

SME'S COMPETITIVENESS THROUGH CLUSTERS

TERRASSA INTERNATIONAL TEXTILE CONFERENCE

Weaving the future with the yarn of innovation

Terrassa, 2nd October 2014

SME'S COMPETITIVENESS THROUGH CLUSTERS

1. INTRODUCTION

1.1. What is a cluster

1.2 Characteristics of technical textile clusters

1.3 Technical textile clusters in Europe

2. AEI TÈXTILS

2.1. The technical textiles sector in Catalonia

2.2 The technical textiles cluster in Catalonia – AEI Tèxtils

3. POINTEX

3.1. The technical textiles sector in Piemonte

3.2 The technical textiles cluster in Piemonte - PoInTex



AGRUPACIÓ D'EMPRESSES INNOVADORES

THE CATALAN TECHNICAL TEXTILES CLUSTER

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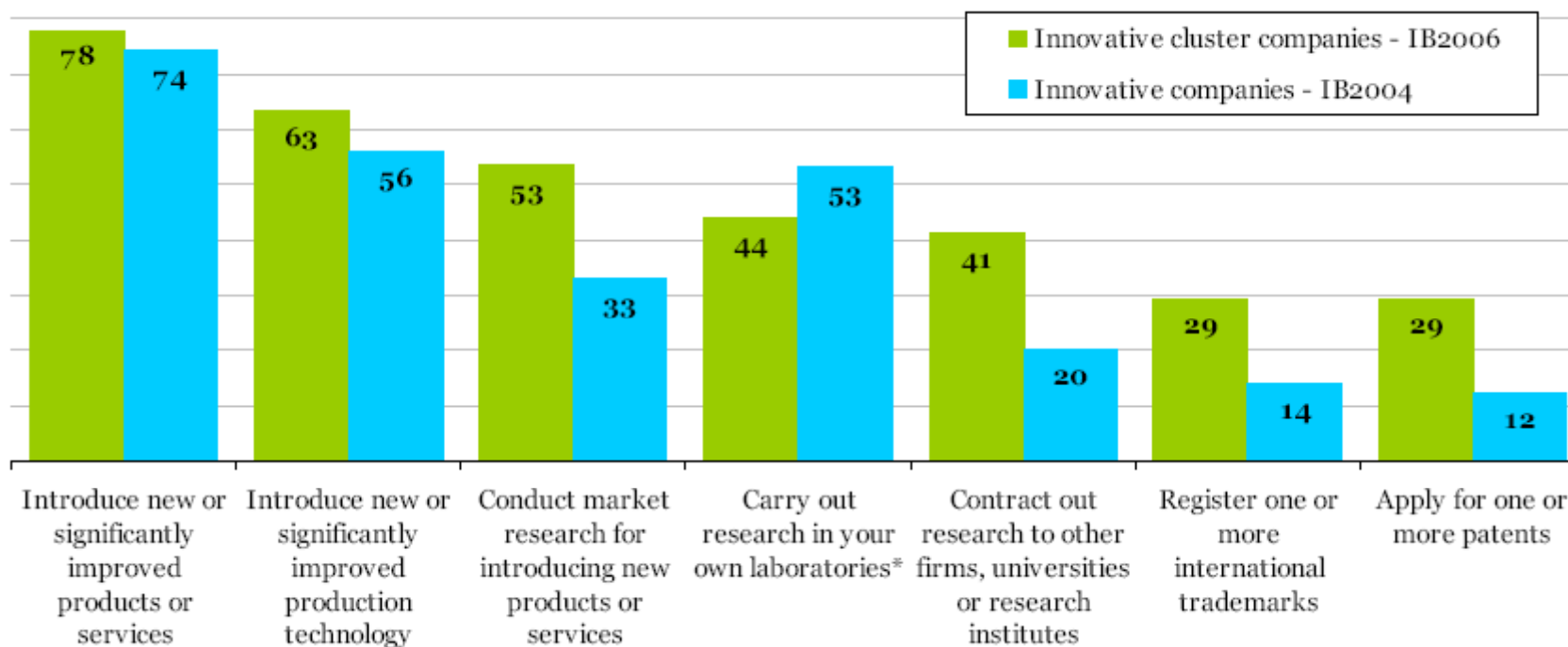


A cluster is a geographically proximate group of interconnected companies and associated institutions in particular fields, linked by commonalities and complementarities.

Michael Porter. *The Competitive Advantage of Nations*. 1990



Comparison between innovative companies and innovative companies in clusters



Source: European Commission, 2006 Innobarometer on cluster's role in facilitating innovation in Europe

INNOVATION IS HIGHER IN CLUSTERS THAN ELSEWHERE

Clusters enable open innovation, the creation and refinement of new ideas in networks of cooperating companies and institutions. They also minimize the barriers for transforming new ideas into businesses and capturing the benefits of globalisation.

