

951163 — TEXGLOBAL COS-CLUSINT-2019-3-01



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

**CALL FOR EXPRESSIONS OF INTEREST OF SMES FOR THEIR
PARTICIPATION TO THE INTERNATIONALISATION VIRTUAL
MISSION TO VIETNAM**

Publication date: 23 September 2022



Subject	SMES recruitment for their participation to the internationalisation activities with Vietnam
Project	European innovative Textiles go International: Innovative Global Value Chain Creation and textile Global Markets Exploration
Period of implementation	29-30 November 2022



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1. Background and context

The general objective of the TEXGLOBAL project is to support the growth, the competitiveness and industrial modernisation of European Textile enterprises in the long run by enhancing its innovation capacity.

SMEs of European Textile sectors have to confront daily increasing competition. SMEs have to continuously integrate their activities into global value chains by means of new cooperation. A partnership composed of main Textile clusters in Europe will provide SMEs with specialised business support services such as specific and strategic contacts from the target market, the organisation of international study visits, partnering missions, matchmaking events and incoming events.

The activities of TEXGLOBAL project will support European SMEs to identify growth opportunities worldwide, raise their excellence and innovation capacities in a global ecosystem. Textile industry sustainability is based on the innovation process that bring to the development of new products, applications, markets, production processes and services. Through this project the importance and, then the methodology, to find a right partner will be transferred to SMEs with the aim of developing, prototyping and producing INNOVATIVE GLOBALLY COMPETITIVE MATERIAL, PRODUCT OR SERVICE.

The TEXGLOBAL internationalisation strategy for SMEs address the following countries: Mexico, USA, and Vietnam.

The expected results of TEXGLOBAL are:

- Collaboration activities with international partners in targeted markets (missions to technological centres, universities, innovative industries; matchmaking events; pilot operational collaboration project to further develop of innovative products);
- Cooperation agreements between partnership members and international partners of targeted market;
- Business agreements to develop innovative solutions in strategic thematic areas;
- Creation of innovative global value chains by enabling EU SMEs access to international markets;
- Generation of new innovation, technology transfer and business models, by the transnational exchange of textile based solutions and innovation process theories and best practise.

2. The target market for this call: Vietnam

Vietnam is one of the top producing countries and apparel exporter in the world, occupying the fourth position at global level as exporter of textile and garment following China, India and Bangladesh.

The Garment and Textile industry is one of the key industries in Vietnam, contributing to almost the 16% of the total GDP with a double-digit annual average rate growth. Hence, the T&G sector plays a crucial role in the economic development of the country, with also a socio-economic impact in terms of human capital development and in terms of social welfare and employment.

In fact, 1.6 million people, 12% of the industrial workforce, are employed in the T&G sector.

The Vietnamese Textile sector includes:

- fiber spinning
- shuttle weaving
- dyeing
- finishing.

As mentioned before, the T&G sector has gained importance also because of its social impact upon the population. According to the labor-intensive model of production, labor is the main factor of production and business in this area. Hence, the training of human resources is decisive for the development and growth of T&G in Vietnam.

The social effects of the T&G sector have a spillover effect namely in the increasing connection between industries, in the increased labor mobility, in the women empowerment and above all in the improved lifestyle of workers. Vietnam imports technical textiles for fabrics and textile products, in particular for industrial fabrics.

To develop and to support the growth of the technical textile, Vietnam is importing machinery and equipment. This is also possible thanks to foreign investments.

The technical textile is therefore, a very interesting potential market sector that has to be exploited and that can expand itself through the enhancement of design and product quality.

However, Vietnam's traditional T&G sector is still predominant and a mix of investment in R&D, in human resources development, in new machinery and equipment, in infrastructure is necessary to increase the technical textile sector.

The technical textile sector in Vietnam is still underdeveloped because of all the above-mentioned factors; however, there is a number of companies producing non-woven fabrics, representing an initial nucleus for the exploitation of the possibilities related to the technical textile sector.

