

Eu-Alliance Newsletter

EU-ALLIANCE aims to support SMEs internationalisation in the fields of technical textiles, connectivity and advanced materials to address dual use markets in four targeted countries: The United States, Canada, Japan and Indonesia. The key objective is to support SMEs in the global competition and providing SMEs with customized services to enter new international markets.

These newsletters are brought out to keep you informed on the latest developments of EU-ALLIANCE project, including business missions, upcoming events, project progress and achievements, information on the project partners and other related news.

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Where we are, where we are going



Our consortium:



Mission in USA coming soon

10-13 October 2022

The United States proved to be a country of great interest to all project partners.

With more than 30 contacts established locally (business and R&D), the partners have established initial contacts to continue their activities and enable SMEs to overcome major challenges when entering this key player in the defense and security market.

EU-ALLIANCE partners will leverage this early success to organize a well-planned and customized joint international trade mission to present their SMEs' products and know-how to potential customers and local players.



10 october

AUSA - Annual Meeting and Exhibition Washington DC
AUSA - Association of the United States Army

11 october

Army Small Business Seminar - Reception hosted by Maryland government authorities

12 october

Army Matchmaking sessions

13 october

Site visits



Mission in Indonesia

28 January - 3 February 2023

Indonesia, the world's 16th largest economy, is currently one of the most attractive defense markets in South Asia. It is known to be a major player in the production of good quality textiles, fabrics and footwear. Close ties and good knowledge of local players will provide our partnership with great opportunities to enter a new market.

In addition, the DGA, the French Defense Procurement and Technology Agency, has confirmed great interest in this market for dual-use goods. Considering the rare opportunity for SMEs to visit and approach this country commercially, we believe our choice is even more relevant and, in position, to create unique opportunities that will attract European SMEs and partners.



Mission in Japan

13-17 March 2023

Japan is the world's fourth largest economy. With a population of 127 million, its economy is about a third larger than Germany's. Japan is the EU's second largest trading partner in Asia after China. With more than 30 contacts established locally (business and R&D) and 42 B2B meetings in total between the JCFA members (6 companies, 1 university) and the delegation (5 ALLIANCE partners and 1 French university), the exploratory mission to Japan achieved its goal of providing a springboard for SME internationalization. EU-ALLIANCE partners will leverage this initial success to organize an international trade mission to present their SMEs' products and know-how to potential customers and local actors.



Mission in Canada

Spring 2023

Canada is a large defense and security market, with a large industrial base in dual-use technologies and textiles, particularly in the Quebec region. EU-ALLIANCE has already identified potential international partners and received support from their national and regional institutions. Europe and Canada have very good relations and EU-ALLIANCE will use the opportunities offered by ECCP matchmaking (mission in 2019) to organize B2B meetings if possible. The partnership with Kets4DualUse will be another activity to enrich our networks and initiate new collaborations between our two projects and with local stakeholders. It will strengthen the cluster's cross-sectoral cooperation and enable our SMEs to connect with various other companies.



Torino #Fashion #Week is an international, independent and innovative format addressed to young fashion designers, brands and fashion small and medium enterprises, promoted by EEN, the Enterprise Europe Network (EEN). This year's claim was 'Fashion wears #peace', and the #event was attended by a delegation of Ukrainian fashion designers and by Maki and Tukwini Mandela (House of Mandela), the daughter and granddaughter of the Nobel Peace Prize winner Nelson Mandela.

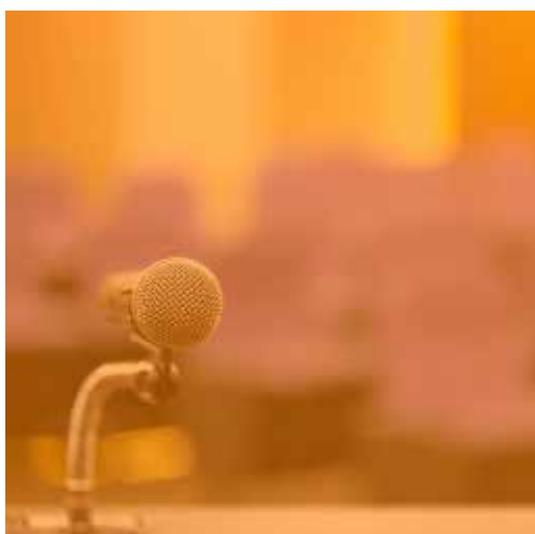
On July 8th Paola Fontana (Città Studi Biella – Po.in.tex) presented the EU-ALLIANCE project during the Talk 2 "Internationalization for #SMEs", that was focused on the below topics:

- Facilitating SMEs' access to third markets
- IP HelpDesk
- European Funding opportunities for manufacturing companies.



Textile technologies: Training school 2022

This short but intense period allowed participants to learn the basics of the textile industry and technologies, share viewpoints, discuss topics related to the issue, and generate ideas that could/should be turned into #research and #development projects.



context

**TRAINING SCHOOL 2022
TEXTILE TECHNOLOGIES**



Participation in trade fairs

The visit to **Eurosatory** was the opportunity to meet with our partner from EU-ALLIANCE, Netherlands Industries for Defence & Security and work on our next #mission to reach the US defense market!



EUALLIANCE at **Techtextil** (Leading international trade show on technical textiles):
The EU-ALLIANCE textile partners met for the first day of the Techtextil exhibition.
It was an opportunity to present Techtera to the Italian companies and to visit the international members supported on the show.



Circularity of textile in EU defense

Umberto Battista, Chief Technology Officer of Stam, participated as a speaker presenting the Eu-Alliance project to a diverse audience of industry professionals.





All initiatives organized around EU-ALLIANCE project are supported by information materials created specifically reflecting each stage of the project. A number of rollups have been designed, summarizing the goals and challenges of the EU-ALLIANCE project. In addition, four-sided leaflets have been produced that elaborate on the key concepts of the EU project, providing a clearer overview of the issues addressed.



They are available here:

[Leaflets](#)

[Rollups](#)

