

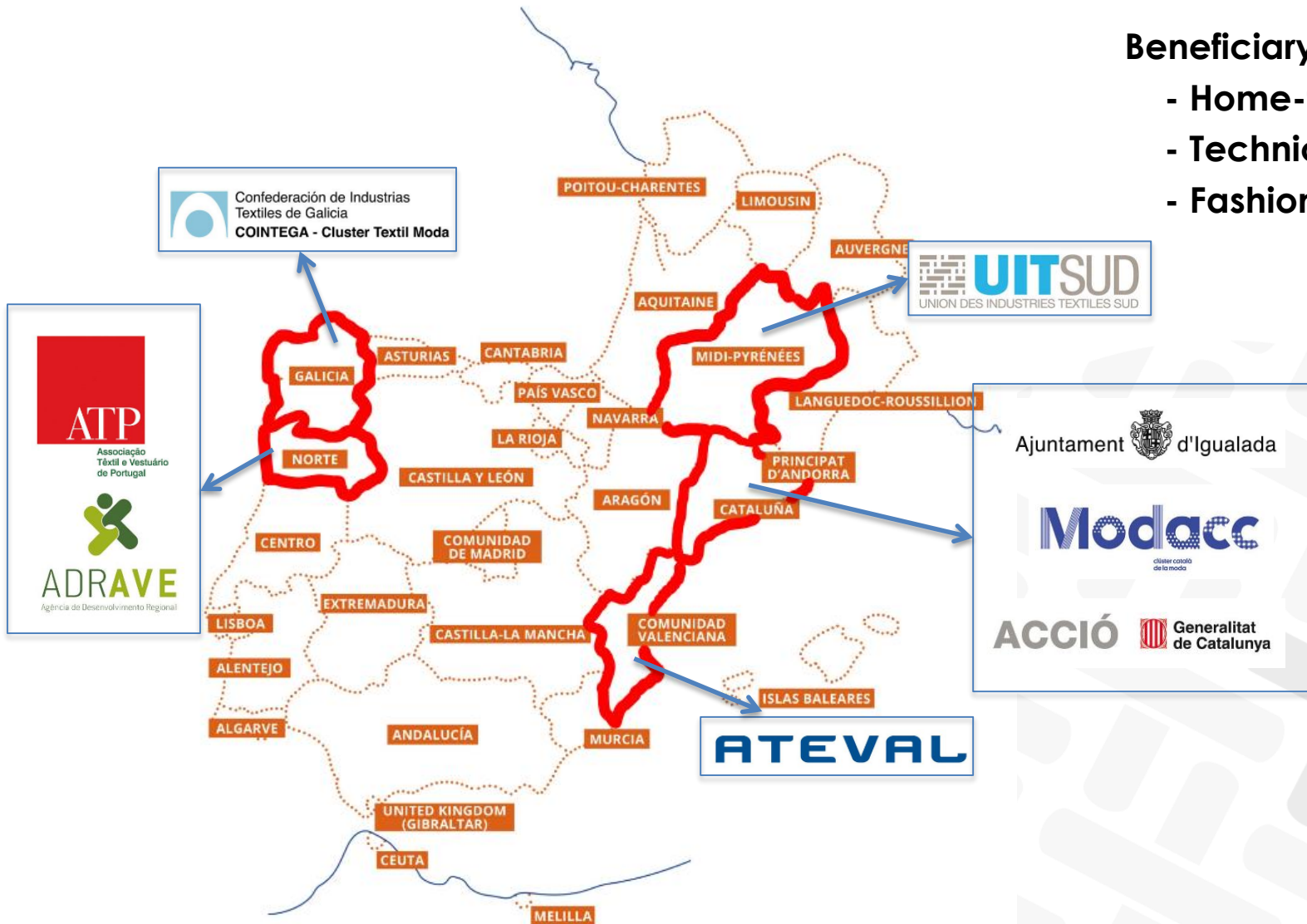
INTERTEX – SUDOE PROJECT

Promotion of the internationalization of SMEs in
the textile-clothing sector SUDOE

March 2018

Beneficiary sectors:

- Home-textile
- Technical textile
- Fashion textile



INTERTEX tools to promote internationalization

1. Trade missions:
 - United States. June 2018. Fashion sector.
 - Germany. October 2018. Technical textiles.
2. Joint internationalization groups.
 - Creation of 3 cross-border groups.
3. Organization of 3 virtual fairs.
4. Interior Lifestyle Tokyo Fair, 30/05 - 01/06/2018
5. Joint commercial platforms:
 - Scandinavia: Sweden, Denmark, Norway and Finland.
 - Asia: Korea, Taiwan, China and Hong Kong.
 - United States.

MIAMI TRADE MISSION

4-7 JUNE 2018

MIAMI FASHION

- **Focus in the summer fashion, resort, swimming suits and travel retail.**
- Entrance harbor to the Caribbean countries, Central America and Latin America.
- **Important local fairs:**
 - **Miami Fashion Week** (May) >> Important brands. Focus to generate fashion contents for the national and international
 - **Coast Show** (March) >> Man & Woman outwear
 - **SwimShow Miami** (July – inside Miami Swim Week)
 - **Cabana Show** (July – inside Miami Swim Week)
 - **Trendz Show** (January, April, August and November) >> Resort & Travel retail

ACTIVITY AGENDA

Monday, 4th of June

Training with sector experts – Miami Fashion Institute

- Presentation of the fashion sector in the USA and South East
- Presentation of the wholesale distributor channel
- Training in market entrance strategies for European brands
- Presentation of the fashion environment in Miami market

ACTIVITY AGENDA

Tuesday, 5th of June

Retail Tour

- Visit one or two shopping malls
- Visit one showroom as a representative
- Visit specialized boutiques and multi brand stores



ACTIVITY AGENDA

Wednesday, 6th of June

Event B2B - ACTIVATION

- Exposition Corner of the best sellers of each company
- Individual presentation of each brand with models and presenter
- Call of representatives, buyers and influencers of the sector
- Media kit, lookbook and video of the event
- Reserved zone for meetings “one on one”



ACTIVITY

Thursday, 7th of June

- **Open day for meetings** with the contacts made the day before the B2B event
- **Leisure activity with the participants of the mission**

Miami TRADE MISSION

- Registration deadline: March 23, 2018
- A total of 14 companies from the regions of the partner's project can participate: Catalonia, Galicia, Valencia, South of France and North of Portugal.
- Participation form
- Granted concepts:
 - 100% B2B organization costs, equivalent to 1.100€ per company
 - 850€ for accommodation and travel expenses