



TALK DAY 2025

B2B Torino Fashion Match 2025

3rd July 2025 , Turin, Italy

The Enterprise Europe Network

Internazionalization In Action, build, Grow & Thrive Worldwide

Helping our Network achieve the quality our clients deserve



The Enterprise Europe Network

***Internazionalization In Action, build, Grow & Thrive
Worldwide***

<https://www.youtube.com/watch?v=QH5GSYdUw-0>

About me...

- *Project and Public relations Manager*, International Relations with stakeholders/enterprises' ecosystems and Institutions, business advisor for entrepreneurs and SMEs at global level.
- *International Business Advisor & Project Manager* Unioncamere Piemonte, **(Regional Union of the Chambers of commerce of Piedmont Region)**
- Dynamic and results-oriented *International Business Advisor & Project Manager* at Unioncamere Piemonte, **(Regional Union of the Chambers of commerce of Piedmont Region)**
- + 14 years of experience supporting SMEs and entrepreneurs **in internationalization, innovation, and market expansion** within my organization that is member of the **Enterprise Europe Network** (the international network that supports SMEs to grow and to develop globally).
- Recognized leader in the **creative industries**, particularly in **textiles and fashion**, with a proven track record in *project management, stakeholder engagement, and European funding programs, management of international brokerage events*.
- Skilled in fostering international collaborations and driving strategic initiatives for sustainable growth.
- Chair of the EEN Sector Group Textiles
- Co-chair at Thematic Group Internationalization
- Newcomers and Client' Journey Trainer within the Network

Helping SMEs Go Global

- The **Piedmont Chamber system** supports the processes of internationalization of the regional economy, **based on the belief that the competitiveness** of the territory **depends on its level of international projection**: the volume of foreign trade exchanges, the ability to attract cross-border investments, and the degree of business participation in European and transnational projects.
- Unioncamere Piemonte is a **partner of several European networks** that support businesses by facilitating the **promotion of local excellence abroad** and the creation of international collaborations, as well as enhancing business competitiveness through services focused on innovation, internationalization, sustainability, and digitalization.
- **Enterprise Europe Network**
- **ETP European Technology Platform for the future of textile and clothing**

Through these internationalization support services, businesses will be able to:

- Find new commercial partners and promote their products in new international markets,
- Export their products or services,
- Stay updated on European industrial regulations in foreign markets,
- Safeguard international supply chains,
- Collaborate with technological leaders abroad for research and development of new products or services,
- Protect their intellectual property assets in other countries.