Clusters enable in particular SMEs to take advantage of the new opportunities in the global economy and they become key factors in attracting capital, people, and knowledge.





THE TECHNICAL TEXTILES EUROPEAN CLUSTER



Nord-Pas de Calais, France



Nord-Pas de Calais, France



North-West, United Kingdom



Saxony, Germany



Catalonia, Spain



Rhône-Alpes, France



Valencia, Spain



Piemonte, Italy



Liberec, Czech Republic

The aim of TEXTILE2020 is to bring together the main Advanced Textile Materials clusters from Europe with a view to develop and implement a long-term joint international strategy that contributes to securing, strengthening and extending their competitiveness at the international level.



www.textile2020.eu





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THE CATALAN TECHNICAL TEXTILES CLUSTER

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2. AEI TÈXTILS

2.1. The technical textiles sector in Catalonia

2.2 The technical textiles cluster in Catalonia – AEI Tèxtils



THE TECHNICAL TEXTILE SECTOR IN CATALONIA (I)

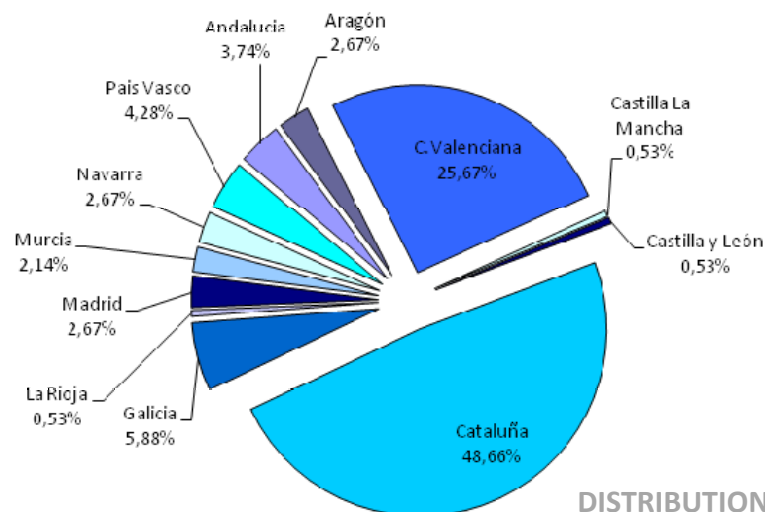
STATISTICS OF THE TEXTILE AND CLOTHING SECTOR IN CATALONIA (2013)

	Catalonia	Spain	EU28	% Catalonia/EU28
Companies	2.572	8.471	172.662	1,49
Employees	39.881	128.600	1.664.000	2,40
Turnover (x10 ⁶ €)	4.127	9.363	166.500	2,48



Source: CITYC / Euratex

TECHNICAL TEXTILES STATISTICS (2013)

