

## PRESS RELEASE

**BUSINESS BEYOND BORDERS, TEXWORLD PARIS 18<sup>th</sup> – 21<sup>st</sup> September 2017**



### **ASIA COMES TO PARIS AND IS READY TO BUY**

The next Business Beyond Borders matchmaking event will take place in Paris at Texworld, the leading textile, clothing and apparel trade fair, September 2017.

After two successful matchmaking sessions at Genera (Madrid) and African Utility Week (Cape Town), the next Business Beyond Borders (BBB) matchmaking event turns its attention to one of the most renowned European trade fairs – Texworld - the leading textile, clothing and apparel trade fair. Twice a year Texworld Paris welcomes exhibitors and professional buyers from all over the world a rich variety of products from basic textiles to creative high-end fabrics of excellent quality. Hosting thousands of visitors, Texworld Paris is famous as the must-attend market for textile companies, especially from the EU and Asian side.

Business Beyond Borders supports businesses, especially Small and Medium Enterprises (SMEs) and Clusters, to operate internationally. During the fair, 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.

Welcoming the upcoming BBB event, Arnaldo Abruzzini, CEO of EUROCHAMBRES, says *"with over 80% international exhibitors, Texworld is the perfect marketplace for EU textile SMEs keen to do business internationally"*. Taking into account the Free Trade Agreements which have been concluded by the EU in the last five years and those that are currently under negotiation, the EU is making several progresses in facilitating international trade as well as on the simplification of the Rules of Origin. *"The BBB matchmaking at Texworld present itself an opportunity to increase the export rate of textile and clothing products to non-EU markets, which currently stands at 20%."*

The event will also be supported by Enterprise Europe Network (EEN), the world's largest support network for small and medium-sized enterprises (SMEs) with international ambitions. *"With over 15 EEN partners co-organising the event – says Federica Leonetti, Chair of the Textile & Fashion EEN Sector Group – the companies taking part in the BBB matching event at Texworld will receive personalised support to be successful in their goals."*

Companies attending the BBB Matchmaking will be able to benefit from a unique package:

- Free access to Texworld and to the connected shows: Apparel Sourcing, Avantex, Shawls and Scarves;

- Business meetings perfectly matching each BBB delegate needs and preferences taking place in a convenient matchmaking area at the heart of the trade fair;
- Access to technical sessions in the strategic conference on IPR, Market Access and the Circular Economy in the textile and clothing sector;
- Access to an international and well placed worldwide network, including several EU-funded support schemes;
- Participation in the BBB Social Media Competition for a chance to further promote your business online;
- Professional assistance on the spot and after the event to make the participation tailored to the needs of each BBB delegate;

The registration is now open at <https://www.b2match.eu/texworld2017>. More than 200 companies are expected to attend the B2B Meetings in the dedicated BBB area.

*Business Beyond Borders, maximising your business matchmaking experience at Texworld Paris 2017!*

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#### **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.
- **LOW:** 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](http://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, fibers, 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.