

## PRESS RELEASE



### **EU-TEXTILE2030 and RUTA N have signed a Memorandum of Understanding to facilitate cooperation and innovation between Colombian and Europe in advanced textile materials**

EU-TEXTILE2030, the European Advanced Textile Materials cluster, was in Colombia last year from July 23<sup>rd</sup> to 27<sup>th</sup> in its first business mission. During the mission, EU-TEXTILE2030 representatives meet with several major stakeholders from the Colombian textile sector including clusters, business associations, research centers and related government initiatives.

Now, the partnership has signed a memorandum of understanding with one of the major stakeholders visited during the mission, Ruta N.



EU-TEXTILE2030 and RUTA N representatives during the visit to Ruta N facilities last July

Ruta N is the Medellin agency for promoting innovation in the city and in the region of Antioquia. It is operated as an independent corporation to allow flexibility and quicker response to social challenges. Its mission is to articulate the emerging innovations and connect them with local businesses to benefit from them by creating added value employment and economic growth while improving society at large.

This MoU will facilitate coordination and support to both European and Colombian advanced textile companies in the uptake of innovation from technological centers. Ruta N and EU-TEXTILE2030 now define an action plan for deployment of the different cooperation and coordination activities to benefit the advanced textile sector of Colombia and Europe. Those will be coordinated, from EU-TEXTILE2030 side, by the Catalan cluster of technical textiles, AEI Tèxtils due to its coordination role in the mission to Colombia last summer.

In the mission to Colombia, 4 European clusters in the field of technical textiles directly participated: AEI Tèxtils (Catalonia) as leader of the mission, Techtera (Auvergne-Rhône-Alpes), Up-Tex/Clubtex (Hauts-de-France) and the Portuguese Textile Cluster. Along with the cluster's representatives, 16 companies participated in the mission, 2 of which members from AEI Tèxtils.

EU-TEXTILE2030 assessed the mission as highly successful which enabled the participating companies the exploration of the Colombian market and, through the contacts made, starting to build strategic alliances like Ruta N.

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*EU-TEXTILE2030 is a project co-funded by the COSME program Cluster Go International from the European Commission and it has the following main objectives:*

- *Consolidate the European cluster on Advanced Textile Materials*
- *Develop a joint internationalization strategy*
- *Strengthen and increase the competitiveness of the European SMEs from the sector at international level*

*ATEVAL and AEI Tèxtils are partners in the project, being ATEVAL the project coordinator. Besides, 5 technical textile clusters complete the partnership: CLUTEX from Czech Republic, POINTEX from Italy, UP-TEX and TECHTERA from France, and SACHSEN! TEXTIL from Germany.*

*EU-TEXTILE2030 builds on TEXTILE2020 project outcomes realized from 2012 to 2014 by the same partnership where the world-class cluster approach was developed in the field of advanced textile materials to coordinate the activities from the value chain of the sector at European level and a joint strategy was defined. That was crucial to accelerate the technological progress and the international access to third countries. Some major outcomes were the pilot missions to Brazil, Japan and Korea, Tunisia and Canada where the team participated jointly in trade fairs and a market study about personal protection textiles in Brazil.*

*EU-TEXTILE2030, which will last until November 2019, has foreseen the following activities that cluster members will be able to benefit from:*

- *Business mission to: Israel, Colombia, Japan-Taiwan and South Africa.*
- *Market studies from the target countries*
- *Joint participation under EU-TEXTILE2030 umbrella in 2 international trade fairs in Colombia and Taiwan*
- *Formal establishment of an European association that will represent the cluster on Advanced Textile Materials EU-TEXTILE2030 with headquarters in Brussels and its short and mid-terms strategy.*

*The European EU-TEXTILE2030 cluster represents, initially, over 900 companies from the sector in Europe, with the forecast to attract more members and broaden the scope of the association.*

*Beyond the project partners, the team is completed with six associated members that will participate and support the different project activities: the Textile European Technological Platform, the cluster of technical textiles from the UK NWTEXNET, the Portuguese textile cluster Cluster Têxtil: Tecnologia e Moda; the textile business association IVGT from Germany and TEXCLUBTEC from Italy; and lastly, Messe Frankfurt, the major organizer of trade fairs in the field of technical textiles globally.*

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**More information:**

[www.eu-textile2030.eu](http://www.eu-textile2030.eu)