

Textiles Sector Group



Newsletter

December 2023



een.ec.europa.eu

Dear EEN SG Textiles followers,

Before starting the Winter celebrations and holidays, we are pleased to share with you this 2023 latest edition of our Newsletter, created by Enterprise Europe Network Textiles group of experts!

The last few months have been full of initiatives, coming from the European Commission and networks beyond, and have been very busy for us in terms of organisation of events all around the world with the main objective to provide you, as SME, start-up, expert or entrepreneurs within the textile and fashion industry, with quality services and activities to help your business to grow at international level!

We have attended many conferences as speakers, presenting what we are doing to support our companies to innovate globally, and highlighting our work and planned initiatives in relation to sustainability, partnering and internationalisation issues. Check out all the details in this issue!

We decided also to report main results related to our **past events** and **activities** that, in most cases will be planned again in 2024. Furthermore, we have already scheduled some **initiatives in 2024** so please take your time to have a look at the details within this newsletter and *save the dates* for the one that fits your needs the most.

The group of experts in textiles is working hard also to promote the new *EU Strategy for Sustainable and Circular Textiles*, launched by the European Commission in March 2022, together with the *Transition Pathway for Textiles* released in June 2023. This is a very important step towards the creation of a sustainable, circular digital and green textile industry.

In a nutshell, the strategy aims to create a greener, more competitive sector that is more resistant to global issues we are all encountering. The Commission's 2030 vision for textiles states:

- all textile products placed on the EU market are durable, repairable and recyclable, to a great extent made of recycled fibres, free of hazardous substances and produced in respect of social rights and the environment;
- **“fast fashion is out of fashion”** and consumers benefit longer from high quality affordable textiles;
- profitable re-use and repair services are widely available;
- the textiles sector is competitive, resilient and innovative with producers taking responsibility for their products along the value chain with sufficient capacities for recycling and minimal incineration and landfilling.

You can discover more under the section dedicated to **Sustainability** where you will also find related initiatives and programmes.



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In 2023 we fostered a collaboration with the *European Technology Platform for the Future of Textiles and Clothing* and, starting from this edition, you will have the chance to read a dedicated session from them with useful insights and related activities.

Last, but not least, check the latest **partner searches** coming from the network's clients where you can see if any business offers or requests could fit your needs. **#EENCANHELP** leverage your business. In that regard, I remind you that you can send to us your business offer or request to be shared within members' contacts helping you reach the right commercial partners.

For any enquiries, get in contact with us using our social network or find your local EEN contact here: <https://een.ec.europa.eu/local-contact-points>

I wish you a brilliant end of this year and a beginning of 2024 full of energy and innovative ideas to share with us and our network and, above all, we hope to meet you in 2024 during our B2B events!

See you soon,
Happy Holidays!



#EENCANHELP your business

#SGTextiles can support your project, idea or company to innovate internationally

Federica Leonetti
Chair of the Textile Sector Group

SUCCESSFUL R&I IN EUROPE 2024 11th EUROPEAN NETWORKING EVENT

15 – 16 FEBRUARY 2024

VAN DER VALK
AIRPORTHOTEL
DÜSSELDORF –
GERMANY



SUCCESSFUL R&I
IN EUROPE 2024
11th EUROPEAN
NETWORKING EVENT

On behalf of the Ministry of Culture and Science of the State of North Rhine-Westphalia (Germany), ZENIT GmbH and the Enterprise Europe Network cordially invite you to the Successful R&I in Europe 2024 on 15th and 16th February 2024 at Van der Valk Airporthotel Düsseldorf.

For the eleventh time, the conference invites researchers and entrepreneurs from North Rhine-Westphalia and regions in Europe to find new research and innovation partners for Horizon Europe projects.

In 2024, special partner regions are Belgium, Finland, France, Israel, the Netherlands, and Poland, but the event is, of course, open to researchers worldwide. About 300 participants from over 20 countries are expected to attend the event.

About 100 presenters will inform you about their projects. Make use of the opportunity to become part of the European research and innovation community or to cultivate your network!

The short presentations (ideas and/or results) focus on Horizon Europe calls, where a total of around €95 billion are available up until 2027.

The deadline for submitting proposals in the **call for presentations is 12th January 2024.** Participation is free of charge for EEN-colleagues and for speakers in the sessions.

More information you will find under the following link:

<https://horizont.zenit.de/en/events/successful-r-i-in-europe-2024>

SUSTAINABILITY



[Circular economy for textiles: taking responsibility to reduce, reuse and recycle textile waste and boosting markets for used textiles](#)

The Enterprise Europe Network helps SMEs all around the world to cope with this new European Regulation about textiles creating new business and circular models. Fashion is one of the least sustainable industries worldwide. About 5 million tonnes of textiles are thrown away every year in the EU, polluting our planet. The EU Commission is working in creating a greener, more competitive textiles sector with the Strategy for Sustainable and Circular Textiles by:

- Tackling greenwashing;
- Restricting the export of textile waste and promoting sustainable textiles globally;
- Reversing over-production and over-consumption, and discouraging the destruction of unsold or returned textiles;
- Setting design requirements for textiles to make them last longer, easier to repair and recycle, as well as requirements on minimum recycled content and more.

Learn more about our new proposed rules to make producers responsible for the whole lifecycle of textile products: https://ec.europa.eu/commission/presscorner/detail/en/ip_23_3635



The European Technology Platform for the Future of Textiles and Clothing has just concluded the ECOSYSTEM Community Conference in Barcelona and the highlight of the conference will be something interesting for anyone in the textile and supply chain sector:

Shaping the Future of Sustainable Textiles: Highlights from ECOSYSTEM Conference

The ECOSYSTEM Conference, held in Barcelona, Spain on 19-20 October 2023, brought together researchers, industry leaders, and policymakers to bridge EU-funded textile research and sustainable textile practices. The event connected over 100 participants from 16 European countries.

