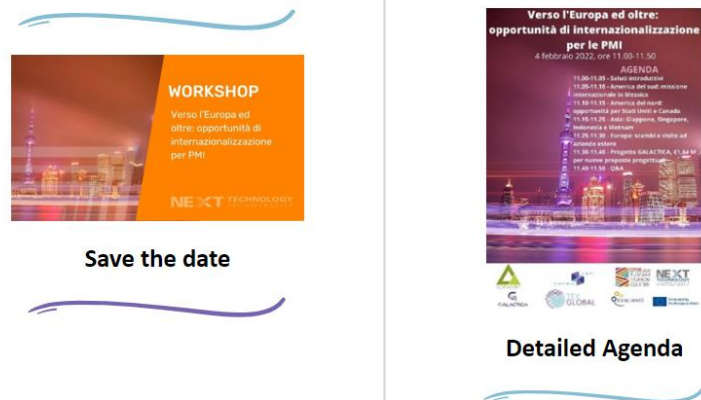


Figure 1



Workshop indicators

The event has been held virtually through the Google meet platform and it was then recorded and published on NTT social media and website. It was attended by 17 participants (all SMEs).



Lessons learnt

The workshop illustrated the several internationalisation opportunities available through the European projects where NTT is involved both as coordinator or partner.

The workshop encounters major impact on SMEs because it was focused on geographical areas rather than single projects. NTT presented for the different world geographic areas the relative internationalization activities provided by the several projects in which NTT is involved and it helped companies to better realize the target of each mission.





Pictures/Screenshots from the event



Figure 2

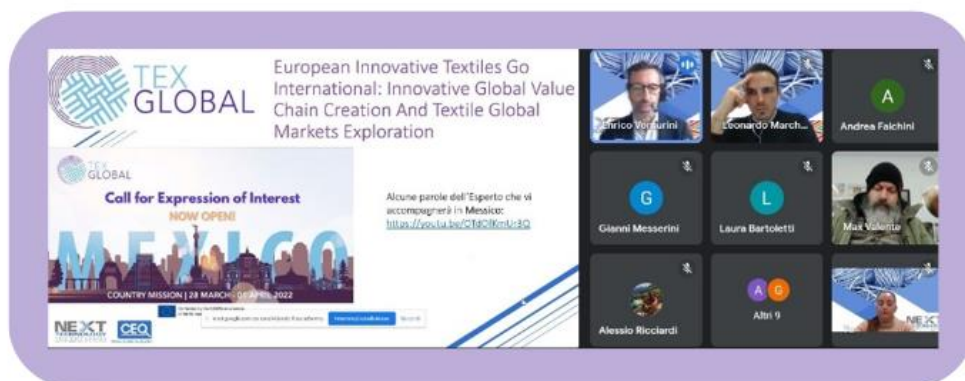


Figure 3



Description of the Event

Event title: “*New internationalisation opportunities for SMEs*”

Date and time: 29th June 2022 11:30 – 12:15 (CET)

Location: Virtual

Host organization: Next Technology Tecnotessile

Programme

- Welcome and Introduction;
- REC-N-COMP: Mission to USA, Call for Pitches winners;
- Hi-Tech-TEX: upcoming ClusteXchanges;
- TEXGLOBAL: Mission to Vietnam;
- EU ALLIANCE: new opportunities in the field of Defence and Security;
- Q&A and Closing event.

Below Save the Date and Detailed Agenda:



Save the date



Detailed Agenda

Figure 4





Workshop indicators

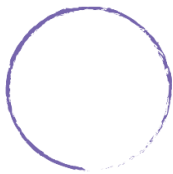
The event has been held virtually through the Google meet platform. It was attended by 5 participants (all SMEs). Only SMEs from the eligible for the calls were invited.



Lessons learnt

The webinar organized on the 29th June 2022 has been focused on the opportunities provided by NTT throughout the European projects in which is involved. NTT staff presented the upcoming international missions.

As participation was lower than expected, NTT decided to make the contents available also to non-participants. The webinar was published on NTT social media and website to have a wider impact. The webinar was also sent via newsletter. More SMEs contacted us in the following weeks.