3. The activities

TEXGLOBAL offer the participation to virtual activities between European and Vietnamese counterparts and will provide the participants with many activities to bring together SMEs and other stakeholders from the two continents, having high potentiality of collaboration in technological innovation, business development and joint initiatives.

The official agenda will contain the following activities:

- Webinars for reciprocal knowledge



- Virtual B2B meetings
- Virtual products showcase – optional.

The virtual activities will be concentrated in the dates of 29-30 November 2022, according to the following provisional agenda.

Day 1 – Tuesday November 29

Webinar - Europe and Vietnam, a new frontier for textile sector cooperation

The webinar will be one hour approx. and include the presentations of the EU value of textile sector (trends and success cases) and the Vietnam textile market (opportunities for new co-operations), with Vietnamese speakers.

After the webinar B2B meetings among European and Vietnamese organisations will take place.

Day 2 – Wednesday November 30

Webinar - Textile innovation and circularity

The webinar will be one hour approx. and include the presentations of the innovation/circular trends in European textile sector and the Vietnam textile trends and relations with EU industry, with Vietnamese speakers.

After the webinar B2B meetings among European and Vietnamese organisations will take place.

Texglobal reserves the right to change the dates of the virtual activities according to organisational issue with the foreign counterparts; in case of change, this will be communicated at least one month before the predefined dates above; Texglobal will offer the possibility to extend the dates for the B2B meetings, to be agreed with Texglobal partners.

The platform for the B2B meetings definition will be communicated in due time to selected applicants, as well as all other organisation details.

4. Terms of the call

The main goal of this call is to select and engage textile EU SMEs to be supported for their participation to the virtual activities to Vietnam, by facilitating networking activities, like B2B meetings, company visits, webinars attendance, products showcase, with the aim of setting up cooperation and business opportunities and exploring new value chains feasibility.

The services offered by TEXGLOBAL to selected applicants will be free of charge. Namely:

- Selection of Vietnamese counterparts
- Online meeting tool
- Organisation of the B2B meetings
- Translation ENG-VIET-ENG



- Virtual showcase - optional
- Other technical support

The participation to the virtual activities will be **fully free of charge** for the participants.

Time schedule of the call:

- Call publication date: 23 September 2022
- Submission deadline: **24 October 2022 - 17.00 CET included.**
- EOI evaluation period: 25-26 October 2022
- Communication to applicants: 27-31 October 2022

For being selected SMEs have to fill their application at this link not later than the deadline:
<https://docs.google.com/forms/d/1rz7ILFRcFsD6sRRdYc3P1CCeKY7ddVqv7BDAW8PLoS0/edit>

The SME has to agree on the declaration regarding the GDPR issues and the commitment to virtually attend the full event along its duration, releasing the TEXGLOBAL consortium from any act relating to misleading or fraudulent conduct.

Each SME can submit only one application under this call.

5. Technical assistance

The TEXGLOBAL partners will provide companies participating to the activities in Vietnam with technical assistance. The partnership composed of five main textile clusters can provide participating companies with specific competences, specialised business support services, strategical contacts in the target market, personalised agendas on the basis of the company needs, matchmaking sessions with local strategic actors and other logistic arrangements.

In depth analysis of the target country has been conducted through a market study that has identified the main characteristics of the textile sector of the target country, the main opportunities and barriers for the foreign companies and finally strategic potential contacts for future business collaboration.

The market study results will be made available to the virtual activities participants that are SMEs and cluster members of Texglobal partners.

6. GDPR

Within the framework of GDPR, the organization of the activities to the target country will comply with the obligations deriving by the General Data Protection Regulation. The TEXGLOBAL consortium protects the information collected; the information are intended for the exclusive use of the TEXGLOBAL project.



Contacts and details will be shared with parties of 3rd country outside EU (Vietnamese counterparts).

7. Disclaimer

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