ECOSYSTEM, launched in early 2023 and managed by Textile ETP, fosters a European Community of Practice, consisting of 26 projects with over 200 partner organisations and €100 million in combined funding.

The ECOSYSTEM conference highlighted several critical challenges in the textile sustainability sector. These include a lack of reliable and up-to-date data, making it difficult to adhere to high-quality data principles. Industry experts struggle to implement holistic sustainability solutions due to fragmented supply chains, regulatory ambiguity, and insufficient tools. Designers and product developers have limited knowledge of downstream impacts, and their incentives often don't align with sustainability goals. Regulators underestimate the complexities of their regulations, while consumers have not yet become significant drivers of sustainability in the industry. The conference stressed the need for research, technology development, standardisation, and more public funding to drive systemic transformation in the textile sector.

The conference also included plenary sessions where European institution representatives provided updates on regulatory developments concerning the EU Textile Strategy. They also discussed their ongoing research efforts, focusing on ecodesign and textile waste management concepts, and highlighted the availability of research and innovation funds specifically earmarked for the textile sector to bolster its transition towards sustainability.

Six of the 26 member projects within ECOSYSTEM co-organised the conference: CISUTAC, HereWear, IRISS, the New Cotton Project, RegioGreenTex and the TRICK project. Each of them hosted an interactive workshop session designed to validate their internal project work with external experts, gather insights and perspectives and collect input for shaping their future research and development endeavours.

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While sustainable textiles present a substantial market opportunity and potential for optimising operations in the global textile industry, the conference emphasised that many essential building blocks are currently missing. ECOSYSTEM seeks to make its contribution by better networking European researchers and technical industry experts with deep subject matter knowledge and resources to deploy to collaboratively generate the data, insights, methods and tools needed.

ECOSYSTEM has four technical expert groups working on environmental impact assessment, textile recycling, ecodesign, and renewable material standards. In the meantime, ECOSYSTEM maintains a schedule of public webinars every two months as part of its ECOSYSTEM Insights Series, serving as a platform for member projects to share ongoing developments.

Following the successful conference, plans are in motion for a follow-up event in autumn 2024, involving member projects at a different European location.

All information to sign up to public webinars and other community news is available at www.textile-platform.eu/ecosystem and on ECOSYSTEM's LinkedIn page.

if any company wishes to join the community with their EU project, they can contact the ETP at:

info@textile-platform.eu

Also, feel free to also submit your public news in our members-only newsletter, it goes twice a month! If it's about a public event or a public report, we will also integrate it in our public newsletter that is published at the end of each month. You can submit your news via this form:

<https://airtable.com/app8GENsKWlz9B4SF/shru4fhQEgw594vRL>





EUROPEAN COTTON, A SOURCE MATERIAL FOR THE EU TEXTILE CHAIN

Facilitating the path to more sustainable textiles.

This is exactly the case of European cotton, a superior quality fiber that is produced locally from non-Genetically Modified (GMO) seeds, following strict environmental and social standards, and that can be used by local textile manufacturers (within the infrastructure of regional supply chains) for the production of high-end branded products with a high sustainability index.

Cotton production in Europe is carried out in accordance with the rules and regulations of the EU common agricultural policy, cross compliance, and greening standards, as well as with obligations regarding the use of water and pesticides, protection of soil and public health, and protection of farmers and consumers. This highly-regulated production process eliminates the existence of hazardous substances in the end-products and reinforces the reasonable use of resources. Moreover, it satisfies the requirements of manufacturers, brands and retailers for sourcing sustainable raw materials produced with high social and environmental standards.

THE EU COTTON INITIATIVE - A ROADMAP TO MORE SUSTAINABLE TEXTILES

Taking into consideration the trending market opportunity for the local textile industry, and the necessity of the brands and retailers to rely more on regional supply chains, which could certainly be the case for European cotton, it is important to identify how it can be achieved. This is where the European Cotton Alliance comes into play. It is basically in charge of fostering co-operation among producers and manufacturers in the EU and co-ordinating the European cotton promotion campaign to internal and world markets.

The European Cotton Alliance (ECA) is a European level association formed by the active collaboration of cotton producers and industrial associations in the European producing countries. The founding members of the Alliance are professional organizations, the cotton industry, and the manufacturers associations in Greece and Spain, making up 100% of the cotton sector in Europe. Its associate member is EUROCOTON, the European federation of cotton and allied textile industries in Brussels.

Among the aims and objectives of the ECA, the most important are:

- to contribute to the harmonization of European policies in relation to sustainable and environmental-friendly practices and traceability of cotton production throughout the EU member states;
- to establish harmonious collaboration and co-operation among cotton producers and textile industries involved in the processing of cotton;
- to promote the use of cotton in general and European cotton in particular, among professionals and consumers, both within the EU and internationally;
- to promote joint research, development and innovation projects aimed at improving the competitiveness and sustainability of the sector.

The **EUCOTTON** label is a registered “European Collective Mark” attributed to the members of the ECA indicating that they produce and process cotton in compliance with the criteria set by the regulation. It is the quality mark that incorporates the identifiable features of cotton produced in Europe, since it concerns both its high quality and the responsible and sustainable way it is produced. It is grown from non-GMO seeds achieving a high level of environmental and social performance. Farming practices used for its production are highly regulated, ensuring safety for farmers, consumers and the environment EUCOTTON is protected by the provisions of the EU Trademark Regulation (EUTMR) and is registered at the European Union Intellectual Property Office (EUIPO).

EUCOTTON Licensing program

The EUCOTTON Licensing program is the licensing scheme that manages the use of the EUCOTTON label within the supply chain.

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All participants in the textile chain (from ginners, spinners, weavers, knitters, and manufacturers, to brands and retailers) can make use of the EUCOTTON mark for their products as long as they comply with the criteria of the EUCOTTON license scheme.