Pictures/Screenshots from the event

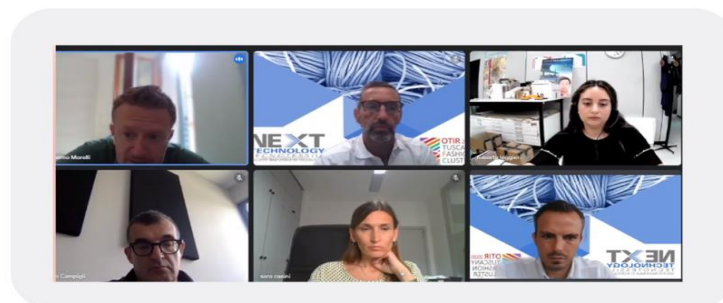


Figure 5



Description of the Event

Event title: “Lunch 4 Business – Internationalization and financing opportunities for SMEs”

Date and time: 28th February 2023 12:30 – 14:30 (CET)

Location: Physical

Host organization: Next Technology Tecnotessile

Programme

- Welcome and Introduction;
- TEXGLOBAL: Mission to USA;
- Hi-Tech-TEX: Turkey ClusteXchanges and other international missions;
- REC-N-COMP: Mission to Japan and Singapore
- EU ALLIANCE: Mission to Canada;
- EuroBoostEX: Awareness raising and open calls;
- Guided and interactive session: skills and needs for SMEs
- Q&A and Closing event.

Below Save the Date and Detailed Agenda:



Save the date



Detailed Agenda

Figure 6





Workshop indicators

The event has been held physically in a Coffee Museum.
It was attended by 23 participants (SMEs and Stakeholders).



Lessons learnt

The workshop organized on the 28th of February 2023 has been focused on the internationalisation and financing opportunities provided by NTT throughout the European projects in which is involved. NTT staff presented the upcoming international missions, the financing opportunities and also implemented an interactive session with SMEs focused on risks, needs and target actions.

As the event has been held physically, the aim was also to encourage networking among SMEs and stakeholders for new collaboration/business opportunities.





Pictures/Screenshots from the event



Figure 7

3.2 AEI Tèxtils

Event title: “The value of internationalization with the cluster”

Date and time: September 15th, 2021 – 10:00 AM (CET Time)

Location: Virtual

Host organization: AEI Tèxtils

This webinar was addressed to companies in the advanced textile materials sector in Catalonia. Its goal was to cover the necessary tools and resources the cluster has to increase their members visibility and promote their internationalization, including the current opportunities within the cluster to support internationalization activities such as TEXGLOBAL project.

Programme

10:00 – 10:10 Welcome and introduction to the webinar

10:10 – 10:25 The value of internationalization with the cluster

10:25 – 11:00 Presentation of TEXGLOBAL business missions to Vietnam, USA and Mexico

11:00 – 11:25 Q & A

11:25 – 11:30 Close of the event



Workshop indicators

Number of attendees: 10





Lessons learnt

During the webinar, participants learnt on the international opportunities of TEXGLOBAL project through the business missions going to Mexico, USA, and Vietnam. Attendees showed interest for Mexico and USA markets.



Pictures/Screenshots from the event



Figure 8



Description of the Event

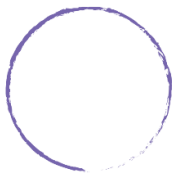
Event title: "AEIT al dia"

Date and time: Every 2 weeks on Thursdays at 10 am CET/CEST.

Location: Virtual

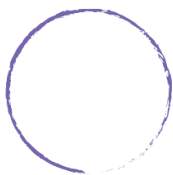
Host organization: AEI Tèxtils

This series of webinars (open only to cluster members) aims to present the activities and updates to cluster members within 15 minutes timeframe. Giving an overview of different including internationalization.



Workshop indicators

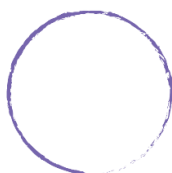
Number of attendees: vary from 2 to 20 depending on the week.



Lessons learnt

During these series of webinars, participants learnt on the international opportunities of TEXGLOBAL and other projects where AEI Tèxtils participates. Attendees showed interest for Mexico and USA markets primarily. All calls have been published in these webinars.





