

# Eu-Alliance Newsletter

EU-ALLIANCE aims to support SMEs internationalisation in the fields of technical textiles, connectivity and advanced materials to address dual use markets in four targeted countries: The United States, Canada, Japan and Indonesia  
The key objective is to support SMEs in the global competition and providing SMEs with customized services to enter new international markets.

These newsletters are brought out to keep you informed on the latest developments of EU-ALLIANCE project, including business missions, upcoming events, project progress and achievements, information on the project partners and other related news.

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## Where we are, where we are going



Our consortium:



Co-funded by the COSME programme of the European Union

# Mission in USA

**USA:** The USA is the world's leading military power with a budget of 801 billion in 2021. It is the world's largest market for security and defence, but also for TT (technical textiles). In fact, 37% of textile production is for the military and construction sector. It also ranks first in connected technology and superpower in aerospace with ACM as a partner after phase one.

**+** Memorandum of understanding with aerospace sector and contact pre-established with the National Defense Industry Association.

**Date:** October 10th - 14th 2022

**Target exhibition:** [AUSA](#)

**Next step:** The mission is on-going

**In charge:**  Systematic  
Paris Region Deep Tech Ecosystem

**Contact:** [thierry.louvet@systematic-paris-region.org](mailto:thierry.louvet@systematic-paris-region.org)



## 10 october

AUSA - Annual Meeting and Exhibition Washington DC  
AUSA - Association of the United States Army

## 11 october

Army Small Business Seminar - Reception hosted by Maryland government authorities

## 12 october

Army Matchmaking sessions

## 13 october

Site visits

## 14 october

End of the mission



**Indonesia:** Indonesia has a population of 274 millions, It's one of the most attractive market in south Asia, with an economy that will be the fourth largest in the world by 2050. In recent years, the country has been investing more and more in R&D and is positioning textiles and the digital industry as a pillar of its industry modernisation towards Industry 4.0.

**+** Great existing relation between Netherland and Indonesia due to their common background. Also, DGA, the French defense procurement and technology agency, identifies this market as a relevant opportunity.

**Date:** January 28th - February 2nd 2023

**Target exhibition:** None

**Next step:** Open webinar presentation of the mission 26 October 2022

**In charge:** 

**Contact:** p.huisintVeld@nidv.eu; g.solaini@nidv.eu



## 28 January

Start travel from Rome, Paris, Amsterdam

## 29 January

Welcome delegations by NIDV

## 30 January

Briefing session;  
Legal and tax briefing;  
Elevator pitch;  
Matchmaking Event;

## 31 January

Visits;  
Wrap-up experiences

## 1 February

Follow-up Visits;  
Wrap-up with EU companies;  
Visit to the Dutch War Cemetery Menteng Pulo

## 2 February

End the mission



# Mission in Japan

**Japan:** Japan is the world's fourth largest economy and a country at the forefront of technology and connectivity. For some years now, it has been focusing on the defence and security sectors. Indeed, it has had a growing military budget since the 2010s and a USD 240 billion defence development plan, voted in 2018 for five years.

Alongside the defence sector we find the strong growth of the armed forces used in natural disasters and the aerospace sector.

**+** A MoC was signed between France and Japan on Textiles and advanced materials since 2014, renewed in 2022 Privileged contact with METI (Ministry of Economy, Trade and Industry)

**Date:** March 14th - 17th 2023

**Target exhibition:** [DSEI JAPAN](#)

**Next step:** Open webinar presentation of the mission 8 November 2022

**In charge:**  **techtera**  
O R U E

**Contact:** [jrafton@techtera.org](mailto:jrafton@techtera.org)



14 March

15 March

16 March

17 March



# Mission in Canada

Spring 2023

**Canada:** To date, the defence market is 90 per cent SME and accounts for 60 per cent of the country's exports, with the US as the main destination because Canada is one of the main gateways to the US market. Canada specialises in the aerospace sector that is closely linked to the defence industry, which accounts for the bulk of textile production.

**+** France has good connections and a long-lasting history with Canada, Canada is a very open country in terms of cooperation and business activities partnership with Kets4DualUse will be a supplementary activity to enrich our networks.