The scheme provides the framework for the implementation of a comprehensive management system within the cotton supply chain, “from farm to fashion”, with the aim of meeting the current market demand regarding production practices and the chain of licensing procedures.

The EUCOTTON Campaign

European Cotton Alliance is currently implementing an ambitious and innovative promotion campaign, with co-funding by the European Union, under the “Enjoy it’s from Europe” promotion scheme. The EUCOTTON Campaign aims to increase the awareness and recognition of European cotton, with a very strong focus on its quality and sustainability properties. In principle, the campaign aspires to educate consumers and trade professionals on the high quality of European cotton, its methods of production and its popularity around the world. The outcome of this campaign is expected to be the creation of added value for the quality mark “EUCOTTON” and a rise in demand for made with “European cotton” textile products.



SG Textiles at the Annual Event of The Monitor for Circular Fashion held in Milan on 11th October 2023

Monitor For Circular Fashion 2023 event at the [SDA Bocconi](#)



A multi-stakeholder [#project](#) in which leading [#companies](#) in the [#fashion](#) industry and supply chain [#players](#) take part, with the [#scientific](#) contribution of the Sustainability Lab [SDA Bocconi](#) and [Enel X](#) aiming to spread [#Circular](#) and [#Sustainable #practices](#) and new processing models within the [#fashionIndustry](#) contributing to the sector's transition pathway on a green and digital-transition.

Federica Leonetti, Chair of SG Textiles, presented the network and the sustainable mapping report we are implementing within the [SectorGroupTextiles](#), aiming to collect good and best practices from european [SMEs](#) dealing with circular and sustainable new business models with a focus on waste management and EPR.

Mariagrazia Berardi, Co-ordinator of the Sub-Group Sustainability of the SGT, talked about the impact of new regulations on SMEs, underlining how the circular transition is definitely a huge challenge for them due to their dimension. In order to leave no one behind, over regulation should be prevented as much as possible, applying legislation according to the principle of proportionality.

The annual event of the [Monitor for Circular Fashion](#), the research observatory affiliated with the SDA Bocconi [Sustainability Lab](#) and powered by Enel X, was successfully held for the third consecutive year at SDA Bocconi School of Management. This multi-stakeholder event saw the active participation of key industry players, including the European Commission, EURATEX, and the 26 member companies of the Monitor for Circular Fashion.

In 2023, the Observatory expanded its scope, collaborating with 26 partner companies to present three innovative pilot projects using an open innovation approach. These initiatives, led by TOD's Group, Ferragamo, and Vivienne Westwood, complemented the seven projects already launched in 2022. These pilot projects were aimed at evaluating more than 40 circularity Key Performance Indicators (KPIs) identified by the SDA Bocconi research team. They fostered sustainable and circular methodologies within ingredient brands, brands, retailers, and service providers in the textile, clothing, leather, and footwear sectors.

Furthermore, the partner companies of the Monitor for Circular Fashion unveiled an updated version of the Circular Fashion Manifesto for the third consecutive year. This Manifesto underlines their commitment to enhanced transparency and traceability throughout the supply chain. In its latest iteration, released on September 19, 2023, and available on the SDA Bocconi website (www.sdabocconi.it/circularfashion), this commitment has been expanded to include eight actions inspired by the European Commission's Textile Transition Pathway, a strategy aimed at accelerating sustainable practices in the textile sector. The Manifesto was subsequently presented to UNECE and the European Commission DG GROW.

The event on the 11th October commenced with the release of SDA Bocconi's annual report, which outlined key industry actions inspired by the Textile Transition Pathway and provided updates on best practices for circularity. According to the report, the primary benefit of circularity lies in the improvement of brand reputation, followed by the creation of new business opportunities and the enhancement of consumer loyalty. Companies identified concerns such as cost, technology availability, and infrastructure availability as the primary obstacles to circularity. Key trade-offs included increased operational complexity, volume availability, higher costs, and qualitative challenges.

Following the research presentation, there was an in-depth analysis of governance for sustainability and circularity. The discussion revolved around the results of surveys and co-creation workshops conducted with the partner companies of the Monitor for Circular Fashion. Statistically significant quantitative analyses revealed that board size, CEO duality, and the inclusion of sustainability incentives in executive remuneration correlated positively with sustainability performance. The co-creation workshops also delved into topics like the role of family businesses driven by missions extending beyond economic performance, the significance of board diversity, and the participation of board members from different generations, genders, and cultural backgrounds in balancing diverse priorities within companies.

In the afternoon, the event continued with a discussion on textile waste management and extended producer responsibility (EPR). The 2023 Report explored various opportunities and challenges related to the implementation of an EPR system, drawing insights from 15 European experts engaged in the textile waste pipeline and innovation.

Survey results and insights from co-creation workshops shed light on the plans of 15 partner companies within the Monitor's supply chain to optimize pre- and post-consumer waste management. Strategies to reduce and optimize pre-consumer waste included increasing internal reuse, initiating upcycling projects, and leveraging Industry 4.0 technologies. For post-consumer waste, partnerships with experienced waste management and upcycling operators, as well as consortium memberships for EPR, remained predominant.

The event also featured discussions on the Digital Product Passport, with input from Michele Galatola, Senior Policy Officer of the European Commission DG GROW, and service providers. It included panels on engaging new generations in circularity and sustainability issues in fashion, adapting sustainability policies for small and medium-sized enterprises, and a round table featuring three startups from the 10 finalists of the C-Factor program by the Monitor for Circular Fashion SDA Bocconi in collaboration with Must Had.

The survey, titled "Circular Fashion Survey on New Generations" conducted by PwC and SDA Bocconi School of Management for the Monitor for Circular Fashion Report 2023, revealed that among the new generations, millennials are particularly sensitive to greenwashing. A staggering 59% indicated that they would no longer support brands that exaggerate their environmental contributions. Regarding the Digital Product Passport, respondents considered environmental impact, product composition, and authentication, along with user-generated content, as crucial information to include. The main advantages associated with the Digital Product Passport were increased trust and loyalty, better-informed decision-making, and combating counterfeit products on resale platforms.