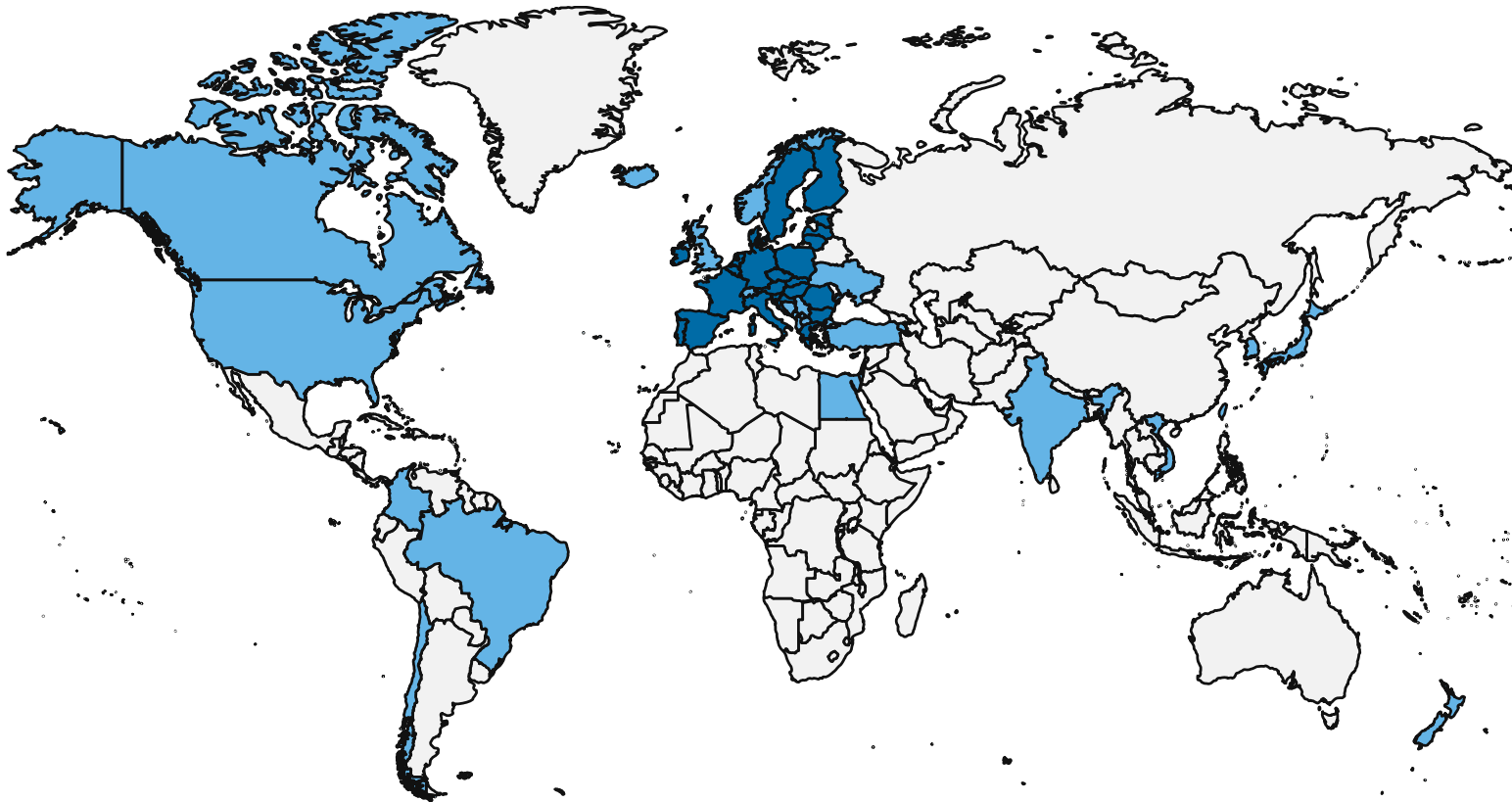
Enterprise Europe Network

- The largest European network helping SMEs grow, innovate, and internationalize.
- Co-financed by the **European Commission** (as part of a framework program for competitiveness and innovation) and managed by the **European Innovation Council and SMEs Executive Agency (EISMEA)**.
- The **Enterprise Europe Network (EEN)** supports entrepreneurship and the growth of European businesses, particularly small and medium-sized enterprises (SMEs).

The network consists of **more than 450 contact points** (organized in consortia), selected by the **European Commission**, operating in **over 40 countries**, including:

- **27 EU member states, Candidate countries, EFTA countries** (Iceland, Norway, Switzerland), **Other strategic non-EU countries**, such as Armenia, Chile, Taiwan, Colombia, Brazil, India, Vietnam, Singapore, Egypt, Israel, Japan, Mexico, Turkey, Ukraine, Canada, New Zealand, and the USA.
- The **Enterprise Europe Network (EEN)** helps businesses **innovate and expand globally**. It operates worldwide and brings together experts from organizations that provide business support services, including:
 - Chambers of Commerce and Industry
 - Regional development organizations
 - Universities and research institutes
 - Innovation agencies

<https://een.ec.europa.eu/>



EU-27

- 📍 Austria
- 📍 Belgium
- 📍 Bulgaria
- 📍 Croatia
- 📍 Cyprus
- 📍 Czechia
- 📍 Denmark
- 📍 Estonia
- 📍 Finland
- 📍 France
- 📍 Germany
- 📍 Greece
- 📍 Hungary
- 📍 Ireland
- 📍 Italy
- 📍 Latvia
- 📍 Lithuania
- 📍 Luxembourg
- 📍 Malta
- 📍 Netherlands
- 📍 Poland
- 📍 Portugal

- 📍 Romania
- 📍 Slovakia
- 📍 Slovenia
- 📍 Spain
- 📍 Sweden

- 📍 Moldova
- 📍 Montenegro
- 📍 New Zealand
- 📍 Northern Macedonia
- 📍 Norway
- 📍 Serbia
- 📍 Singapore

International

- 📍 Albania
- 📍 Armenia
- 📍 Bosnia and Herzegovina
- 📍 Brazil
- 📍 Canada
- 📍 Chile
- 📍 Colombia
- 📍 Egypt
- 📍 Iceland
- 📍 India
- 📍 Israel
- 📍 Japan
- 📍 Korea
- 📍 Kosovo

- 📍 Switzerland
- 📍 Taiwan
- 📍 Türkiye
- 📍 Ukraine
- 📍 United Kingdom
- 📍 United States
- 📍 Vietnam