**Date:** Spring 2023

**Target exhibition:** None

**Next step:** Organization of the mission and webinar

**In charge:**  Systematic  
Paris Region Deep Tech Ecosystem

**Contact:** [thierry.louvet@systematic-paris-region.org](mailto:thierry.louvet@systematic-paris-region.org)



— **Spring 2023** —

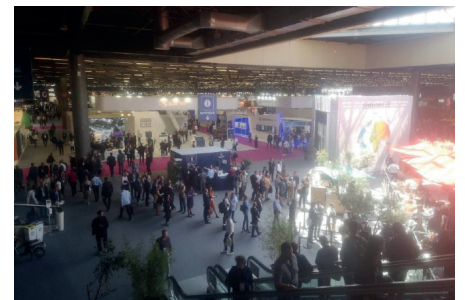
# Past events

On July 8th Paola Fontana (Città Studi Biella – Po.in. tex) presented the EU-ALLIANCE project during the Talk 2 “Internationalization for SMEs”, that was focused on the below topics:

- Facilitating SMEs’ access to third markets
- IP HelpDesk
- European Funding opportunities for manufacturing companies.



**Eurosatory:** An international Exhibition on Defense and security market, which took place in Paris the 23 to 27 June 2022. Julie from Techtera and Peter from NIDV, took the opportunity and visit Eurosatory to create partnerships for EU-ALLIANCE and promote the project and its missions. We have met several cluster as : Primus, EDEN, NAE, Le cercle de l’arbalette, Astech Paris Région, PMT ASD and other organization : FLE, NSBT JAPAN, Alta, Otxeta, Vitabri



**Techtextil** (Leading international trade show on technical textiles):

The EU-ALLIANCE textile partners met for the first day of the Techtextil exhibition.

It was an opportunity to present Techtera to the Italian companies and to visit the international members supported on the show.



**ITMC Québec:** September 19-21 conference & smart textiles fair where techtera gonna make a conference and develop partnership for the Canadian mission, with the french CCI of canada, the organisation Quebec international, Technitextil and canadatextiles.ca



## Future events

### **Indonesia mission:**

To participate click [here](#)

**Indo défense:** 2/3 novembre 2022, Our partners going to develop some contact and partnerships to prepare our mission

**Japan mission:** Open webinar presentation 8 November 2022.

**NEDS 2022:** It is the largest exclusive event for the defence and security industry in the Benelux region. NEDS takes place in Ahoy Rotterdam on 17 November 2022 and we will have a stand for EU-Alliance, come and visit us.

## Textile technologies: Training school 2022

This short but intense period allowed participants to learn the basics of the textile industry and technologies, share viewpoints, discuss topics related to the issue, and generate ideas that could/should be turned into #research and #development projects.



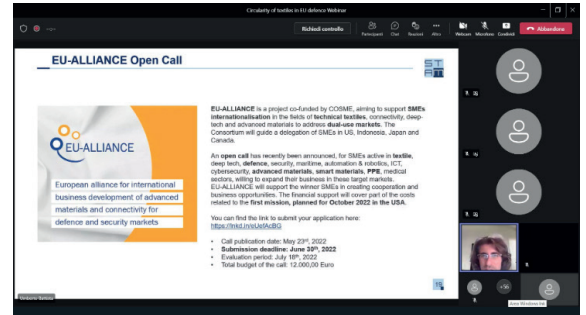
**context**

**TRAINING SCHOOL 2022  
TEXTILE TECHNOLOGIES**



# Circularity of textile in EU defense

Umberto Battista, Chief Technology Officer of Stam, participated as a speaker presenting the EU-Alliance project to a diverse audience of industry professionals.



## Our communication materials

All initiatives organized around EU-ALLIANCE project are supported by information materials created specifically reflecting each stage of the project. A number of rollups have been designed, summarizing the goals and challenges of the EU-ALLIANCE project. In addition, four-sided leaflets have been produced that elaborate on the key concepts of the EU project, providing a clearer overview of the issues addressed.



They are available here:

**Leaflet**  
**Rollup**



<https://www.techtera.org/>



<https://www.nidv.eu/en/home/>



<https://www.tecnotex.it/>



<https://www.cittastudi.org/>



<https://www.siitscpa.it/>



<https://systematic-paris-region.org/>



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