For access to the full research report, please visit www.sdabocconi.it/circularfashion

Please find the link to the recording of the event <https://youtu.be/U37muSqYA1A>

[IWEC2023 The International conference connecting Women's Business Globally!](#)



In November the Chair of the SG Textiles, on behalf of the group joined the international event addressed to female entrepreneurs where a joint meeting among the Textiles, Tourism, Women Entrepreneurship and Digital groups of EEN had been organised. Main topics discussed were building sustainability, inclusion and resilience, business AI, cyber-security and succession planning. We are working to create new interesting joint events addressed for SMEs gathering textiles, tourism, digital solutions and women entrepreneurs sectors, so stay tuned!



The Circular Fashion Innovation Network

A new project to create a roadmap to promote circularity in the UK fashion and textile industry has been launched by the UK Fashion & Textile Association (UKFT), the British Fashion Council (BFC) and UK Research and Innovation (UKRI) focussing on 3 pillars:

ENVIRONMENT - This pillar focuses on environmental and business governance to drive a more sustainable fashion future

PEOPLE - This pillar represents the people, from the product makers to the staff, students and models who pioneer our brands

COMMUNITY AND CRAFTSMANSHIP - This pillar supports the talent, skills and elements of craftsmanship that make up our unique industry and have positive impacts on local communities

To register your interest or get involved:

<https://instituteofpositivefashion.com/The-Circular-Fashion-Innovation-Network>

Past events:

B2B TORINO FASHION MATCH 2023

28|29|30 June 2023

Turin, Italy



The International event of bilateral meetings supporting your business to innovate and to grow at international level focused on:

**FASHION | TEXTILES | ACCESSORIES | SPORTSWEAR | ACTIVEWEAR |
CREATIVE INDUSTRIES**

The b2b represents the business side of the international format [Torino Fashion Week 2023](#) (27th June - 3rd July 2023), that every year brings together *international delegations of manufacturing companies, emerging fashion designers, innovative brands and SMEs, retailers and distributors*, from all over the world. All from different *niche markets and peculiar cultures* that seek visibility, international promotion and new partners with whom to create business agreements.

The b2b Torino Fashion Match 2023 was realised by [Unioncamere Piemonte](#) in collaboration with the Turin Chamber of Commerce as members of the [Enterprise Europe Network](#) (EEN) and supported by the **Sector Group Textiles**, the **Sector Group Creative Industries**, the **Sector Group Tourism**, the **Thematic Group Women Entrepreneurship** and the **Thematic Group Internationalization**.

Over the last years the *Fashion Match* format became an important event for the textile sector within the EEN network. In fact, the event is part of the main activities organised with the support of EEN Sector Group Textiles and in 2019 it was awarded as *Best Practice* amongst EEN Sector Groups.

The 2023 Edition Included:

- Participation in b2b sessions (28-30 June) including meetings with Italian and international companies;
- Participation in sectoral TALKS with international experts (28-30 June);
- Opportunities to participate in further international networking events organised between 27 June - 3 July with industry experts, international companies with whom to undertake new innovative projects;
- Participation in the Torino Fashion Week 2023 fashion shows and evening events (27 June - 3 July).

Advantages for companies and fashion designers:

- **International visibility** by participating as protagonists in the fashion shows of Turin Fashion Week 2023 with the possibility of receiving the *Best Rising Talent Award* or other awards from sponsors;
- Dedicated **success stories** related to **international business agreements** where you could be involved, promotion of company profiles and **business profiles through EEN** channels;
- Creation of **new collaborations** through the b2b Torino Fashion Match 2023;
- Receive updates on new trends in the textile industry and related topics with the international **TALKS**;
- Join **side events** in order to potentially meet international customers.

Talks included:

- *Internationalisation services for SMEs and the Single Market Programme* (28 June)
- *Intellectual Property Rights in the Fashion Industry* (29 June)
- *Empowering Diversity and Inclusion across the Global Fashion Industry* (29 June)
- *Sustainable and Circular Fashion* (30 June)
- *Sportswear, Innovative trends, Smart and Digital Technologies* (30 June)

Presentations are available here: <https://torino-fashion-match-2023.b2match.io/page-4101>

This is a unique opportunity for SMEs, manufacturing companies and fashion designers to present their collections in a fashion show promoted worldwide, joining a b2b to meet interesting potential new contacts and clients. Delegates are also inspired by the glamorous atmosphere of a fashion event whilst surrounded by a beautiful city and experience mixing innovation, cultures, food, fashion and history.

For buyers and retailers this is a very exciting occasion to scout new cultures, niche market products and high profiles of manufacturing and artisan products from all over the world.

FINAL FACTSHEETS:

- 67 EEN Co- organisers;
- 6 b2b sessions;
- 5 Talk sessions;
- 20 speakers involved;
- 1 delegation of 10 companies from EEN Ukraine performing for the fashion show and joining the b2b successfully (3 x Partnership Agreements and 1 Advisory Service Outcome achieved and one brand received an award by the national luxury Italian store *Rinascente Group* giving the company a showcase within the store for 2 months);
- 1 delegation of 6 brands from Cuba performing for the fashion show and joining the b2b;
- 1 delegation with 5 brands from Senegal performing for the fashion show interested in creating international connections;
- 1 brand from Azerbaijan performing for the fashion show and joining the b2b;
- 40 countries in total involved:

Armenia | Azerbaijan | Belgium | Bosnia And Herzegovina | Brazil | Bulgaria | Colombia | Cuba
Czech Republic | Denmark | Egypt | France | Georgia | Germany | Greece | India | Italy | Lithuania
Malta | Moldova | Namibia | Netherlands | Nigeria | North Macedonia | Pakistan | Poland | Portugal
Romania | Senegal | Serbia | South Korea | Spain | Tunisia | Turkey | Uganda | Ukraine
| United Kingdom | United States

RESULTS UP TO PRESS:

- 3 brands awarded by *Rinascente Group* (Italian luxury goods national store) allowing them to showcase and to sell within the store located in Turin
- 4 Partnership Agreements already registered
- 1 success story already registered
- 205 registered profiles
- 160 actual meetings realised
- 124 international meetings scheduled
- 25 companies from Piedmont Region

Video b2b 2023: <https://www.youtube.com/watch?v=Q8QDVGjBstM>

EEN INTERNATIONALISATION ACADEMY 2023

26th & 27th JUNE 2023
Turin, Italy



In June 2023, **Unioncamere Piemonte**, members of the **Enterprise Europe Network**, together with the **EEN Thematic Group Internationalisation** and **European Innovation Council and SMEs Executive Agency (EISMEA)** launched the first edition of the **EEN Internationalisation Academy** with the aim to gather *international EEN experts* from different countries in a 2 days event where combining trainings, company visits, b2b and side activities alongside the international brokerage event **Torino Fashion Match 2023**.

This took place in the same period in Turin during the international format *Torino Fashion Week 2023*, the fashion event addressed to emerging fashion designers and manufacturing companies from all over the world that Unioncamere Piemonte supports and promote every year, planning the b2b activity Torino Fashion Match.

The Idea of the Academy was designed by the Thematic Group Internationalisation with the first objective to provide Mentors and Mentees with the opportunity to meet onsite during an EEN activity already planned. Finally it became wider considering the necessity of creating more synergies with all the new EEN international members.

Therefore the executive group of the TG Internationalisation (which Unioncamere Piemonte is part of) committed to coordinating the sub task on *Non-EU countries - how to outreach new international members* and decided to create an Academy event taking advantage of the already planned matchmaking event Torino Fashion Match 2023, taking place at the end of June 2023.

The objective then was to facilitate the interaction among international EEN members (from EU and Non-EU countries), to provide trainings on EEN services and relevant topics on how to better support entrepreneurs giving participants new interesting connections while participating in a single EEN matchmaking event gathering international delegations of brands from the textile and fashion industry. An all-in-one experience event!

The first edition of the EEN Academy was a unique opportunity to meet international EEN Experts gaining knowledge on wide topics *from IPR , Internationalisation to the client journey concept*. They also got the opportunity to participate in the b2bTorino Fashion Match 2023 with more 190 clients from different countries interested in creating new commercial agreements and in getting visibility joining the Torino Fashion Week' shows, performing with their collections.

FACTSHEETS OF THE EEN INTERNATIONALIZATION ACADEMY 2023

- ✚ 2 days of events;
- ✚ 35 participants from:
EEN ROMANIA | EEN CROATIA | EISMEA – BELGIUM | EEN UKRAINE | EEN UK
EEN Türkiye | EEN GREECE | EEN KOREA | EEN INDIA | EEN FRANCE | EEN ITALY | EEN
GERMANY | EEN COLOMBIA | EEN USA | EEN POLAND | EEN BRAZIL | EUROCHAMBRES
- ✚ 10 speakers from the EEN community, experts on specific topics;
- ✚ 1 b2b event gathering up to 190 participants and 50 EEN co-organisers;
- ✚ 1 delegation from Ukraine with 10 brands performing during the show and attending the Academy;
- ✚ 1 Company visit to the local [Kappa Company](#) located in Turin, dealing with #sport #fashion #innovation #smarttechnology and famous all over the world, where tradition meets innovation and international ambitions with new visions regarding sustainable models and creativity. During the visit the Academy delegation had the opportunity to meet the staff, to visit the different departments and receive a very great welcome from the company with a special card to be used in their local store;
- ✚ Networking dinner at the futuristic place [OGR building](#);
- ✚ Opening day of the Torino Fashion Week 2023 with the show where EEN brands from different countries performed with their collections : a super exciting experience with all the group during the event in a luxury location with a final special dinner for the group;

RESULTS UP TO PRESS:

- New connections among EEN experts and colleagues;
- Deeper knowledge about EEN services and relevant topics for the new International members;
- New commitments among all the members;
- Deeper knowledge on the local companies and the textiles and fashion industry;
- Deeper knowledge about the Torino Fashion Match and the Torino Fashion week that international brands can attend in 2024!

Izmir Textile Companies took significant steps during the Barcelona business trip organised under the leadership of EBSO



In the framework of the Enterprise Europe Network (EEN), a business trip to Barcelona was organized under the leadership of Aegean Region Chamber of Industry (EBSO), where Izmir textile companies conducted bilateral business meetings. This pioneering business trip, with the participation of a total of 29 representatives from 16 different companies, hosted a total of 174 bilateral business meetings, thereby increasing the interaction of the Izmir business world on the international stage.

During the business trip, representatives of participating companies established crucial connections by visiting the Barcelona Chamber of Commerce. Additionally, meetings with the Mediterranean Union (AiB), aiming to strengthen collaboration in the Mediterranean region and of which Turkey is a member, played a critical role in regional cooperation and integration. The visit to the Turkish Consulate General in Barcelona contributed to the strengthening of diplomatic relations.

This strategic initiative, facilitated by the Enterprise Europe Network has opened new avenues for Izmir's textile industry in the international arena. The extensive participation in the business trip reflects the strong commitment of Izmir textile firms to explore and enhance their presence in global markets.

enterprise europe network

The 174 bilateral business meetings held during the trip not only showcased the breadth of potential within the sector but also provided a platform for local companies to bolster their competitive advantages in the international market. The rich networking opportunities fostered during the intensive business trip underline the significance of such initiatives in promoting global collaboration and knowledge exchange.