Disclaimer: Some countries' agreements might still be in process of being signed

The Network in figures



+450

Organisations



+40

Countries, present in all
regions of the EU



€164.5

Million for 3 years

The Network approach

How we help SMEs



Areas of expertise

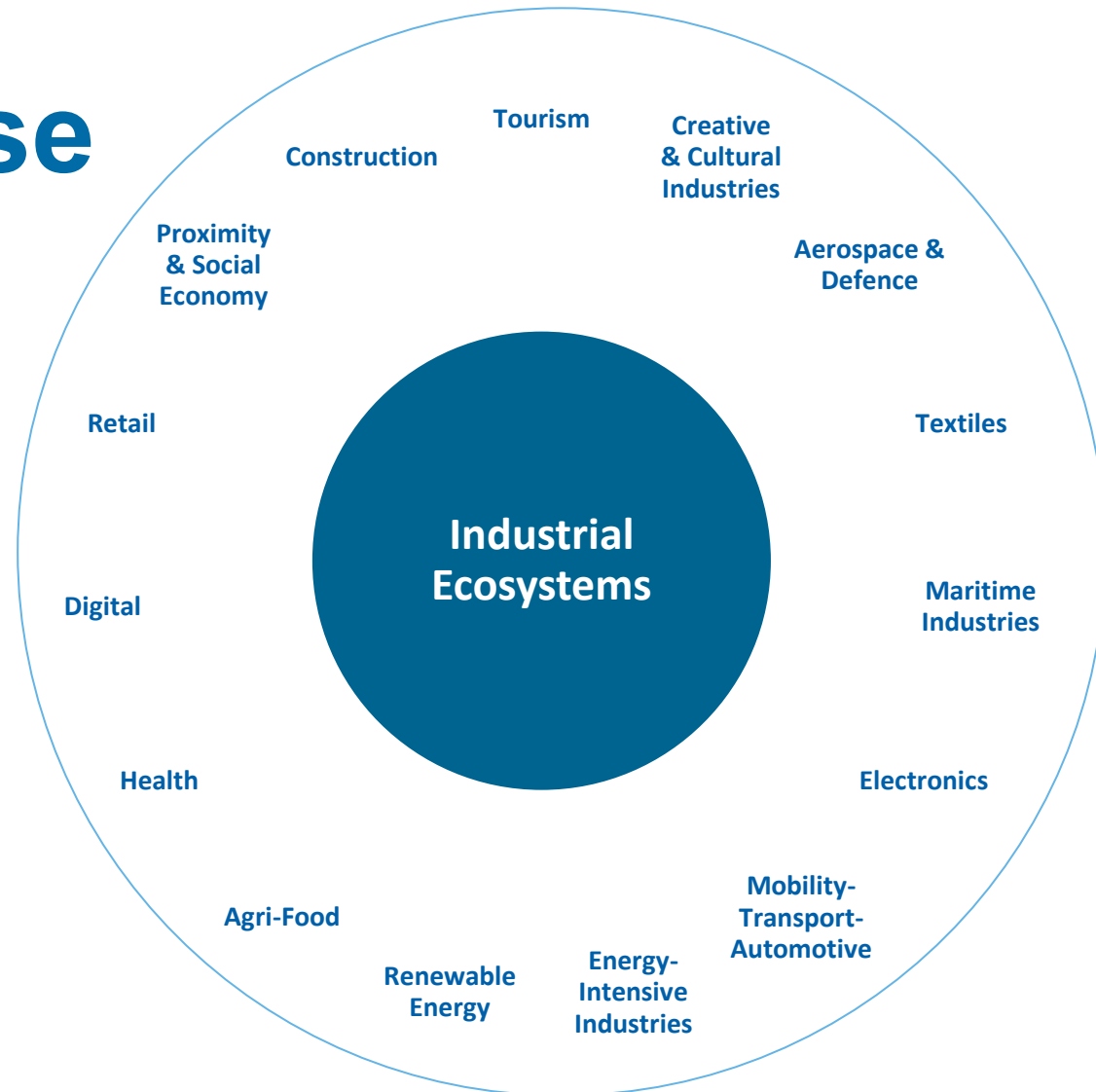
Sector Groups

- 15 SGs aligned with the industrial ecosystems
- Client-oriented activities
- Connecting with ecosystem stakeholders
- Providing policy feedback



Thematic Groups

- 10 TGs aligned with the Network activities & priorities
- Network-oriented / capacity building activities
- Connecting with thematic stakeholders
- Providing policy feedback



