



Fashion and Technology Mission 2026

Sustainable Textiles Italy

Internationalization of Brazilian Fashion,
Innovation, and Creative Economy Companies

June 28 to July 08, 2026 | Turin • Milan • Florence



The Thread Connecting Innovation and Sustainability

The 2026 Italy Mission is an initiative organized by the **EEN Brazil Consortium**. Our goal is to promote the strategic insertion of Brazilian small and medium-sized enterprises from the **sustainable fashion, textiles,** and **creative economy** segments into the demanding European market.



Strategic Connection

Direct access to the Italian premium fashion and textile innovation ecosystem.



ESG Focus

Promotion of circular practices and strengthening of female entrepreneurship.



Business Generation

International B2B meetings focused on technology transfer.

Perfect Synergy: Market Complementarity

Uniting Brazilian biodiversity with Italian manufacturing excellence.

BRAZIL

The Sustainable Potential

- Verticalized and complete textile chain
- Forefront of bioeconomy and natural fibers
- Independent fashion and creative entrepreneurship
- Innovation in low environmental impact production



ITALY

The Premium Ecosystem

- Global hub for premium and luxury fashion
- Pioneer in textile technology
- Sustainability applied to manufacturing
- High value-added design

The Great Opportunity: The growing European demand for ESG criteria (traceability, upcycling, ecological dyeing) positions Brazil as the ideal strategic partner for the future of European fashion.

Who is This Mission For?

We have selected creative minds and innovative companies ready for internationalization and the ESG ecosystem.



Small and Medium Enterprises (SMEs)

Manufacturing and apparel industries with real export potential.



Sustainable Brands

Focus on ethical fashion, transparency, and low impact.



Textile Industry

Companies focused on repurposing, circular economy, and clean technology.



Independent Designers

Focus on high value-added design and excellent artisanal production.



Startups (FashionTech)

Technology applied to fashion, traceability, and new materials.



Female Leadership

Entrepreneurs operating in the creative and circular economy.

Strategic Route: Three Poles of Excellence

The itinerary was designed to maximize immersion in Italy's global fashion ecosystems.



June 29 (Monday)

Morning

- Official opening and accreditation. Alignment meeting with EEN Consortium institutions.

Afternoon

- Technical visits to sustainable fashion companies. Immersion in traceability, circularity, and digital transformation solutions.

June 30 (Tuesday)

Morning

- Benchmarking. Meetings with Italian innovation hubs and strategic discussions on ESG practices.