The visits to key institutions such as the Barcelona Chamber of Commerce, the Mediterranean Union (AiB), and the Turkish Consulate General in Barcelona signify the importance placed on diplomatic and regional cooperation. These engagements contribute not only to the business development of the participating companies but also strengthen the ties between Turkey and its international partners. This initiative showcasing Turkey's strength in the textile sector can be considered a crucial step towards enhancing the country's economic diversity and competitiveness on the international stage.

In conclusion, the business trip to Barcelona, orchestrated under the Enterprise Europe Network and led by EBSO, stands as a pivotal moment for Izmir's textile industry. The strategic connections made and collaborative efforts undertaken during this initiative are expected to yield long-term benefits, further positioning Izmir as a key player in the international textile market. This success story serves as an inspiration for other businesses within the European Business Network and highlights the potential for increased collaboration and economic growth within the region.



BIOTEXFUTURE

BIOTEXFUTURE and the EU Textile Strategy 2030– “How we support the change“

The textile industry is facing great challenges and according to the European Union, by 2030 a fundamental change in the textile industry is to be completed:

“Fast Fashion will be out of Fashion” is the clear message to the industry!

For the textile sector, this means a fundamental shift away from the previous linear into circular production and consumption patterns, as well as a ban of hazardous chemicals in textile manufacturing, finishing or dyeing processes.

BIOTEXFUTURE is an innovation space funded by the German Federal Ministry of Education and Research (Bundesministerium für Bildung und Forschung, BMBF) on biobased textile research. The project is led by the adidas AG and RWTH Aachen University.

The BIOTEXFUTURE innovation space is able to offer potential bio-based approaches for the textile industry to address these challenges.

On 8th December a conference was held in the heart of Brussels to discuss BIOTEXFUTURE research results and find global solutions in the textile industry. Watch out for a full report and comments to follow in the next newsletter.

<https://biotexfuture.info/>

Events in 2024:



EU FashionMatch 13.0 @ Modefabriek in Amsterdam on 21 and 22 January 2024

“Meet your future business partner in the international fashion business”

Welcome to the EU FashionMatch 13.0. Following the footsteps of previously successful events, Enterprise Europe Network (EEN) is delighted to invite you to the 13th edition of the EU FashionMatch @ Modefabriek in Amsterdam on Sunday 21th and Monday 22th January 2024. The Fair itself is a fashion trade event for women's clothing, accessory and lifestyle collections, but the matchmaking will cover also men's and children's wear.

The matchmaking meetings will be physical/on site at the EEN-Booth and not on-line!

AMSTERDAM IS NOW ONE OF THE MOST IMPORTANT FASHION CITIES

Amsterdam is one of the leading fashion cities now for business and innovation. Over the years Amsterdam has evolved into an influential fashion hub for collaboration and innovation. The city is home to design houses, big names as well as independent brands and schools educating the next generation of tastemakers. There's also a thriving denim scene and a commitment to sustainability that's helping 'Amsterdammers' – and the world! – enjoy smart clothes with a smaller environmental footprint. Are you an entrepreneur in the fashion industry? And do you want to be a part of the future? Then you should connect with fashion entrepreneurs in the Netherlands. That is the reason why Enterprise Europe Network helps to create new international connections with the EU Fashion Match.

FIND NEW BUSINESS WITH PROMISING BUSINESS CONTACTS

Within this great group of potential business contacts, our EU FashionMatch sessions will allow participants to get together with the most promising business partners in pre-scheduled meetings. Besides a look book, participants have the possibility to bring 3 items of their collection to our booth for demonstration purpose. Please bring your own hooks with you!

This **free of charge** matchmaking event brings together **buyers, agents, companies/designers, suppliers, manufacturers, experts, investors and (recycling & sorting) service providers** from a wide range of countries from around the world.

*The first step towards the internationalisation of your enterprise is NETWORKING!
Follow this interesting opportunity to generate new business contacts and contracts!*

GET YOUR FREE ADMISSION TO THE MODEFABRIEK

<https://fashionmatch-13thedition.b2match.io/>

And finally, a short video to show what EEN can do in the Netherlands for clients in the (Circular) Textile sector:

https://www.youtube.com/watch?v=-wubQZ_QqX8

[Smart & Technical Textiles 2024 - Info \(b2match.io\)](https://b2match.io)

Conference and B2B in Germany - April 2024

An international brokerage event for companies, research institutions and all stakeholders in the Smart & Technical Textiles sector who want to explore joint projects, technical co-operation or new business contacts with partners from Europe and worldwide.

Company Mission to Marseille with Commercial Agents and SMEs+B2B - April 2024

Details to follow via the SG Textiles Members Linked-In profiles (links further in the newsletter).

[Circular Textile Days 2024](#)

Event and b2b in The Netherlands - September 2024

The Circular Textile Days is a business event that offers a great opportunity for meeting new partners in the sustainable textile business and for discovering and discussing innovative circular textile solutions.

Surf Summit and B2B in France - October 2024

The Surf Summit welcomes for 2 days the managers and employees of the surfing industry and invites you to be inspired by outstanding speakers. All of them live their passion on a daily basis, whether they are designers, big bosses, sportsmen, artists, and during the meetings they confide their philosophy of life to us. Further details to follow via the SG Textiles May 2024 Newsletter.

IF Wedding b2b and Fair in Turkey - November 2024

<https://ifwedding.izfas.com.tr/ziyaretci-genel-bilgileri-en>

IF Wedding Fashion İzmir, the largest in its field in Europe and the only fair of the sector approved by the International Fair Industry Association (UFI), continues to announce Turkish and international brands from İzmir to the world in its 17th year.