EEN Thematic Groups



Sustainability



Digitalisation



Single Market



Research and
innovation



Access to finance



Start-ups & scale-ups



Women
Entrepreneurship



Network performance
& processes



Communication
Champions



Internationalisation

EEN SECTOR GROUP

supporting SMEs to grow at international level



THE EEN SECTOR GROUP TEXTILES

46 Members from EU and associated countries and NO-UE Countries

The SGT covers the textiles ecosystem issues which includes:

- *transformation of natural (e.g. cotton, flax, wool), manmade and artificial (synthetic polyester and viscose) fibres into yarns and fabrics, production of yarns, home textiles, industrial filters, technical textiles, carpets and clothing. The ecosystem also includes production of footwear and leather and the fashion segment.*

Target Audience:

- Manufacturing companies, start-ups, innovative and emerging brands, fashion designers, distributors and buyers, e-commerce platforms
- **Sectors:** Garments, clothing and accessories, home textiles, smart, wearable and fashiontech textile , yarns and fibres , textile machinery
- From **smart textiles** to **design**, from **innovative and sustainable production processes** to **new European regulations in the textile sector**, the group works to provide **information, updates, and specialized growth services for businesses.**
- Through the collaboration of **over 40 network experts** in the **textile and fashion sector**, the **SGT** supports **manufacturing companies, fashion designers, young entrepreneurs, innovative brands, and startups** in exploring **new industry trends, advanced production processes, and opportunities related to emerging technologies** such as **AI, blockchain, 3D, and more sustainable manufacturing.**

VISIBILITY AND RESULTS FOR ENTERPRISES across different channels

- B2B and international collaborations
- Awards for SMEs:
- Bank of Cherasco: TFW 2024 participation
- Rinascente Luxury Goods and Fashion store: exhibition at the store in Turin for 3 months
- Promotion of success stories through EEN and other international channels
- Websites and international networks
- National and international press



**Dall'Iran all'Italia e nel Mondo:
l'esperienza del Brand Afrozan**

AFROZAN è un marchio italiano che produce abiti e accessori donna fatti a mano utilizzando tessuti naturali di alta qualità. Sostenibilità e impegno per l'Ambiente sono i principi chiave del brand Afrozan

CONDIVIDI SU



Some B2Bs..:

- HOMI FAIR_MILANO 2018;
- EU FashionMatch 7.0 Amsterdam
- Baltic Fashion and Textile Fair 2018 (Latvia)
- Eub2b@MilanoDesign Week 2018
- TORINO FASHIONMATCH 2018
- International B2B and Textile conference in Aachen (Germany)
- Eu FashionMatch 8.0 _ Amsterdam
- IF Wedding 2019 (Izmir_ Turkey)
- B2B @ITechStyle Summit 2019 (Porto- Portugal)
- Baltic Fashion & Textile 2019 Baltic Fashion & Textile 2019
- Torino Fashion Match 2019
- EU FashionMatch 9.0 2020 _ Amsterdam
- IF Wedding Fashion 2020 (Izmir_ Turkey)
- B2B @ ITechStyle Summit 2020
- B2WORTH: Company Mission @Milan Design Week 2020
- Torino Fashion Match 2020
- We Gate summit B2B
- Textile Connect 2020
- Textile Connect 2021
- Modtissimo 2020
- Fashion Supply



Baltic Fashion and Textile



Eu FashionMatch



B2B@iTechStyle Summit



Torino Fashion Match



Textile Connect

International channels and websites



As a partner of the [Enterprise Europe Network \(EEN\)](#), an international network that supports entrepreneurs worldwide, the [Unioncamere Piemonte](#) is part of the Sector Group Textile & Fashion, which aims at boosting the competitiveness of textile businesses and fashion brands, by providing them more chances to internationalize and meet potential clients from new markets. Federica Leonetti, a Chair Sector Group Textile & Fashion, together with all members [Privacy settings](#), actively engaged in helping the companies



TFW 2020_

AWARDED BRANDS
BY
RINASCENTE



International press



FASHIONUNITED

News Jobs Marketplace Lookbook Events D

HOME / PRESS / FASHION / GREAT SUCCESS FOR TORINO FASHION WEEK DIGITAL

Great success for Torino Fashion Week Digital



THE EEN SECTOR GROUP TEXTILES

Main Focus:

- Sustainability textile and fashion industry : the new textile directive
- Digitalization and fashion technology
- Innovation – access to the Single Market and global markets
- Resilience to value chain disruption
- International partnerships and technological transfer

