



**ADVANCED MANUFACTURING AND
ADVANCED TEXTILE MATERIALS GOING
INTERNATIONAL TO STRENGTHEN
RESILIENCE AND TO EMPOWER
INDUSTRIAL RECOVERY**

Grant Agreement number: 101035895

**Deliverable 1.4: Learnings and insights from workshops and
matchmaking with recommendations for the roadmap
development (M10)**

Lead partner: ATEVAL

ATEVAL



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EXECUTIVE SUMMARY

This document highlights the main outcomes of the local workshops held in the frame of ADMANTEX2i to support cluster members in going international and to gather feedback from the draft strategy. Furthermore, it also highlights a virtual matchmaking event to bring together cluster members and build synergies prior going international. The aim of both activities is to strengthen both sectors and the cooperation to build resilience and generate joint opportunities to go international.

This document aims at presenting: **i)** the main outcomes of the local workshops **ii)** the virtual matchmaking event as a seed for cross-sectoral and cross-border cooperation.

KEYWORDS: INTERNATIONALIZATION; STRATEGY; CLUSTERS; NEEDS; OPPORTUNITIES; BARRIERS; INNOVATION; RESILIENCE; RECOVERY; TEXTILE; ADVANCED MANUFACTURING; COOPERATION.

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1. INTRODUCTION

The present document has been developed in the framework of the Joint Internationalization Strategy of the ADMANTEX2i – Advanced Manufacturing and Advanced Textile Materials Going International to Strengthen Resilience and to Empower Industrial Recovery". ADMANTEX2i project was funded by the European Union's COSME Program under grant agreement No 101035895.

This document aims at presenting:

- i) The main outcomes of the local workshops held along February 2022, presenting to SMEs and other stakeholders a summary of ADMANTEX2i internationalization strategy and provide some highlights about the major market trends in the identified countries based on the market studies carried out by the ADMANTEX2i consortium to support companies in going international.
- ii) The needs and activities expected by SMEs to participate in the proposed missions.
- iii) Combine the different outcomes in a set of recommendations to finalize the joint internationalization strategy and as insights for its deployment in the roadmap in task 1.4
- iv) Strengthen cross-sectoral and cross-border cooperation with the organization and development of a virtual matchmaking event.

1.1 ADMANTEX2i project

Industrial digitalization and the green transition are the two pillars of the European Commission for building resilience, as highlighted during the Cluster Conference 2020 that builds on top of the new industrial strategy of the European Commission and the EU Green Deal as significant pillars. Furthermore, strengthening digital and green-based SMEs' competitiveness is also a core pillar from the Next Generation EU initiative for recovery.

The primary strategy for this project is bridging the gap between technology producers and users to boost innovation and industrial modernization to catalyze sustainability and circular economy in the textile manufacturing industry.

It will enable the alignment of each cluster strategy with the RIS3 priorities of each region and the uptake of digitalization and advanced production systems as a standard driver

for growth via internationalization by exploiting innovation towards sustainability and circular economy. In addition, ADMANTEX2i will provide tools and support to partner's members to be globally competitive for going international.

ADMANTEX2i will also favor the cross-regional value chains involved and foster cross-regional cooperation with specialized eco-systems across Europe, focusing on the industrial smart specialization priorities where all partners are already active. For example, AEI Tèxtils, CITEVE, and ATEVAL are part of the REGIOTEX platform for textile innovation. In contrast, PRODUTECH, EMC2, and AFIL are members of the S3P-Industry platform within the areas of 3DP and ESM and the participation in the pilot actions under the Vanguard Initiative umbrella.

ADMANTEX2i will continue driving the long-term cooperation strategy among the partners already seeded in CLAMTEX (ESCP4x) and GALACTICA (Innosup-01). The continued fostering of cross-regional and cross-sectoral cooperation among all clusters will provide their members the leverage needed to become globally competitive with digitalization uptake.