Pictures/Screenshots from the event



AEi INTERNACIONALITZACIÓ

- ✓ **Estudis de mercat: USA / Canadà / Japó / Mèxic**
[Estudis de mercat \(sharepoint.com\)](#)
- ✓ **Missió a Vietnam (29 – 30 novembre 2022) - virtual**
→ [Registre tancat](#)
- ✓ **Missió a Califòrnia (6 – 10 febrer 2023)**
→ [Registre tancat](#)
- ✓ **Missió a USA – Tectextil North America (maig 2023)**
- ✓ **Missió a Japó (26 a 30 juny 2023)**
- ✓ **Missió a Canadà (novembre 2023)**

Figure 9



AEi INTERNACIONALITZACIÓ

Missió a USA – Tectextil North America: 8 al 12 de maig 2023

Country Mission 2023 TECHTEXTIL 07-12 May 2023

May 7th Raleigh (Sunday)	May 8th Raleigh	May 9th Raleigh	May 10th Raleigh → Atlanta	May 11th Atlanta	May 12th Atlanta
Arrival	Visit of the North Carolina State University (1) Textile Protection and Comfort Center (TPACC) (2) Wilson College of Textiles	Matchmaking activities for US local SMEs	Morning: Transfer to Atlanta Afternoon: Collective visit of Tectextil North America	Individual visit of Tectextil North America & Matchmaking activities for SMEs	Visit of GeorgiaTech And / Or Individual visit of Tectextil North America Afternoon: Departure

Support disponible per socis:

- Estudi de mercat USA (*disponible en breu*)
- Bosses de viatge disponibles pels socis per la missió
- Agendes individuals B2B

Sol·licituds obertes fins el 5 de Març

Figure 10



3.3 ATEVAL

Event title: “Missió comercial a Mèxic: fortaleces i oportunitats”

Date and time: November 30th, 2022 – 17:00 (CET Time)

Location: ATEVAL

Host organization: ATEVAL

The sowing workshop took place during the executive committee of ATEVAL with 30 participants, 29 of them SMEs and just one large company: Tejidos Royo

Programme

17:00 – 17:05 Welcome and introduction to the workshop

17:05 – 17:10 Presentation of TEXGLOBAL and ADMANTEX2i activities for internationalization

17:10 – 17:40 Presentation of the market opportunities in Vietnam and USA

17:40 – 18:00 Presentation of TEXGLOBAL business missions to Vietnam (online) and USA

18:00 – 18:30 Q & A

18:30 Close of the event



Workshop indicators

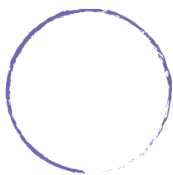
Number of attendees: 29 SMEs 1 Large Company





Lessons learnt

During the seminar, participants learnt on the international opportunities of TEXGLOBAL project through the business missions going to Mexico, USA, and Vietnam, with emphasis on Vietnam and USA.



Pictures/Screenshots from the event



Figure 11 - 12

3.4 CITEVE

Description of the Event

Event title: “Missão TEXGLOBAL – Mexico”

Date and time: February 10th 2022

Location: Virtually

Host organization: Portuguese Textile Cluster /CITEVE

“Within the scope of the Texglobal project, a mission will be carried out to Mexico, with various activities being planned to promote cooperation and business opportunities in this market. This session will present the planned activities and the conditions for applying to participate in this mission. Ready to go to Mexico?”

Programme

- 09:15 – 09:20 Welcome and introduction to the webinar
- 09:20 – 09:25 Presentation of Mexico market
- 09:25 – 09: 40 Presentation of the market opportunities in Mexico
- 09:40 – 09:45 Q & A
- 09:45 – Close of the event



Workshop indicators

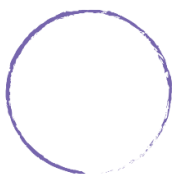
Number of attendees: 28





Lessons learnt

During the webinar, participants learnt on possible business and cooperation agreements in Mexico namely in Mexico City and Puebla.



