



# USA

## COUNTRY MISSION

RALEIGH & ATLANTA

TEXGLOBAL's international mission is now finished and it was a huge success. 14 textile companies from Europe have participated in this event, which offered them new perspectives and collaborative opportunities.

KEEP READING





## **European innovative TEXTiles go international: innovative global value chain creation and textile GLOBAL markets exploration**

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The general objective of the **TEXGLOBAL** project is to support the growth, the competitiveness and industrial modernisation of European Textile enterprises in long run by enhancing its innovation capacity.

SMEs of European Textile sectors have to confront daily with an increasing competition. SMEs have to increasingly integrate their activities into global value chains by mean of new cooperation. A partnership composed of main Textile clusters in Europe will allow to provide SMEs with specialised business support services such as specific and strategical contacts from the target market, the organisation of international study visits, partnering missions, matchmaking events and incoming events.

The activities of **TEXGLOBAL** project will support European SMEs to identify growth opportunities worldwide, raise their excellence and innovation capacities in a global ecosystem. Textile industry sustainability is based on the innovation process that bring to new products, applications, markets, production processes and services, and in this project will be transferred to SMEs the importance and, than the methodology, to find a right partner to develop, prototype and produce an INNOVATIVE GLOBALLY COMPETITIVE MATERIAL, PRODUCT OR SERVICE.

The **TEXGLOBAL** internationalisation strategy for SMEs address the following countries: Mexico, USA, Vietnam



## Consortium Partners

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**TEXGLOBAL** project is composed by well established clusters and Textile & Clothing oriented organisations.



**Next Technology Tecnotessile (NTT)**, Italy



**AEI TÈXTILS**, Spain



**ATEVAL**, Spain



**CITEVE | The Portuguese Textile Cluster**, Portugal



**TECHTERA**, France







## USA Mission

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The second on-site Texglobal MISSION took place from May 8th to May 12th, 2023, involving activities in Raleigh and Atlanta, specifically during the Tectextil 2023 event held in Atlanta.

The agenda of the mission focused on engaging with various stakeholders, including universities, research and development centers, the Tectextil North America event.

During the mission, participants had the opportunity to learn and gain insights from these different entities. This included knowledge-sharing sessions, visits to universities and R&D centers to understand the latest advancements in textile-related fields, and participation in the Tectextil North America event to explore emerging trends and innovations.

Furthermore, the mission aimed to foster collaboration and exchange between different actors in the textile ecosystem. By involving SMEs from the technical textiles, the mission sought to facilitate networking opportunities and potential partnerships.

Overall, the Texglobal MISSION to the USA ecosystem was carefully planned to provide a comprehensive and immersive experience, offering participants the chance to learn, collaborate, explore opportunities and develop business agreements.





DAY

1

8 May 2023

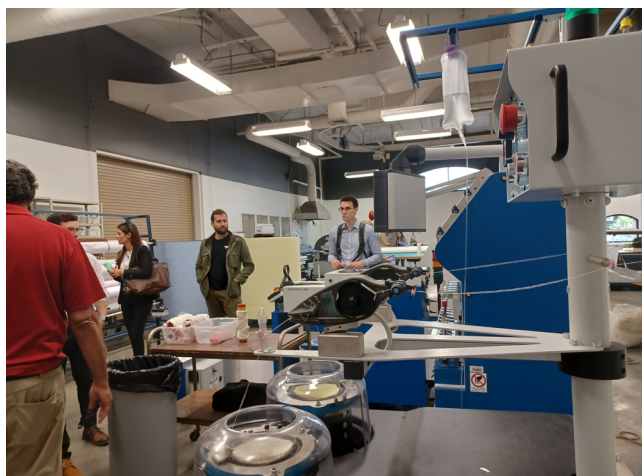
During the 1st day TEXTGLOBAL delegation visited the Wilson College of Textiles in North Carolina State University. The Wilson College of Textiles is committed to the full range of textiles education, research, innovation and services.

Wilson College of Textiles, North Carolina State University, Raleigh:

<https://textiles.ncsu.edu/>



We toured the main buildings of the Wilson College of Textiles, where we saw research labs dedicated to topics such as dyeing and finishing, knitting and weaving, and textile engineering. We also had the chance to meet with faculty members and students, who shared their experiences and insights about the college and the industry.





In the 2nd day of the TEXGLOBAL USA mission we visited the Manufacturing Solution Center in Conover. They offer a multitude of testing methods for all types of products including textiles and structural furniture. They have a complete program to incubate the start-ups and we established contact with 3 of them which are scaling up their business.

Manufacturing Solution Center:

<https://www.manufacturingsolutionscenter.org/>



In the afternoon we visited the Industrial Commons focused on circularity and workforce development. The Industrial Commons (TIC) funds and scales employee owned social enterprises and industrial cooperatives, and supports frontline workers to build a new southern working class that erases the inequities of generational poverty and builds an economy and future for all.



Industrial Commons:

<https://theindustrialcommons.org/>

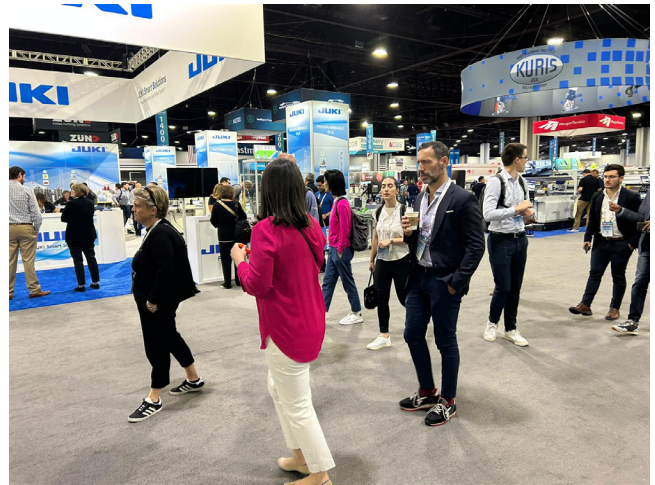


DAY

3

10 May 2023

On the third day of the mission, we moved from Raleigh to Atlanta to participate in Techtextil North America. In the afternoon Messe Frankfurt organised a Guided tour in Techtextil for Texglobal delegation.





