

A European Strategic Cluster Partnership – Going International (ESCP-4i)



SAVE THE DATE  
for our

OPENING CONFERENCE  
& NEW VALUE CHAINS  
Workshop

March 16<sup>th</sup>, 2021  
Online

## A new era for EU fashion brands Embracing digitalization & sustainability

Are you a EU textile or fashion SME ?

Are you a Technology or Digital provider ?

Do you advocate for circular economy & sustainability ?

TALKS &  
BEST PRACTICES  
from Industry Experts  
and WORKSHOP

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[FascinateEu](#) [fascinate-eu](#) [@fascinate@modacc.cat](#)



**FASCINATE** project invites you to its **Opening Conference** and workshop “**A new era for EU fashion brands - Embracing digitalization & Sustainability**”, organised in the framework of the [ESCP-4i - European Cluster Collaboration Platform](#).

The project's aim is to support the internationalization of EU textile and fashion SME clusters that are working towards the development of **circularity** and **sustainability** in these industries, and to generate cross-sectoral collaborations, and find synergies towards addressing the needs of fashion companies when deciding to expand and sell to the world.

To this end, the **Opening Conference** will count with relevant **speakers** sharing their knowledge and expertise on Sustainability, Internationalization, Digitization or Circular Economy. After the conference fashion and textile SMEs and technology providers are invited to learn from best practices from industry experts and jump into a **collaborative workshop exercise** to discover new value chains and find new value propositions to go international.

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## **AGENDA**

### **Tuesday 16<sup>th</sup> March 2021 FASCINATE Opening Conference**

#### **OPENING CONFERENCE**

**15:00 – 15:10** | Welcome by EC Project Officer - [Valentino Izzo](#)

**15:10 – 15:20** | Presentation of FASCINATE ESCP- 4i partnership

**15:20 – 15:30** | Presentation of the ESCP- 4i SWOT Analysis

**15.30 – 15:50** | Conference talk by [Giovanni Luigi Bordone](#) - "Sustainability and

**15.30 – 16:50** | circular economy as drives for internationalization"

**15.50 – 16:00** | Coffee Break

#### **WORKSHOP**

**16.00 – 19:30** | "A new era for EU fashion brands - Embracing digitalization & sustainability", a new Value Chain Workshop \*

- Roots for Sustainability by [Raimon Puigjaner](#)
- Textile & Fashion chains by [David García Uslé](#), MODACC Cluster Manager (Catalan Fashion Cluster)
- Digitization as leverage for internationalization by [Pep Lluís De la Rosa](#) - Centre EASY
- Identification of New Value Chains - *Get ready for an interesting working session about market analysis, innovation and digital solutions conducted by [HYPE Corporate](#)*

\*The workshop will use the **MURAL** tool, which will allow all to work together on a single online board. A few days before the session an email will be sent with instructions for the workshop and a link to the MURAL workspace so that you can familiarize with it in advance.



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