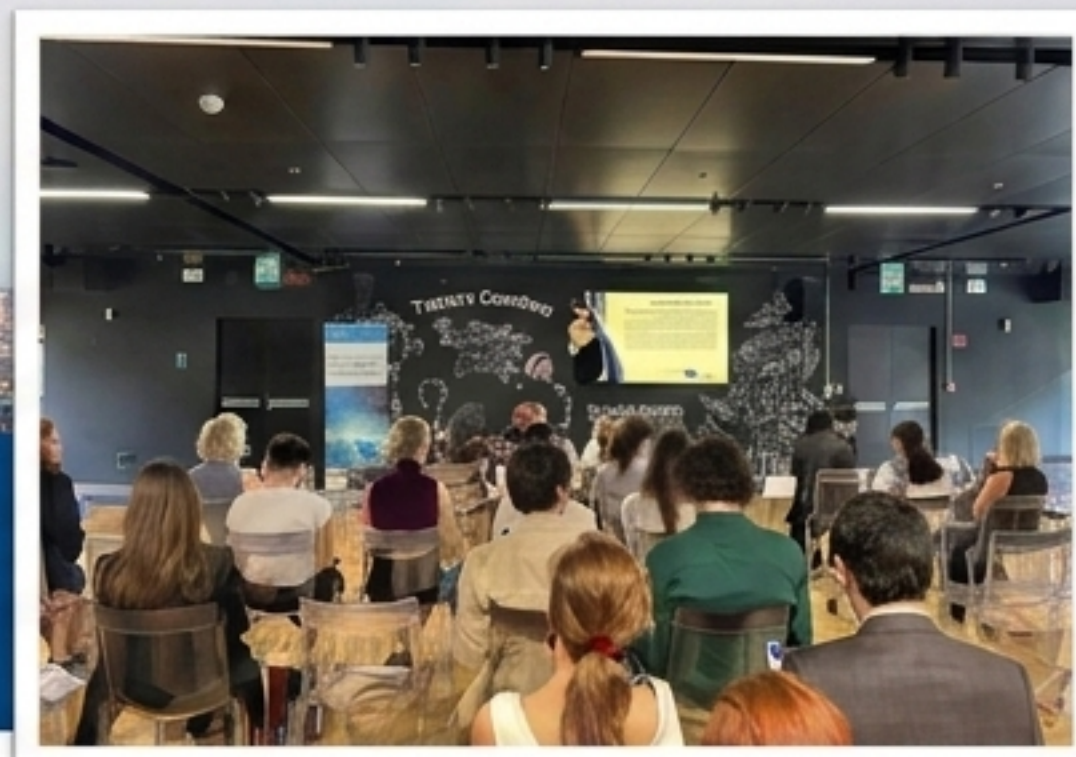
Afternoon

- International Cooperation. Visit to technology centers applied to the textile sector. Debates on technology transfer and new materials.



TURIN | Business and International Networking

July 01 to 02, 2026



July 01 (Wednesday)

Morning

Transfer Milan → Turin. Check-in and technical meeting with local stakeholders.

Afternoon

B2B Torino Fashion Match 2026. Pre-scheduled international business roundtables. Talks focused on AI, Branding, Female Leadership, and Venture Capital.

Evening

Official fashion shows and events of Torino Fashion Week 2026.

July 02 (Thursday)

Morning and Afternoon

Intense continuation of B2B. Direct meetings with European buyers, investors, and official EEN network representatives.

Evening

Daily closing events of Torino Fashion Week.

July 03 (Friday)

- Morning: Immersive institutional visits to the local creative ecosystem.
- Afternoon: Final networking with Italian stakeholders focused on circular economy and venture capital.
- Evening: Participation in the grand closing event of Torino Fashion Week.

July 04 (Saturday)

- Free Morning / Transit: Logistic preparation and delegation transfer from Turin → Florence.



FLORENCE | Design, Heritage, and Culture

July 05 to 07, 2026

Sunday | July 05

Deep immersion into the cultural heritage of Italian fashion. Strategic cultural agenda for the final integration of the delegation.

Monday | July 06

- **Morning:** High-excellence technical visit to Polimoda (absolute global reference in fashion education).
- **Afternoon:** Interaction at design centers. Local best practices in artisanal and sustainable production.

Tuesday | July 07

Guided tour of historical fashion museums. Institutional closing, evaluation of future cooperation opportunities, and farewell networking. (Return to Brazil on July 08).

The Epicenter of International Opportunities

Guaranteed official participation in the biggest events of Italian creativity.

B2B Torino Fashion Match 2026

What it is:

The premier international matchmaking event focused on creative industries, fashion, textiles, and sustainability.

Real Impact:

Connects Brazilian companies directly with investors, qualified buyers, and global stakeholders, generating commercial agreements and effective technological cooperation.

Torino Fashion Week 2026

What it is:

International fashion week entirely dedicated to innovation.

Real Impact:

An exceptional global showcase that highlights new designers, innovative SMEs, and legitimizes sustainability at the heart of the European fashion sector.

Your Return on Investment

Much more than a corporate trip. A strategic acceleration for your brand.



Join the Brazilian delegation.

Position your brand and your technology at the epicenter of European sustainable fashion.

Thank You! / Grazie!

Organized by: EEN Brazil Consortium • Internationalization Council