On the 4th day the companies had the opportunity to visit the different stands and hold b2b meetings. IVGT organised a guided tour on the German pavilion.

Clusters have held an interesting meeting with ATA (Advanced Textiles Association) and visited Gaston college booth and maintain a fruitful meeting with them. Textile Technology Center is located in Belmont, NC. Since its inception in 1943, the Center has played a significant role in helping the North Carolina textile industry remain competitive, manufacture quality products and maintain a well-trained workforce.

Gaston College Textile Technology Center:

<https://www.gaston.edu/>



Today, they focus on providing testing services, product prototyping, and sample production in several areas. The Textile Technology Center strives to provide the most up-to-date solutions to fiber producers, textile and apparel manufacturers, and retailers' most specialized needs.

We were also invited to a networking event, before dinner, organised by North Carolina State University.



On the last day of the mission, we visited Georgia Institute of Technology and the last visits to Techtexsil North America.



We held a meeting at the School of Materials Science and Engineering. This faculty offer research expertise in all forms of materials, including bimolecular solids, metals, ceramics, polymers, fibers, composites, nanostructures, and textiles. Its focuses on innovation and entrepreneurship give students an edge, allowing them to create inventions, start businesses, and design solutions to global problems.



GeorgiaTech:

<https://www.gatech.edu/>



## Outcomes

We would also like to give the floor to the participants to explain their experience and the contacts they have made throughout the mission.

### Jeremy Compagnat

CRAFTERS

[www.crafters.fr](http://www.crafters.fr)

*"I'm really satisfied because that's all what I came for: understand the market, meet customers, universities and distributors. And moreover, I think the group had a really good connection. The cars with seven people and 6 hours travel helped to exchange, and I think that was a really good plan".*



### Tiziana de Pieri

ITEMA

<https://www.itemagroup.com/es/>



*"The key benefit of this mission is the opportunity to establish meaningful connections and partnerships. Rather than introducing ourselves individually, the added value lies in being introduced as part of a collective association. This approach enhances our credibility and opens doors for collaboration with others. By leveraging the network, we can forge valuable connections and create lasting impact".*

### Marc Piaulet

SATAB

<https://www.satab.com/en/>

*"In a big group with diverse interests, my focus was on establishing significant contacts. While the quantity of contacts may not be extensive (three), what matters most is that these three companies expressed genuine interest in our smart textile solutions. We are grateful for the introduction to the German booth showcasing high technology. However, we did feel that there could have been better connections with networks in the USA.*



### Murat Dogan

SATAB

<https://www.satab.com/en/>



*"Speaking from my perspective, this mission came at the perfect time as I have recently taken over the American market. Therefore, it was beneficial for me to receive an introduction to the market during this mission. The experience turned out to be even more interesting and rewarding than I had anticipated".*





### Jose Vicente Cerdá

CERDA FABRICS

<https://www.cerdafabrics.com/>

*"I am pleased with the results of the mission as the initial focus was more on gaining knowledge rather than pursuing immediate commercial goals. However, what made it truly engaging was the interaction with both the local attendees and the fellow participants of the mission. We had insightful discussions and exchanged different perspectives, which led to a shift in our impressions. It is possible that fruitful business opportunities may arise among the mission participants.*

*Furthermore, I managed to establish four new contacts during the mission, and two of them hold significant potential. One particularly interesting contact is from Mexico. Overall, I am satisfied with the outcomes of the mission and the connections made".*



### Ayoub El Mahdi

RECYC'ELIT

<https://recyc-elit.com/>



*"Participating in the Techtextil Fair has been an interesting experience for me. It provided a valuable opportunity to gain insights into the real US market through engaging with companies that specialize in chemical recycling technology or mechanical recycling technology.*

*Moreover, I obtained a good understanding of our competitors, the quality of their fibres. This knowledge will motivated us to enhance our final product, ensuring greater efficiency and superior quality that meets their demands. Additionally, I had the pleasure of meeting great people within the delegation and establishing valuable contacts with representatives from the German pavilion.*

*In general it was an interesting experience for me and for recyclers to know the US market, to know the ecosystem here in the US and also the different European companies operating in both Europe and the USA, particularly in the field of chemical recycling".*

### Guillaume Carle

PONT AURELL

<https://pont-aurell.com/>

*"I'm very satisfied with the fair, although not in the exact way I had anticipated to benefit my business, as my automotive contacts are typically established through different channels. However, in terms of seeking new contacts, particularly for raw materials and new suppliers, it has proven to be a resounding success. I have managed to establish three contacts with local suppliers, one from South America, and four from Asia. This outcome has provided me with valuable market information and promising prospects in terms of expanding my network and sourcing materials globally".*



# PARTICIPANTS

José Vicente Cerdá



Jacqueline Chaupt



Jeremy Compagnat



Marianna Benetello & Elisabetta Piro



Pedro Fernandes



Ayoub El Mahdi



Astrid Ducros



Marc Piaulet & Murat Dogan



Tiziana de Pieri



Marina Ginestà



Daniel Sander Longo



Andrea Tagliavini



Guillaume Carle



Ana González & Frank Capdevila

