



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
	<b>Welcome</b> 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
	<b>Upcoming internationalization activities</b> - 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



THIS CONTENT REPRESENTS THE VIEWS OF THE AUTHOR ONLY AND IS HIS/HER SOLE RESPONSIBILITY; IT CANNOT BE CONSIDERED TO REFLECT THE VIEWS OF THE EUROPEAN COMMISSION AND/OR THE EUROPEAN INNOVATION COUNCIL AND SMES EXECUTIVE AGENCY (EISMEA) OR ANY OTHER BODY OF THE EUROPEAN UNION. THE EUROPEAN COMMISSION AND THE AGENCY DO NOT ACCEPT ANY RESPONSIBILITY FOR USE THAT MAY BE MADE OF THE INFORMATION IT CONTAINS.