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PRESS RELEASE



EUROPE AND ASIA DO GREAT DEALS AT *BUSINESS BEYOND BORDERS* EVENT

The recent Business Beyond Borders (BBB) event at Texworld Paris was declared ‘a roaring success’ by Dirk Vantghem, Director of Operations at Eurochambres, with “some great deals being done”. The third BBB event, which took place on 18-20th September in Paris, France, set the tone for future business partnerships between European and international (particularly Asian) small and medium enterprises (SMEs) and Clusters in the textile and clothing sector.

Over the course of Texworld’s three days, BBB facilitated over 200 matchmaking meetings between more than 258 companies representing 42 countries.

Speaking at Texworld’s opening press conference, Mr. Vantghem expressed his pleasure in the results saying:

“Our objective is to have more SMEs engaging in international trade because we are convinced that we can develop a win-win situation between European businesses and third market companies.”

A Swedish attendee, Diana Svensson of kids-and-petwear company Peek-a-Poo, considered the BBB matchmaking sessions to be positive for his company:

“I have had more than 40 business meetings in 3 days, which is surreal. I’ve met so many new business contacts and I was already invited to go to on business trips to Nepal and India. Business Beyond Borders couldn’t offer you a better experience than this.”

The potential for business partnerships with international markets, particularly Central and South-East Asian ones, was also highlighted by enthusiastic comments from Mr. Michael Scherpe, President of Messe Frankfurt France:

“Texworld is characterised by its quality, creativity, innovation and internationalisation. We have a tradition of encouraging and fostering a wide exhibition, showcasing offers which meet the needs of all exhibitors and participants. “

Joining Mr. Scherpe and Mr. Vantuyghem at the press conference were H. E. Mr. Pan Sorasak, Minister of Commerce of Cambodia; H.E. Mr. Tilak Ranaviraja, Sri Lankan Ambassador to France; and Mr. George Zhang representing the Sub-Council of Textile Industry, China Council for the Promotion of International Trade (CCPIT TEX). All have expressed their wishes that the activities at Texworld would help to increase Asian exports “to all European countries”.

Business Beyond Borders supports businesses, especially Small and Medium Enterprises (SMEs) and Clusters, to operate internationally. During selected trade fairs around the world, BBB facilitates the participation and meetings between relevant potential trading partners from Europe and abroad with the aim of assisting them in the conclusion of business deals.

Besides the one-to-one matchmaking sessions at the BBB Matchmaking Lounge, SMEs and clusters also had the opportunity to attend technical workshops on relevant topics for the textile and clothing sector – from IPR protection to market access and rules of origins, to ecolabels and the impact of the Circular Economy in the apparel industry.

Speaking at the Circular Economy workshop, European Commission’s Kristine Dorosko stated that “it’s fantastic news that that the European Commission is implementing initiatives like Business Beyond Borders. Our Circular Economy workshop was attended by a large number of people, and we underlined that we need make our business models circular. Hopefully that message goes through, but we also need to educate consumers to prefer sustainable products”.

The next BBB matchmaking event will take place on 20th-21st October at HOST MILANO, Italy, and will be aimed at companies operating in hospitality, food and tourism sector. To find out more about how European businesses can benefit from this opportunity to grow across borders with a complete package of professional support, visit the Business Beyond Borders website at www.businessbeyondborders.info

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Photos of the Business Beyond Borders (BBB) matchmaking event at Texworld Paris are now available at [BBB’s official Flickr account](#).

NOTES TO EDITORS:

Business Beyond Borders (BBB): BBB is a European Commission initiative to help EU businesses, especially Small and Medium Enterprises (SMEs) and Clusters, operate internationally with the ultimate goal of increasing economic growth within and outside Europe. A series of matchmaking events are being organised at Texworld to bring together SMEs and representatives from relevant clusters, with potential trading

partners from Europe and abroad with the aim of assisting businesses to access new international markets.

The Business Beyond Borders Consortium is represented by:

- **EUROCHAMBRES:** The Association of European Chambers of Commerce and Industry represents over 20 million businesses in Europe – 98% of which are SMEs – through members in 43 countries and a network of 1700 regional and local Chambers.
- **EMECA:** The European Major Exhibition Centres Association unites 22 leading exhibition venues in Europe. They provide businesses with an excellent infrastructure and outstanding information networks. The 22 EMECA Members organise and host 1,769 exhibitions a year, both in Europe and all over the globe, with more than 350,000 exhibitors and over 41,5 million visitors.
- **UFI:** The leading global association of the world's tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations. UFI represents 700 member organisations in 83 countries around the world. Over 900 international trade fairs bear the UFI quality label.
- **LOWeurope:** A strategic communications consultancy based in Brussels, with a network of associates across Europe. We specialise in creating policy-rich events; managing complex programmes; PR and all types of marketing communications; and EU related public affairs.

For more information visit the website www.businessbeyondborders.info

Texworld Paris: Taking place twice a year at Paris – Le Bourget, Texworld Paris, with more than 900 exhibitors, offers professional buyers from all over the world a rich variety of products from basic to creative high-end fabrics of excellent quality. It is a must for manufacturers specializing in: cotton, denim, embroidery & lace, knitted fabrics, fibres, functional fabrics, linen & hemp, prints, shirting, silk, silky aspects, trims & accessories, wool, wool blends and machinery. Moreover, the presence of a “small order itinerary” which lists the exhibitors who can sell small quantities to designers is a real plus to the fair. Finally, following the eco-friendly attitude, Texworld showcases around 100 suppliers of organic cotton, linen & hemp, recycled material and other sustainable textiles.

As part of this sourcing galaxy, and taking place at the same time and location, **Apparel Sourcing Paris**, the number one European trade fair for worldwide apparel sourcing, and **Shawls & Scarves** – The Accessories Showcase have more than 400 manufacturers. The wide range of products for men, women, children and accessories includes the entire price spectrum. The recently created **Avantex** Paris is dedicated to high-tech and Fashion. It integrates raw materials and components, finished goods, services and technologies to assist manufacturing/design/prototyping process and retail activities.