

# FINAL EVENT



**MORITZ FACTORY**  
Rda. Sant Antoni, 39  
Barcelona

**JULY, 12**  
**2023**  
**10-17h**

# PROGRAMME

10h-10:30h	Welcome coffee
10:30h-12h	<p style="text-align: center;"><b>PLENNARY SESSION</b></p> <p style="text-align: center;"><b>Welcome</b> Mr. Sergi Artigas (President of AEI Tèxtils) &amp; Mr. Enrico Venturini (Coordinator of Texglobal)</p> <p style="text-align: center;"><b>Business opportunities for textile companies in the international markets</b> Antonio Bruno (Strive International Consulting Limited)</p> <p style="text-align: center;"><b>Role of Trade Promotion Organizations in Internationalization. Catalan Trade and Investment Agency case</b> - Frederic Subirats (ACCIÓ)</p> <p style="text-align: center;"><b>Artificial Intelligence applied to the textile sector</b> - Simone Cantori (Quantum matter group University of Camerino - School of Science and Technology)</p> <p style="text-align: center;"><b>The role of Machine Vision at the Textile Industry</b> - Toni Ruiz</p> <p style="text-align: center;"><b>Upcoming internationalization activities</b> - Júlia Vercher (ATEVAL) &amp; Ariadna Detrell (AEI Tèxtils)</p>
12h-13:30h	<p style="text-align: center;"><b>Workshop</b></p> <p style="text-align: center;">With textile SMEs to exploit the market opportunities of the 3 TEXGLOBAL target countries: Mexico, Vietnam and US.</p>
13:30h-15h	<p style="text-align: center;"><b>Cocktail lunch</b></p>
15h-16h	<p style="text-align: center;"><b>Individual meetings</b></p> <p style="text-align: center;">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)</p>
16h-16:45h	<p style="text-align: center;"><b>Tour to the Moritz Factory</b></p>

