

## **TEXGLOBAL measures the possibilities of virtually visiting Vietnam by surveying the EU Textile Sector**



The TEXGLOBAL project is designed to **support** European Textile SMEs by increasingly integrating their activities into global value chains, introducing **new cooperation opportunities**, sustainable solutions, exploiting international panoramas, and innovation prospects offered by **global markets**.

TEXGLOBAL has defined specific countries such as Mexico, the USA, and Vietnam to achieve these objectives and reinforce the European presence on the international target markets. The objective is to establish (or consolidate) inter-clustering, business, and technology partnerships to generate innovative solutions by setting up trans-national cooperation among the different actors.

The first international activity is set to happen this year, with Vietnam being the first targeted country of great potential in terms of business and opportunities regarding the manufacturing of raw materials, spinning, and weaving.

Due to the COVID-19 pandemic ongoing restrictions and for the safety of all participants, TEXGLOBAL has decided to opt for a **virtual mission to Vietnam** by participating in the online edition of the [VTG, Vietnam Textile & Garment Industry Exhibition](#) from 22<sup>nd</sup> November 2021 to 1<sup>st</sup> December 2021.

VTG enjoys a 20 years' legacy as the leading textile and garment industry fair in Vietnam. This event will be a practical stage for exhibitors to rejoin the international business arena and once again engage with prospects from Vietnam, Asia, and the world.

In order to identify the possible interest of European SMEs in participating in an international event of this nature, a **survey is being conducted** and disseminated among the textile companies to identify their primary needs and expectations regarding the attendance to VTG, webinars, and b2b virtual meetings.

Despite not being presential, TEXGLOBAL believes that a virtual approach will allow the participants to reach out to more people worldwide and be more broadly accessible and offer high-quality experiences through a virtual interactive platform, including coherent sessions, keynote speeches, and networking opportunities.

The survey results will allow the partnership to pinpoint the exact needs of the SMEs and decide the feasibility of advancing with this mission to Vietnam in a virtual mode, postpone it to a later date, or wait for a better opportunity to execute it physically in 2022, once the covid-19 measures are lighter, allowing safe traveling abroad.

**If you are a textile SME and you wish to take part to the survey and/or to the mission to Vietnam, please contact the project coordinator, [enrico.venturini@tecnorex.it](mailto:enrico.venturini@tecnorex.it).**

## ABOUT TEXGLOBAL

TEXGLOBAL project is the instrument to support the growth, competitiveness, and industrial modernization of European Textile enterprises in the long run by enhancing its innovation capacity.

SMEs of European Textile sectors must confront daily the increasing competition; therefore, it is expected to integrate their activities into global value chains employing new cooperation. A partnership composed of mainly Textile clusters in Europe will contribute and provide SMEs with specialized business support services such as particular and strategical contacts from target markets such as the USA, Mexico, and Vietnam, by organizing cross-border study visits, partnering missions, matchmaking, and other events, raising their excellence and innovation capacities in a global environment.

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