Pictures/Screenshots from the event



Figure 13



Description of the Event

Event title: 15 for ALL: Missões internacionais do Cluster Têxtil

Date and time: September 8th 2022

Location: Virtually

Host organization: Portuguese Textile Cluster /CITEVE

“In this next 15 for ALL, several international missions promoted by the Portuguese Textile Cluster will be presented, within the scope of the Texglobal and Admantex2i projects, which include Vietnam, USA, Japan and Canada and which will take place between the last quarter of this year and the end of next year. Attend to this session to know about the objectives and conditions of participation in these missions.”

Programme

09:15 – 09:20 Welcome and introduction to the webinar

09:20 – 09:40 Presentation of TEXGLOBAL and Admantex2i international opportunities

09:40 – 09:45 Q & A

09:45 – Close of the event



Workshop indicators

Number of attendees: 42





Lessons learnt

During the webinar, participants learnt on possible business and cooperation agreements in Vietnam and USA.



Pictures/Screenshots from the event



Figure 14



Description of the Event

Event title: “Missão TEXTGLOBAL - EUA: Cluster Têxtil

Date and time: February 9th 2023

Location: Virtually

Host organization: Portuguese Textile Cluster /CITEVE

“In the next 15 for ALL, the next and last TEXTGLOBAL Mission, to USA will be presented. From North Carolina to Atlanta, stopping at Techtextil North America, there are many activities and opportunities on this mission.

Programme

09:15 – 09:20 Welcome and introduction to the webinar

09:20 – 09:25 Presentation of TEXTGLOBAL

09:25 – 09: 40 Presentation of the market opportunities in USA and TEXTGLOBAL opportunities

09:40 – 09:45 Q & A

09:45 – Close of the event



Workshop indicators

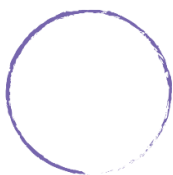
Number of attendees: 20





Lessons learnt

During the webinar, participants learnt on possible business and cooperation agreements in USA namely in Raleigh and Atlanta.



Pictures/Screenshots from the event

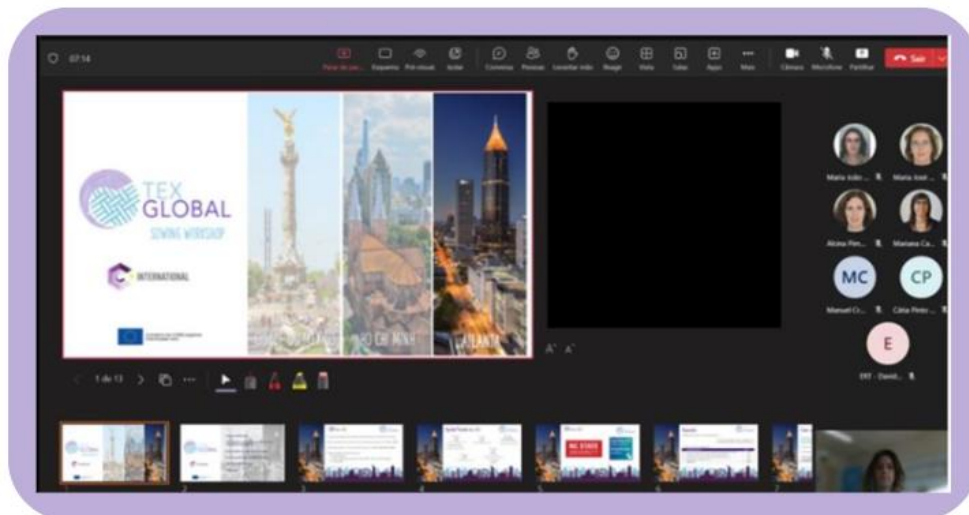


Figure 15



3.5 Joint sowing workshops: AEI Tèxtils & ATEVAL - Mexico

Event title: “Missió comercial a Mèxic: fortaleces i oportunitats”

Date and time: December 2nd, 2021 – 10:00 AM (CET Time)

Location: Virtual

Host organization: AEI Tèxtils and ATEVAL

This webinar was addressed to companies interested to learn about the Mexican market by the subcontracted expert who would prepare the agendas. He went deep into the opportunities in Mexico and it was completed with the draft agenda presentation for the mission.