Find International partners in the Textile & Fashion industry:

Irish fashion start-up, specialising in high quality and sustainable 'Athleisure' products for women, seeking to form a partnership agreement with a European manufacturer of ladies apparel

BRIE20231107021

<https://een.ec.europa.eu/nexteen/profiles/details/93a7fd01-9edb-4fed-a90e-018baa1c5549>

A leading UK Sustainable AI Fashion Fit Technology provider is looking for a partner that want to integrate their unique sizing platform, SaaS solutions in their product / service offering and / or secure commercial agreement or technical agreement

BOGB20231108017

<https://een.ec.europa.eu/nexteen/profiles/details/e8c0f790-f141-4eb4-88f0-018bafd505f9>

Belgian designer and manufacturer of high-end knitwear for men and seasonless elegant citywear for women is looking for distributors or commercial agents in Europe

BOBE20230619023

<https://een.ec.europa.eu/nexteen/profiles/details/62378676-7c3d-42a5-bdec-0188d42bbd99>

A leading Danish online retailer seeks suppliers (brands) of baby & children's articles

BRDK20231114006

<https://een.ec.europa.eu/nexteen/profiles/details/96fb9acd-24d8-4081-a082-018bce143fec>

Italian company specializing in the supply of high-quality tableware, cutlery and porcelain products for the horeca sector is looking for suppliers

BRIT20231003006

<https://een.ec.europa.eu/nexteen/profiles/details/6495802c-3b6b-4e80-af48-018af51e5bf1>

A Croatian knitwear manufacturing SME providing full knitting garments production according to client's requirements and specifications is looking for partners under a commercial agreement

BOHR20231114001

<https://een.ec.europa.eu/nexteen/profiles/details/37525b9c-0191-4c00-b9d2-018bcceda538>

A university and a company from Turkey are looking for partners to apply for the Cl6-2024-CircBio-02-01 call: Circular solutions for textile value chains through innovative sorting, recycling, and design for recycling

RDRTR20231027011

<https://een.ec.europa.eu/nexteen/profiles/details/f5db09c1-eeda-44b5-b556-018b70e47530>

Stories from entrepreneurs in the fashion industry:

Enterprise Europe Network helps Greek textiles firm push the boundaries of innovation



Pepper Vally, an innovative textiles company near Athens, is reaping the rewards of an EU-funded support network helping SMEs step up to the next level and expand abroad.

Growing a business abroad is exciting, but potentially risky. But one EU-funded network is bringing together international expertise with local contacts to help businesses innovate and make the step up to the next level.

In the suburb of Acharnes near Athens, Aliko Goritsa and Spyros Fragos are two engineers who are passionate about fabric and clothes.

They founded [Pepper Vally](#) in 2011. This Greek textile company uses traditional natural materials along with cutting-edge technology to create smart clothing.

Aliko and Spyros' vision is to design and manufacture high-quality sustainable garments, and they are constantly innovating to make their ideas a reality, like swimwear that uses cotton instead of lycra or nylon.

"We try to make innovations which are useful for the wearers in terms of skin safety and for the environment because every time you go in the sea or wash your clothes you have microplastics," said Aliko Goritsa.

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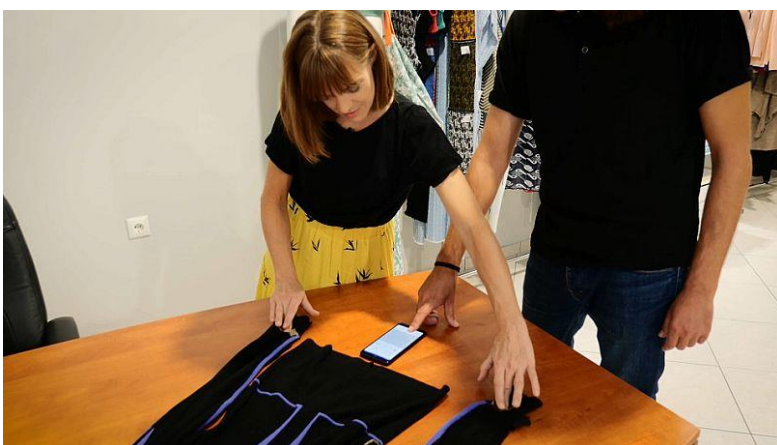


Aiki Goritsa and Spyros Fragos, Co-founders, Pepper Vally

"And the innovation here is that we have a knit pattern that has holes and it is a 3D structure where the air can circulate and this makes the clothes dry easier."

Aiki and Spyros are ambitious and teamed up with the EU-funded [Enterprise Europe Network](#), the world's largest support network for small and medium-sized businesses with international ambitions, to produce smart clothing prototypes that monitor biometric measurements using conductive, metallic yarn.

The garment resembles a sports top that monitors biometric measurements including cardio and respiration rate, and even your posture.



The garment resembles a sports top which monitors biometric measurements including cardio and respiration rate, and even your posture

They worked with the Enterprise Europe Network to develop the [Feel More Knitwear](#) collection and pinpoint the right international partners. "They helped us to navigate in this new field and also find the right opportunities to go on and effectively promote all our research in other businesses, in other European countries, and also universities to collaborate with," Aiki explained.

Celebrating creativity, diversity, and community impact at the UK's **Fashion Fiesta**...



Imagine stepping into a world where fashion isn't just about style – it's about creating a brighter, more inclusive future. Welcome to Fashion Fiesta, where we invite you on a transformative journey that goes beyond the ordinary.

Fashion Fiesta is more than just a fashion show. It's a dynamic platform that brings together visionaries, artists, designers, and innovators, all with a twist of business acumen. We're on a mission to unleash the magic of creativity, a force that knows no boundaries and has the power to reshape our world.

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In our world, creativity takes centre stage, and there are no limits to what's possible. Our events are a celebration of uniqueness, extraordinary and sustainability. We offer a spotlight for emerging designers to set their imaginations free, giving life to their boldest visions.

