

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 MISSION  
TO USA**

**Publication date: 07/02/2023**



Subject	SMES recruitment for their participation to the internationalisation mission to USA
Project	European innovative Textiles go International: Innovative Global Value Chain Creation and textile Global Markets Exploration
Call for EOI opening-closing dates	07/02/2023 - 05/03/2023
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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 strategical 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: USA

The U.S. industry is the second largest exporter of textile-related products in the world. Fibers, textiles, and apparel exports combined were \$28.4 billion in 2021.

About the imports, excluding raw cotton and wool, two thirds of U.S. textile supply chain exports went to Western Hemisphere free trade partners in 2019. The entire U.S. textile supply chain exported to more than 200 countries, with 24 countries importing \$100 million or more.

Revenue in the Apparel market amounts to US\$343.70bn, in global comparison, most revenue is generated in the United States in 2022. The market is expected to grow annually by 1.96% (CAGR 2023-2027). The apparel market is expected to show a volume growth of 1.7% in 2024

About main technical textiles opportunities for European SMEs:

- **3D knitting manufacturing** technology is estimated to account for a volume share equivalent to 8,917.4 kilotons in 2021 as it finds application in 3D shaped dimensionality which is found in knit structures and weft knitting. The increasing application of 3D knitting in the construction and civil engineering segment is expected to propel market growth.
- **Thermoforming manufacturing technology** was estimated to account for USD 22.8 billion in 2021. This is attributed to the increasing application of the same in automotive, aerospace & aviation, business machines & equipment, and others. In addition, it is highly used in the medical and healthcare sector for packaging blisters and other medical equipment.
- **Smart textiles**, where research and development are increasing in various sectors, including defense, security, protection and health. The USA is focused on textile materials such as conductive fabric with anti-static properties, electronic textiles that can monitor heart rate and other vital signs, antimicrobial fibers, lifesaving body armour, and new fabrics that adapt to the climate to make the wearer warmer or cooler.
- **Transport market** knows a rising demand for decatizing cloth, bolting cloth, drive belts, printed circuit boards, and others in various application industries is expected to increase the demand for industrial textile.

The demand for technical textiles is anticipated to grow at a significant rate of 5.5% over the forecast period, owing to the superior properties such as durability and strength for industrial applications.

### 3. The mission activities

TEXGLOBAL organise and support SMEs wanting to explore US market opportunities in innovative textiles domain by arranging a set of activities, whose main peak is the mission to US textile ecosystems, as detailed in the following draft agenda.

While in USA, TEXGLOBAL will provide the participants with a series of activities to bring together SMEs and other stakeholders, with high potentiality of collaboration in technological innovation and technology transfer.

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: Transfert to Atlanta  Afternoon: Collective visit of Techtextil North America	Individual visit of Techtextil North America & Matchmaking activities for SMEs	Visit of GeorgiaTech  And / Or  Individual visit of Techtextil North America  Afternoon: Departure

### 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 mission to USA, by facilitating networking activities, like B2B meetings, company or innovation centre visits, webinars attendance, products showcase and others similar ones, with the aim of setting up cooperation and business opportunities and exploration of new value chains feasibility.

The financial support will cover the costs related to the travel for the mission (i.e. flight tickets, hotel).

- Call publication date: 07/02/2023
- Submission deadline: 05/03/2023
- EOI evaluation period: 05/03/2023 – 10/03/2023

For being selected SMEs have to submit their application (the so called “Expression of Interest” – EOI in short) by compiling the attached ppt. presentation available at the [following link](#) to the coordinator email address: [enrico.venturini@tecnotex.it](mailto:enrico.venturini@tecnotex.it) by 05/03/2023

The SME has to agree on the declaration regarding the GDPR issues and the commitment to 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. Eligibility and Evaluation criteria

Proposals will be eligible only if all the following conditions are met:

1. Applicants must be only companies complying with the SME definition in accordance with the SME definition of the European Union. Consult the guide of the SME definition via [this link](#).
2. Applicants member of a cluster of the TEXGLOBAL partnership will get extra scores.
3. SMEs active in the textile sector (traditional textile production, technical textile, smart textile).
4. SMEs can submit only one application under this call.
5. SMEs applying have to fill in the PPT, in English. It must not exceed the maximum number of characters stated in each text box of the slides of presentation. Pics and diagrams are allowed and encouraged.
6. Applications must be submitted via email to the address and by the deadline reported in section 6.

TEXGLOBAL Steering Committee will perform an eligibility check according to the 6 criteria above. Only submitted applications having passed the eligibility check will be evaluated by TEXGLOBAL Steering Committee by ranking them with the other set of criteria reported below.

The outcome applications ranking will be approved by the Steering Committee in a consensus session. The following table reports the criteria and the associated score. Only applications reaching the threshold of 60 points will be retained for financial support. The supported applications can be around 15, but not more than 21, to be selected among those reaching the highest score. In the event of withdrawal by one of the first applicants, support will be given to the immediately following application, through scrolling the ranking list.

	Evaluation criteria	Score
1	Quality and ambition of the proposed internationalisation action	0-35
2	Expected impact of the proposed internationalisation	0-20
3	Membership to a cluster of the TEXGLOBAL partnership	0-35
4	Presence in the target country	0-10
	<b>Total score</b>	<b>0-100</b>



In case of even score, priority will be given to the application sent first. All applicants will be notified within 10 working days by the call for EOIs closure.

## 6. Funding scheme

The TEXGLOBAL consortium will financially and technically support SMEs participating to the mission.

The travel costs will be beard by TEXGLOBAL partnership, hence no direct transfer of funds will be made to the selected applicant. The travel arrangements will be decided according to TEXGLOBAL recommendations (tickets in most direct route, select hotel from a range of options established by the partnership).

## 7. Technical assistance

The TEXGLOBAL partners will provide companies participating to the mission to US 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 selected applicants.**

In addition, participants to the mission will receive support through a **personalised agenda** prepared by the TEXGLOBAL partnership; B2B meetings with strategic counterparts, company and organisation visits will be arranged in accordance to the company needs.

## 8. GDPR

Within the framework of GDPR, the organization of the mission 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 (US counterparts).



## 9. Disclaimer

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