Participant Organization Name	Country
AEI Tèxtils - ASSOCIACIÓ AGRUPACIÓ D'EMPRESSES INNOVADORES TÈXTILS	Spain
ATEVAL - ASOCIACIÓN DE EMPRESARIOS TEXTILES DE LA REGIÓN VALENCIANA	Spain
CITEVE - CENTRO TECNOLÓGICO DAS INDÚSTRIAS TEXTIL E DO VESTUÁRIO DE PORTUGAL	Portugal
PRODUTECH - ASSOCIAÇÃO PARA AS TECNOLOGIAS DE PRODUÇÃO SUSTENTÁVEL	Portugal
AFIL - ASSOCIAZIONE FABRICA INTELLIGENTE LOMBARDIA	Italy
EMC2 – POLE EMC2	France

Table 1 - ADMANTEX2i Consortium Partners

1.2 ADMANTEX2i objectives

ADMANTEX2i's main objective is to lead international cluster cooperation in advanced manufacturing and advanced textile materials as an enabler for globally competitive sustainable products functional in a broad range of high-end applications. The key specific objectives are:

- To develop a joint internationalization strategy and a roadmap for going international based on the strategic cross-sectoral cooperation between clusters in advanced manufacturing and advanced textile materials which the EU is a strong leader.
- To implement the strategy organizing three international business missions.

- To foster the cross-sectoral cooperation.
- To strengthen the sectoral resilience and boost growth based on internationalization.

ADMANTEX2i strategic cooperation vision is that digitalization is a crucial enabler for both sectors to boost circular economy business solutions to strengthen resilience and drive the recovery growth of the economic opportunities of European SMEs. The Partnership comprises three advanced textile materials clusters and three advanced manufacturing clusters from six EU regions and four EU member states in southern Europe.

ADMANTEX2i focuses on three main pillars to build up internationalization opportunities: cooperation development, joint solid value proposition and international business missions as demonstrators.

2. ADMANTEX2i JOINT INTERNATIONAL STRATEGY

The internationalization strategy of ADMANTEX2i is aligned with the EU Commission priorities for the uptake of digitalization to drive green transition, boost recovery and build resilience to make European SMEs competitive in global markets.

The starting point of WP1 was a self-assessment survey distributed among consortium members and SMEs belonging to ADMANTEX2i clusters to identify prior experience in internationalization activities, potential success stories, interests, barriers and needs for going international.

The main outcomes were included in Deliverable 1.1: Need and Opportunity Analysis Report.

The next step was to draft the strategy for internationalization, developing i) the ADMANTEX2i value proposition based on the combined competencies / networks identified in the previous mappings to provide value for the members belonging to the clusters in the partnership ii) the ADMANTEX2i value proposition to build collaboration with stakeholders in the third countries addressed by the project.

The activities were widely explained in two deliverables:

-Deliverable 1.2: Validated joint value proposition

-Deliverable 1.3: Joint Internationalisation Strategy including assessment of potential market prioritized

These previous activities were developed in Task1.1 and Task 1.2.

The objective of Task 1.3 was to strengthen cross-sectoral and cross-border cooperation between the different clusters. To fulfil these aims, we developed 2 types of activities: local workshops or webinars and a virtual matchmaking event.

Each cluster organized a local workshop to present the main outcomes of the reports prepared by the consultants to validate the draft about of the joint internationalization strategy and the target markets and countries prioritized focusing on:

- Highlighting the ADMANTEX2i internationalization strategy offering insight about the target countries and the major players and potential partners identified within the ADMANTEX2i consortium.

- Providing highlights about the major market trends in the identified countries based on the market studies carried out by the ADMANTEX2i consortium to support companies in going international.

2.1 Local workshops

From 15th till 23rd February 2022 were held the five local workshops. CITEVE and PRODUTECH organized jointly a webinar at Portuguese level joining efforts and establishing synergies between Textile and Advanced Manufacturing sectors.

Only AEI Tèxtils organized an on-site workshop at Atlètic de Terrassa HC in Terrassa (Barcelona). ATEVAL, CITEVE, PRODUTECH, AFIL and EMC2 held them online. The 55 participants were as follows:

Local Workshops Feedback		ADMANTEX2i Partners					
		AEI Tèxtils	AFIL	ATEVAL	CITEVE	PRODUTECH	EMC2
Date		February 22nd, 2022	February 18th, 2022	February 23rd, 2022	February 15th, 2022	February 15th, 2022	April 23rd, 2022
Format	Online		X	X	X	X	X
	Presencial	X					
Main Sector	Advanced Manufacturing					X	X
	Textile	X	X	X	X		
Lead Region	USA				X		X
	Japan			X		X	
	Canada	X	X				
Number of participants	SME	7	2	7	13	6	6
	R&D		2		4	0	
	University				1	0	
	Other (please specify)		4 (1 LE, 3 BUSINESS SUPPORTING ORGANISATION)		1	1	1 (CLUSTER)

Table 2 – Number of participants at the local workshops

41 SMEs attended the workshops, 6 R&D, 1 participant from university and 7 from business organization, cluster, etc.

The objectives of the workshop were:

- To present ADMANTEX2i project, the joint value proposition, and the internationalization strategy.
- To present the three market studies for the countries selected (USA, Canada, and Japan) and the expected timeline for the business missions (refer the coaching sessions planned for the preparation of the missions).
- To collect feedback from the participants in the workshop (SMEs representatives): previous experience in these markets; interest in these countries and end-user markets selected; preferred approach strategy; former contacts with local stakeholders and successful business deals achieved; barriers/difficulties faced/anticipated; preferred duration of the missions (number of days and number of places/stakeholders visited),

etc. To compile the main outcomes of the local workshops held along February 2022, ATEVAL and PRODUTECH prepared a Miro board with questions regarding interest, previous experiences in target countries, success factors, type of preferred activities. The aim was to prepare the proposed missions aligned with SMEs needs.

- To engage participating SMEs for the EU-Matchmaking event and the three planned business missions.

Pictures of the local workshops:



AEI Tèxtils

AGENDA

- 10:00 Introducción ADMANTEX2i
- 10:05 Apoyo técnico y financiero propuesto en el marco del proyecto
- 10:10 Presentación de la estrategia de internacionalización del proyecto ADMANTEX2i:
misiones en **Japón, Estados Unidos y Canadá**
- 10:45 Taller e intercambios
- 11:20 Otras actividades llevadas a cabo desde Ateval
- 11:30 Conclusiones y próximos pasos

ATEVAL (Anfitrión, yo) | Erik Sponholz | Visatex | Guillermo (Gancedo)

ATEVAL (Anfitrión, yo) | Erik Sponholz | Guillermo (Gancedo) | Visatex | Fran Senz | Dario Vlesic

ATEVAL INTERNATIONAL | Admantex 2i | Colaborado por el 2020 programa of the European Union

Invitar | Silenciar a todos

ATEVAL



CITEVE



Webinar - Internazionalizzazione nel settore tessile e manifatturiero:
Evidenze dal progetto ADMANTEX2i

18 FEBBRAIO 2022
15:00 – 16:30

AGENDA

- 15:00 – 15:10 **Benvenuto e Introduzione**
Giacomo Copani, Cluster Manager AFIL
- 15:10 – 15:20 **Il progetto ADMANTEX2i per la cooperazione Extra EU nel settore tessile e manifatturiero**
Andrea Mazzoleni, AFIL
- 15:20 – 15:50 **Evidenze per l'internazionalizzazione in:**
- Canada** – *Ruggiera Sarcina, Direttore Camera di Commercio Italiana in Canada*
 - USA** – *Andrea Mazzoleni, AFIL*
 - Giappone** – *Andrea Mazzoleni, AFIL*
- 15:50 – 16:00 **Opportunità da ADMANTEX2i, Andrea Mazzoleni, AFIL**
- 23.02.2022: EU Matchmaking
 - Business Mission in Canada, USA, Giappone
- 16:00 – 16:20 **Focus Group per la raccolta di interessi, barriere in Canada, USA, Giappone**
- 16:20 – 16:30 **Wrap up e Prossime attività**

Registrazione

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Iscrizione Registro Persone Giuridiche della Regione Lombardia n.2808
Segreteria: via Paolo VI, 1 - 25068 Sarezzo (BS) - Tel. 030 7741139 - e-mail: segreteria@afil.it

AFIL

The main success factors appointed by the participants with experience were:

- Existence of local contact points/supporting institutions
- In-depth knowledge of the target market
- Relevant competitive factors (price, quality, degree of innovation, etc.)
- Consumer preferences
- Existence of bilateral/multilateral trade agreements
- Size/specialization of target market
- Business model adopted
- Own resources and means to undertake internationalization activities

For the three countries, the preferred activities to approach the market were:

- Previous good market assessment
- Participation in business missions with customized agendas
- B2B meetings/matchmaking
- Prospective contacts/missions to assess opportunities
- Visits to local reference companies/sector organizations
- Visits to technological companies and R&D institutions
- Participation in trade fairs/similar events
- Participation in projects/initiatives in partnership with local stakeholders
- Leverage of cooperation/commercial agreements in place

The preferred duration for the business missions is one complete week.

Some of them have participated previously in trade fairs in the target countries presented and have regular contacts and business. They considered crucial to have an agent mainly in USA and Japan.

Participants were interested by the activities proposed as part of the project, especially in a "prospection" format, important to maximize informal networking opportunities amongst the European delegation and local partners.

