



CO-FUNDED BY THE COSME PROGRAMME OF THE EUROPEAN UNION

FINAL EVENT



MORITZ FACTORY Rda. Sant Antoni, 39 Barcelona JULY, 12 **2023** 10-17h



TEXGLOBAL



PROGRAMME

10h-10:30h	Welcome coffee
	PLENNARY SESSION
	Welcome Mr. Sergi Artigas (President of AEI Tèxtils) & Mr. Enrico Venturini (Coordinator of
	Texglobal)
10:30h-12h	Business opportunities for textile companies in the international markets Antonio Bruno (Strive International Consulting Limited)
	Role of Trade Promotion Organizations in Internationalization. Catalan Trade and Investment Agency case - Frederic Subirats (ACCIÓ)
	Artificial Intelligence applied to the textile sector - Simone Cantori (Quantum
	matter group University of Camerino - School of Science and Technology) The role of Machine Vision at the Textile Industry - Toni Ruiz
	Upcoming internationalization activities - Júlia Vercher (ATEVAL) & Ariadna Detrell (AEI Tèxtils)
	Workshop
12h-13:30h	With textile SMEs to exploit the market opportunities of the 3 TEXGLOBAL target countries: Mexico, Vietnam and US.
13:30h-15h	Cocktail lunch
	Individual meetings
15h-16h	With textile SMEs to agree on a support plan for being present in the foreign market. Pop-up talks by: Amy Collins (ATA - American Advanced Textiles Association) and Jorge Plata (Mexican textile expert)
16h-16:45h	Tour to the Moritz Factory



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