Programme

10:00 – 10:05 Welcome and introduction to the webinar

10:05 – 10:10 Presentation of TEXGLOBAL and ADMANTEX2i for internationalization

10:10 – 10: 50 Presentation of the market opportunities in Mexico

10:50 – 11:00 Presentation of TEXGLOBAL business missions to Vietnam, USA and Mexico

11:00 – 11:30 Q & A

11:30 – Close of the event



Workshop indicators

Number of attendees: 15 SMEs





Lessons learnt

During the webinar, participants learnt on the international opportunities of TEXGLOBAL project through the business missions going to Mexico, USA, and Vietnam, with emphasis on Mexico with firsthand experience and feedback by the expert.

Pictures/Screenshots from the event



TEXGLOBAL
DONA SUPORT A LES PIMES EUROPEES PER IDENTIFICAR OPORTUNITATS DE CREIXEMENT A TOT EL MON
 AUGMENTANT LES SEVES CAPACITATS D'EXCEL·LÈNCIA I D'INNOVACIÓ EN UN ECOSISTEMA GLOBAL

WEBINAR:
MISSIÓ COMERCIAL A MÈXIC: FORTALESES I OPORTUNITATS

REGISTRE: [AQUÍ](#)

DATA: 2 de desembre
HORARI: 10:00-11:30

Organitzat per:
 

AGENDA

- 10:00 – 10:05** Benvinguda i introducció del webinar
- 10:05 – 10:10** Presentació d'iniciatives d'internacionalització – TEXGLOBAL i ADMANTEX2i
- 10:10 – 10:50** Presentació del mercat i del sector dels materials tèxtils avançats a càrrec de Vicente Sanchis
- 10:50 – 11:00** Presentació de la missió comercial a Mèxic (agenda, logística, etc.)
- 11:00 – 11:30** Torn de preguntes
- 11:30** Cloenda del webinar

  CO-FUNDED BY THE COSME PROGRAMME OF THE EUROPEAN UNION 

Figure 16



3.6 Techtera

Description of the Event

Event title: "Textile opportunities in Mexico"

Date and time: 1st February 2022 (13:30 to 14:30, Paris GMT +1)

Location: Webinar

Host organization: French Textile Cluster / Techtera

The French Sowing Workshop dedicated to Mexico Mission was held with a view to prepare the Texglobal mission dedicated to Mexico. Techtera offered its business network a report on the market study dedicated to Mexico and carried out by the Texglobal consortium. The presentation of the study was carried out entirely in French by the Techtera team in order to reach the largest possible audience of the network.

Programme

13:30 – 13:40 Welcome and introduction to the webinar and Techtera

13:40 – 13:45 Presentation of TEXGLOBAL

13:45 – 14:20 Presentation of the market and opportunities in Mexico

14:20 – 14:30 Q & A & close of the webinar



Workshop indicator

Number of attendees: 8 (5 participants and 3 benefit from the replay)





Lessons learnt

During this webinar, participants were introduced to the TEXGLOBAL project and its export opportunities. Participants also improved their knowledge of the Mexican market (mainly textile).



Pictures/Screenshots from the event



Figure 17

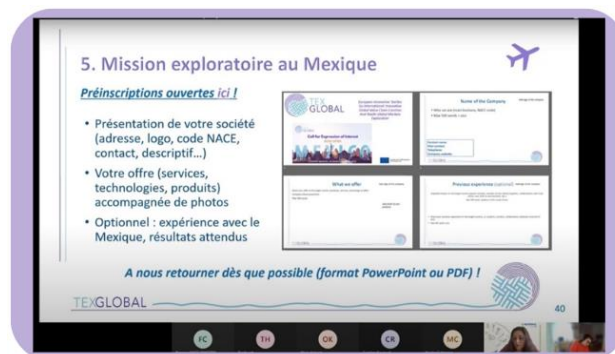


Figure 18



Description of the Event

Event title: "TEXGLOBAL Regional Sowing Workshop: Textile opportunities in Vietnam"

Date and time: 4th October 2022 (13:30 to 14:30, Paris GMT +1)

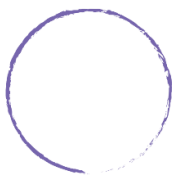
Location: Webinar

Host organization: French Textile Cluster / Techtera

The French Sowing Workshop dedicated to Vietnam Mission was held with a view to prepare the Texglobal B2B meetings dedicated to Vietnam. Techtera offered its business network a report on the market study dedicated to Vietnam and carried out by the Texglobal consortium. The presentation of the study was carried out entirely in French by the Techtera team in order to reach the largest possible audience of the network.