2.2 Virtual matchmaking event

The matchmaking was scheduled for 23rd February 2022 to promote cross-sectoral collaboration, build up resilience for each sector, and boost recovery based on competitiveness and internationalization.

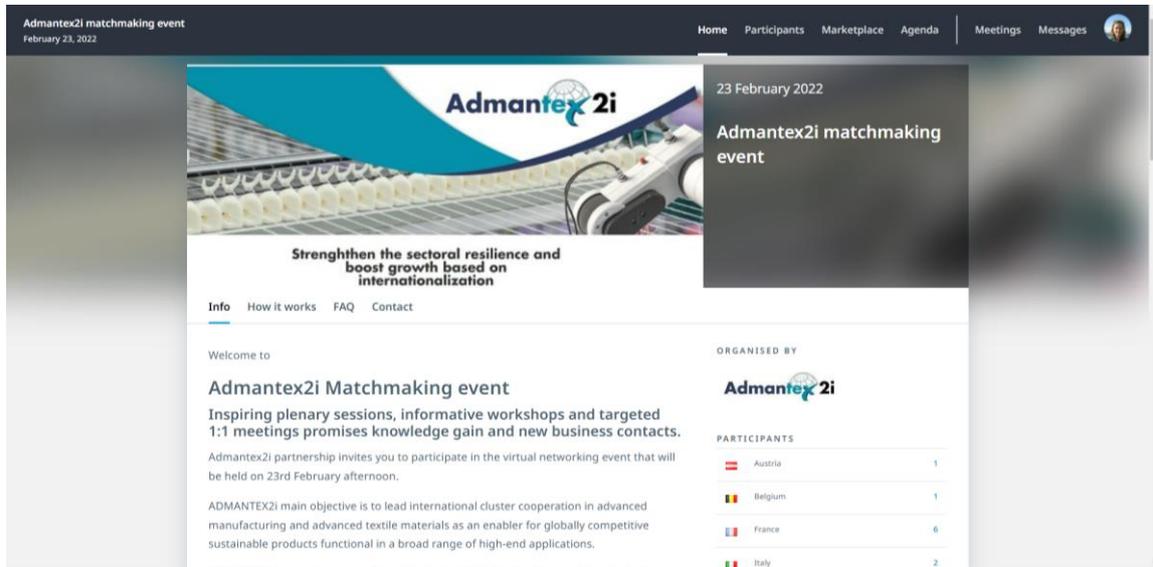


Figure 1 – B2match platform for the ADMANTEX2i matchmaking event

The matchmaking event was aimed at strengthening the cross-border links by stimulating a more intense participation of the actors, and SMEs to cooperation opportunities, especially for the development of the strategic technological areas of the sectorial industrial modernization to leverage efforts for joint internationalization. The matchmaking event was an opportunity for SMEs and other participants to:

- Present their know-how and innovative technologies
- Find new technological solutions
- Meet potential business partners
- Find partners for internationalization
- Meet and establish cross-sectoral contacts
- Build alliances to going international together with joint value proposition
- Engage SMEs for the joint internationalization activities
- Strengthen sectoral resilience and growth opportunities

At the beginning of the matchmaking event, the consortium presented the final joint internationalization strategy based on the feedback provided during the local workshops.

The agenda included:

- A presentation of the project and partners showing the project [video](#) developed by AEI Tèxtils
- AFIL as WP1 leader briefly introduced the internationalization strategy we are developing and
- PRODUTECH summarized the main results of the five local workshops.

We had 47 registered participants most of them from Portugal, followed by Spain and France. The total of meetings scheduled were 27. The KPI expected was 45.

We achieved the milestone 3: The target was, at least, 30 people attending the matchmaking event.

3. CONCLUSIONS AND RECOMMENDATIONS FOR ROADMAP

To fulfil the expectations of participants in the missions we need to carefully prepare an attractive agenda including at least:

- Customized agendas, B2B meetings and matchmaking with potential customers/suppliers.
- Contacts/prospective missions to evaluate opportunities,
- Technological benchmarking missions with visits to leading local companies or international reference research organizations or other stakeholders.
- Participation in business missions and participation in fairs/similar events.

Some participants proposed exploratory or prospective missions to evaluate the opportunities of the targeted countries and target markets, previous to a business mission. This is another option to take into account when we define the implementation roadmap.

The main problems are related to:

- The geographic location of the different industries of interest for ADMANTEX2i. They are located in some key States, being critical to focus the commercial actions due to the vast amplitude of the country.
- To find a trade fair of interest for both ADMANTEX2i industrial sector.