Diversity is the heart of our strength. We're a community that proudly embraces fashion in all its forms. At Fashion Fiesta, we invite everyone to celebrate the richness of diversity and amplify voices that often remain unheard in the fashion industry.

Our dedication to ethical practices is unwavering. We champion fashion that respects the environment, values sustainability, and encourages responsible consumption. We believe in a fashion industry that's not only beautiful but responsible.

Fashion Fiesta is about so much more than glamour. It's a dedicated effort to create a meaningful impact. Our events are a driving force for change, supporting organisations like the [Children's Heart Surgery Fund](#). It isn't merely an event; it's a movement for change. We invite you to be part of this inspiring journey where fashion becomes a powerful force for a purposeful future.

Are you ready to experience the enchantment of creativity and diversity? Join us at Fashion Fiesta and step into a world where fashion has the extraordinary ability to transform lives. Become part of our vibrant community, be inspired, and get actively involved.

Keep an eye out for our upcoming 2024 event and stay connected with us for the latest updates. Fashion Fiesta is where fashion becomes a vehicle for a brighter, more inclusive tomorrow.

<https://fashionfiesta.co.uk/>



Sector group members:

Weaving Connections: Introduction to Our Textiles and Fashion Experts

Our members are the lifeblood of our organisation. They come from various backgrounds and possess unique talents, but they all share a common passion: to stimulate innovation and internationalisation in the textiles and fashion sector.

Each expert card in this series contains a picture of the member, a brief personal statement, and details about their organisation. We believe these snippets provide a glimpse into the diversity, expertise, and commitment that these individuals bring to the Sector Group. Plus, the cards also feature a link to the member's LinkedIn profile, providing you with an opportunity to connect and learn more about their professional trajectory.

These expert cards not only serve as an introduction but also a means of fostering a stronger sense of community within our Sector Group. As you explore each card, we encourage you to engage with these colleagues on LinkedIn, ask questions, share insights, and explore potential collaborations.

<p>enterprise europe network Business Support on Your Doorstep</p> <p>"I help companies to innovate and grow internationally sustainably and digitally."</p> <p>Gregor Stolarczyk ZENIT GmbH</p> <p>#SGTextiles</p>	<p>enterprise europe network Business Support on Your Doorstep</p> <p>"In a market which is developing fast, I help companies focus on the top priorities to remain competitive."</p> <p>Mariagrazia Berardi CNA Lombardia</p> <p>#SGTextiles</p>	<p>enterprise europe network Business Support on Your Doorstep</p> <p>"Crafting global connections, stitch by stitch, seminar by seminar, success by success!"</p> <p>Uğur Çatma Aegean Region Chamber of Industry Izmir, Türkiye</p> <p>#SGTextiles</p>
<p>enterprise europe network Business Support on Your Doorstep</p> <p>"From textile threads to business threads, tailoring SME's success with innovation, funding, and customised opportunities!"</p> <p>Monika Nagy Federation of Industries of Greece</p> <p>#SGTextiles</p>	<p>enterprise europe network Business Support on Your Doorstep</p> <p>"Every day, I thread the needle of international success with the strong, vibrant threads of French know-how, creating a global tapestry of our homegrown excellence!"</p> <p>Claudia Arnaz CCI Grand Est</p> <p>#SGTextiles</p>	<p>enterprise europe network Business Support on Your Doorstep</p> <p>"Creating the style of success for SMEs, with the threads of advice, the stitches of events, and the buttons of legal info!"</p> <p>Katarzyna Męcińska - Komorek West Pomerania Economic Development Association in Szczecin</p> <p>#SGTextiles</p>

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Business Support on Your Doorstep



"In the fabric of international trade, I knit Flemish textiles and tourism into patterns of success!"

Tania De Meyere
Flanders Investment and Trade

#SGTextiles



Business Support on Your Doorstep



"Crafting global competitiveness with threads of innovation, digital transformation, and sustainability"

Valentina Patano
Unioncamere
Emilia-Romagna

#SGTextiles



Business Support on Your Doorstep



"Empowering Turkish SMEs to soar higher, innovate bolder, and conquer global markets."

Mustafa Bayrak
KOSGEB SINOP

#SGTextiles



Business Support on Your Doorstep



"I assist companies to grow sustainably and face climate change challenges through innovation."

Marta Casanova
ACCIO - Catalonia
Trade & Investment

#SGTextiles



Business Support on Your Doorstep



"Your fashion curiosity is the first stitch towards weaving a successful business story with us."

Remko Triezenberg
Netherlands Enterprise
Agency (RVO)

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Business Support on Your Doorstep



"Tailoring international success with the threads of strategic planning, the stitches of tailored services, and the patterns of partnership!"

Rut Soriano
Valencia Chamber of
Commerce

#SGTextiles



Business Support on Your Doorstep



"Knitting SMEs' international success, with threads of innovation and growth patterns!"

Marta Stylska
Stowarzyszenie Promocja
Przedsiębiorczości

#SGTextiles



Business Support on Your Doorstep



"I help SMEs to gain a foothold in foreign markets and carry out orders in the European single market."

Katrin Glaser
IHK Reutlingen

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Business Support on Your Doorstep



"My aim is to find the best solution for your individual needs."

Ingrida Braziūnienė
Kaunas Chamber of
Commerce, Industry and
Crafts

#SGTextiles

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In this issue, we are only able to introduce 17 of our members but stay tuned for future issues where we will be showcasing more of the brilliant minds that make up our Textiles Sector Group.

We would also like to take a moment to introduce the team behind this newsletter. Our editorial staff, a collective of experienced professionals in the Textiles Sector Group, works tirelessly to bring you engaging and insightful content.

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We welcome your input and are open to collaboration, so please feel free to reach out to any of us for comments, compliments, or opportunities for collaboration. We're all in this together, sharing a common goal to foster a vibrant and collaborative textiles and fashion sector community.



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<http://een.ec.europa.eu>