Programme:

13:30 – 13:40 Welcome and introduction to the webinar and Techtera
13:40 – 13:45 Presentation of TEXGLOBAL
13:45 – 14:20 Presentation of the market and opportunities in Vietnam
14:20 – 14:30 Q & A & close of the webinar



Workshop indicator

Number of attendees: 5 (2 participants and 3 benefit from the replay)





Lessons learnt

During this webinar, participants were introduced to the TEXGLOBAL project and its export opportunities. Participants also improved their knowledge of the Vietnamese market and the upcoming mission.



Pictures/Screenshots from the event



Figure 19

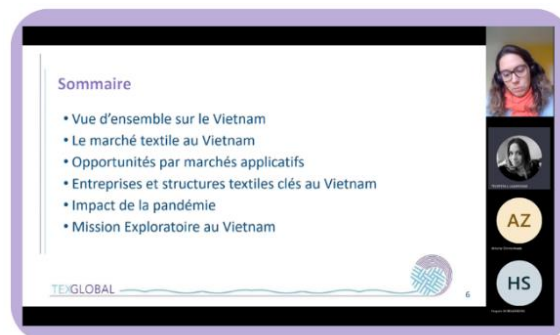


Figure 20



Description of the Event

Event title: "TEXGLOBAL Regional Sowing Workshop: Presentation of the American market - What opportunities for European textile manufacturers?"

Date and time: 14th February 2023 (13:30 to 14:30, Paris GMT +1)

Location: Webinar

Host organization: French Textile Cluster / Techtera

The French Sowing Workshop dedicated to the presentation of the American market was held with a view to prepare the Texglobal US mission. Techtera offered its business network a report on the market study dedicated to the American market and carried out by the Texglobal consortium.

Programme

13:30 – 13:40 Welcome and introduction to the webinar and Techtera

13:40 – 13:45 Presentation of TEXGLOBAL

13:45 – 14:20 Presentation of the market and opportunities in the United-States

14:20 – 14:30 Q & A & close of the webinar



Workshop indicator

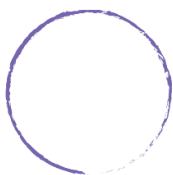
Number of attendees: 9 (5 participants and 4 benefit from the replay)





Lessons learnt

During this webinar, participants were introduced to the TEXGLOBAL project and its export opportunities. Participants also improved their knowledge of the American market. Attendees showed interest for the US market and the mission.



Pictures/Screenshots from the event



Figure 21



Figure 22



4 Conclusions

The TEXGLOBAL Partnership vision is to position European cluster organisations and equivalent network organisations and their members in the innovative Textile sector and related industries to contribute European Commission's objectives to boost growth, jobs and to the investment in Europe.

The different seeds launched from the project have led to the selection of different SMEs to participate in the three missions where TEXGLOBAL Partnership aimed at implementing its joint internationalisation strategy in the field of innovative textile-based solutions, fostering EU-wide collaboration for innovation and market uptake, and marketing of competitive products, services and technologies in the field of innovative textile-based solutions and support SMEs in global competition.

The sowing workshops have been effective and have gathered strong interest from cluster members in the 5 partners of TEXGLOBAL to go international supporting European SMEs to identify growth opportunities in Mexico, Vietnam and USA, by raising their innovation capacities in a global ecosystem and will activate the transfer to SMEs of the methodology to find a right partner to develop, prototype and produce an innovative globally competitive material, product or service, thanks to the information provided in each of them.

In terms of results, the workshops facilitated the achievement of the following participating SMEs to the 3 TEXGLOBAL missions.

In terms of applications, the following was achieved:

- Mexico: 12
- Vietnam: 15
- USA: 21

In terms of participants to the missions, the following was achieved:

- Mexico: 9
- Vietnam: 14
- USA: 16 +1 LE

