

Commercial Platforms to promote the Internationalization of SMEs in the Textile and Fashion sector

The European project INTERTEX (www.intertex-sudoe.eu) aims to promote the joint internationalization of SMEs in the textile and fashion sector by facilitating cooperation initiatives and creating new transnational value chains. In this context, it is intended that SMEs in the sector of Spain, France and Portugal can share the services of commercial platforms abroad.

What is a commercial platform of the Textile - Fashion sector?

It is a commercial office led by a team of experts in the textile and fashion sector located in a distant market but potentially interesting for companies in the sector.

The objective of the business platform is to offer support to SMEs in the textile and fashion sector in accessing the market, taking advantage of the benefits of cooperation between companies that reduce implementation costs and share market intelligence.

What commercial platforms are available to you in INTERTEX?

The current platforms offer advice to companies in the textile and fashion sector in order to accompany their internationalization in the selected market. In the context of the INTERTEX project there are three commercial platforms specialized in the sector at the service of companies. They are the following:

1. Asia-Pacific Platform

The Asia-Pacific commercial platform is located in Hong Kong and focuses its activity on supplying (purchasing) European companies in China and selling textile products (industrial and / or fashion) of European companies in the following territories. : China, Hong Kong, Macao, Taiwan and South Korea.

Alex Molinero, Director of the Asia-Pacific Commercial Platform



Textile engineer. Alex Molinero has over 20 years of experience in the textile and fashion industry building commercial bridges between Europe and Asia. Within its areas of knowledge we can highlight the international purchasing management and the international expansion of textile industrial companies and fashion brands in China, Hong Kong, Macao, Taiwan, South Korea, Singapore or Japan.

2. United States Platform

The commercial platform in the United States is located in Los Angeles (California), from there; we work with the commercial expansion of fashion and accessories brands, mainly in the multi-brand sales channel. The following are the commercial regions of the USA with which we work, together with the cities that are part of each of them:

- West: Los Angeles (California, Oregon, Washington, Arizona, Colorado, Idaho, Montana, Wyoming, Utah, New México)
- Midwest : Chicago (Illinois, Indiana, Michigan, Wisconsin, Minnesota, Ohio, Iowa, North Dakota, South Dakota, Nebraska)
- North-East: Nova York (New Jersey, Connecticut, Rhode Island, Pennsylvania, New York, Massachusetts, Vermont, New Hampshire, Maine)
- South-East: Atlanta (Georgia, Florida, South Carolina, North Carolina, Virginia, West Virginia, Kentucky, Tennessee, Alabama, Mississippi, Louisiana)
- South-Centre: Dallas (Texas, Oklahoma, Kansas, Missouri, Arkansas).

Anna Batet, Responsible of the Commercial Platform in USA



Resident in the United States for over 20 years, Anna has dedicated the last 15 years of professional career to international trade, especially of fashion items (clothing and accessories). Fully integrated into the culture of the country, she knows the idiosyncrasy of the different North American territories in relation to the consumption of Fashion. The last 10 years dedicated to the distribution of Spanish fashion brands in the country have facilitated the construction of an extensive network of contacts with commercial agents, distributors and buyers in the United States.

3. Germany & Scandinavian Platform.-

This platform of clothing and fashion products covers the territory of the Nordic countries, mainly focused on Denmark and Sweden, not forgetting Finland and Norway. The main objective here is to connect and contact with agents and distributors who want to represent the brands. Always looking for new and innovative selling channels in order to position the brand in its correct niche.

In relation to the commercial activity of the office in the territory of Germany, we work with the most important cities related to the clothing and fashion business: Düsseldorf, Stuttgart, Berlin, Munich and Hamburg.

Silvia Díaz, Responsible of the Commercial Platform of Scandinavian countries and Germany.



Professional graduated in the field of International Business and Business Management, also with a Master's degree in the Design and Textile Industry, specializes in the management and development of expansion, sales and international client management projects. Analysis of financial and statistical data. Negotiation with suppliers and customers. Market research and fashion retail.

How to participate in a business platform?

Any textile and fashion company that belongs to the beneficiary territories of the INTERTEX project (Spain, Portugal and South of France) can participate with economic advantages in the services of the commercial platforms described above.

There are two possible work phases:

PHASE 1: Analysis of the specific opportunities of the company / brand in the target market.

In this phase we analyze the opportunities for commercial implementation of a specific brand in the selected destination market. It is a personalized analysis taking into account the product, the competition, the differentiation aspects in the offer, the prices, the operative work and all the aspects that affect the possible success in the market.

The period of execution of the analysis is 3 months (from the date of acceptance of the work by the beneficiary brand).

In order to perform this analysis we work on:

- Offer of the company / brand (characteristics of the product, competing brands, differentiating values, price, internal operative capacities, promotion and dissemination materials, legal aspects related to the offer, logistics aspects, others).
- Market situation (Consumption in the product categories of the brand, evolution of consumption in that category, consumption by channels, positioning of the competition and its prices, others).
- Feasibility analysis of market access and definition of the strategy (collection, prices, channels, regulatory aspects, logistics, delivery times, service to customers of that market, others ...).

Deliverable: Final report for the company / brand compiling the previous data, incorporating a viability analysis of the brand's implementation in the market and a possible implementation strategy. Analysis of the results with the expert of each market. Open and permanent communication with the expert during and after the analysis.

Cost The cost of this customized analysis is € 4,500 for each market, however **the cost applied to the beneficiary companies of the INTERTEX project is €1,200 for each market.**

PHASE 2: Implementation in the market

The companies that, after analyzing the opportunities for implementation in a specific market, decide to progress in that implementation, will have the support of the commercial platform team to achieve their commercial objectives. For this the following activities will be developed:

- Preparation: Brand presentation material in the market (Company profile, catalogs, clothing samples, price list, brand ownership in the target market, definition of the supply model, other aspects ...).
- Promotion of the brand to start the search for commercial agents. Identification of key agents / distributors in the market and presentation of the brand. At the end of this phase we must have 3/4 agents / distributors in the market who meet the conditions and are interested in representing the brand in the territory.
- Travel of brand managers to: (a) know the peculiarities of the market, distribution, competition and (b) maintain interviews with agents potentially interested in representing the brand to proceed with the selection of the most suitable business partner.

- Negotiation and closing of commercial agreements with the agents / distributors selected by the company / brand. Shipping of the first sale collection. Specify all the details of the sale (minimum, period of sale, system and tools for picking up orders, attendance at fairs, other aspects ...)
- Plan the logistics and collection aspects that allow an excellent service of the orders to the final customers. The service, in all the markets described, is key to the expansion and consolidation of the brand in these markets. In some cases, directing us to the Wholesale channel obliges us to carry out detailed planning of the product supply, collection and after-sales service.
- Expansion of commercial expansion. This implies the expansion to new geographical areas of the country (identifying and closing agreements with new commercial agents), the analysis of new sales channels such as department stores or online commerce and / or the renewal of agents that do not meet expectations of sale in the region or country.

The execution period of the commercial implementation activities described previously is a minimum of 6 months and a usual period of 12 months

Deliverable: The result of this second phase of work is the closing of commercial agreements between the company / brand that uses the service and agents / distributors of the selected destination market. Likewise, an accompaniment is made in the first sales, service, collection and attention of incidents.

A personalized budget will be made for this second phase depending on the characteristics of the product object of commercial implementation.

To obtain more information or to register in the program, contact:

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