ACTIVITIES :

- B2B events _ bilateral meetings events: facilitate the creation of international collaborations
- Company missions
- Targeted Workshops- Trainings and Talks
- Information on specific European initiatives/ programs (Worth, ELiIT..)
- International synergies (Euratex — DG Grow – DG Trade – SGs – TGs - Clusters)
- Promotion of client's success stories
- Information about the new European regulation for the sustainability of the textile industry



EU Textile Strategy

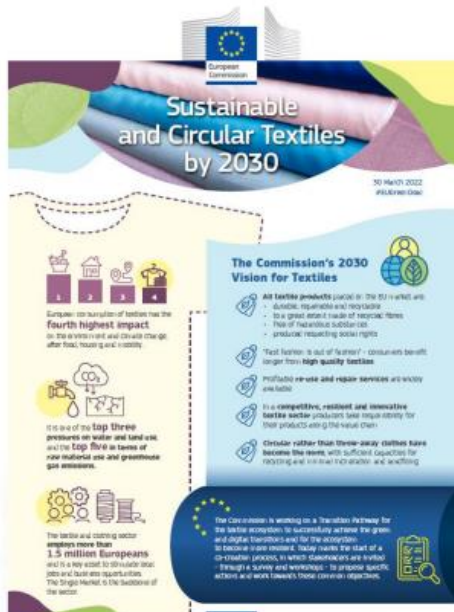


EUROPEAN
COMMISSION

Brussels, 30.3.2022
COM(2022) 141 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS

EU Strategy for Sustainable and Circular Textiles



3 “drivers” for this EU Strategy

1. Focus on sustainability



2. Industrial resilience



3. A new global perspective



The EU's vision...

The Commission's 2030 Vision for Textiles



All textile products placed on the EU market are:

- durable, repairable and recyclable
- to a great extent made of recycled fibres
- free of hazardous substances
- produced respecting social rights



"Fast fashion is out of fashion" – consumers benefit longer from **high quality textiles**



Profitable **re-use and repair services** are widely available



In a **competitive, resilient and innovative textile sector** producers take responsibility for their products along the value chain



Circular rather than throw-away clothes have become the norm, with sufficient capacities for recycling and minimal incineration and landfilling



THE EUROPEAN APPAREL
AND TEXTILE CONFEDERATION

1. All textile products *placed on the EU market* are:

- Durable, repairable and recyclable
- To a great extent made of recycled fibres
- Free of hazardous substances
- Produced respecting social rights

2. "*Fast fashion is out of fashion*" consumers benefit longer from high quality textiles.

3. Profitable re-use and repair services are widely available.

4. In a *competitive, resilient and innovative textile sector*, producers take responsibility for their products along the value chain.

5. *Circular*, rather than throw-away clothes have become the norm, with *sufficient capacities* for recycling and minimal incineration and landfilling.

Do you know...

how many EU legislations on sustainability will impact the textile and clothing companies?

16



Ecodesign and Digital
Product Passport



National Tax
on Waste (EPR)



Waste
Shipment



Green Claims and
Textile Labelling



Green Public
Procurement (GPP)



Waste Legislation



Corporate
Sustainability
Due Diligence



Corporate
Sustainability
Reporting Directive



Industrial Emissions



Sustainable
Finance
(Taxonomy)



Microplastic



PFAS
Restriction



Skin Sensitisers



Bisphenol



REACH Revision



PFHxA Restriction

RESULTS AND TAKEWAYS: STRATEGIC SUPPORT & GLOBAL EXPANSION for SMEs

- **Expert Guidance from SG Textiles & EEN Advisors** International EEN experts assisted in scouting potential new clients worldwide, including key connections within the US node.
- **Legal & Brand Development Support** Through our Consortium partner in Turin, we provided guidance on IP rights and brand registration abroad, ensuring strong legal foundations for international expansion.
- **Extensive Networking Opportunities** Leveraged sectoral stakeholders to initiate new collaborations, fostering strategic partnerships for market growth.
- **Brand Promotion & Visibility** Supported the brand by utilizing communication materials from B2B events and fashion showcases to enhance market positioning.
- **Showcasing Excellence & Success Stories** Conducted an exclusive interview highlighting expertise, achievements, and ambitions while documenting success stories, including:
 - International commercial agreements with a buyer from Germany
 - New projects underway, including a collaboration in Senegal with local institutions and companies

#International #Networking:

It's Never Too Late to Expand Your Network!!

#eenacanhelp!!!

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Thank you !!

Follow us @EEN_EU



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