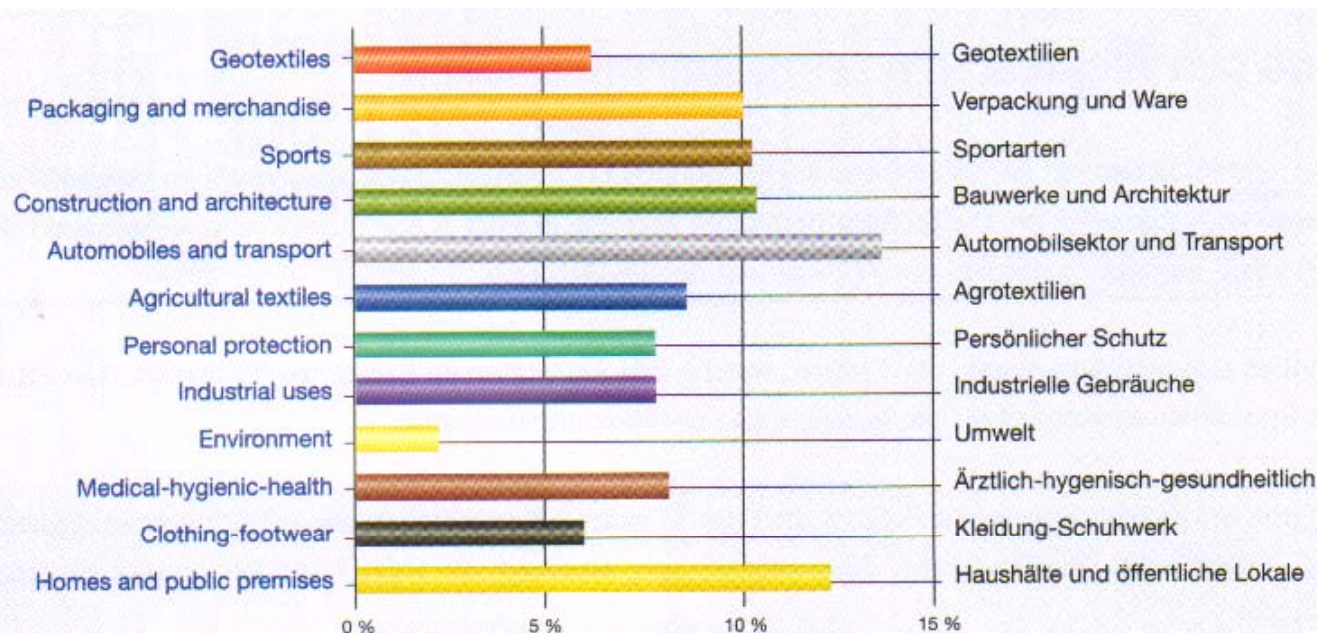


	CATALONIA	SPAIN
Companies	110	225
Employees	2.000	4.200
Turnover (x10 ⁶ €)	800	1.650

DISTRIBUTION OF TECHNICAL TEXTILE COMPANIES IN SPAIN

THE TECHNICAL TEXTILE SECTOR IN CATALONIA (II)

SPECIALIZATION OF TECHNICAL TEXTILE COMPANIES IN SPAIN



Source: Detrell, A., Salgado, C. and Fernández, O.

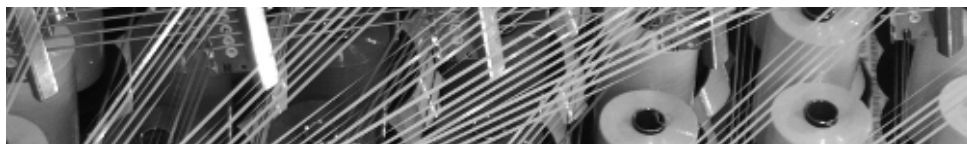


THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (I)

AEI TÈXTILS

Non-profit association, created in May 08 in accordance with the Spanish cluster policy.

Its aim is to bring together all Catalan companies and organizations related directly or indirectly to the technical textiles sector and which form a specialized productive area with competitive advantages.



THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (II)

MISSION

To promote innovation with the aim of improving the competitiveness of its members, as well as cooperation, complementarity and communication amongst them.

VISION

To achieve a critic mass of innovative companies and organizations of the territory enough to facilitate the innovating practices which allow the improvement of their competitiveness and international renown.

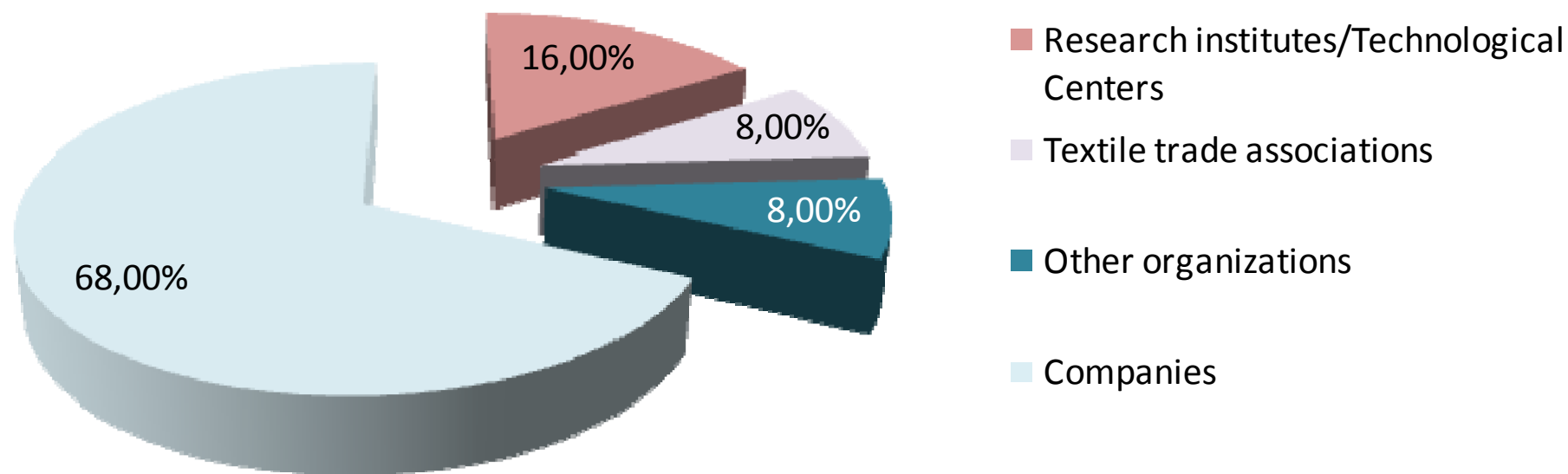
STRATEGIC OBJECTIVES

- To promote innovation in a wide sense, improving the abilities of its members and combining them by means of horizontal or multidisciplinary collaborations.
- Commercial worldwide presence by means of promotion and internationalization.
- Management and productivity improvement of companies to generate added value and to face up the current environment.



THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (III)

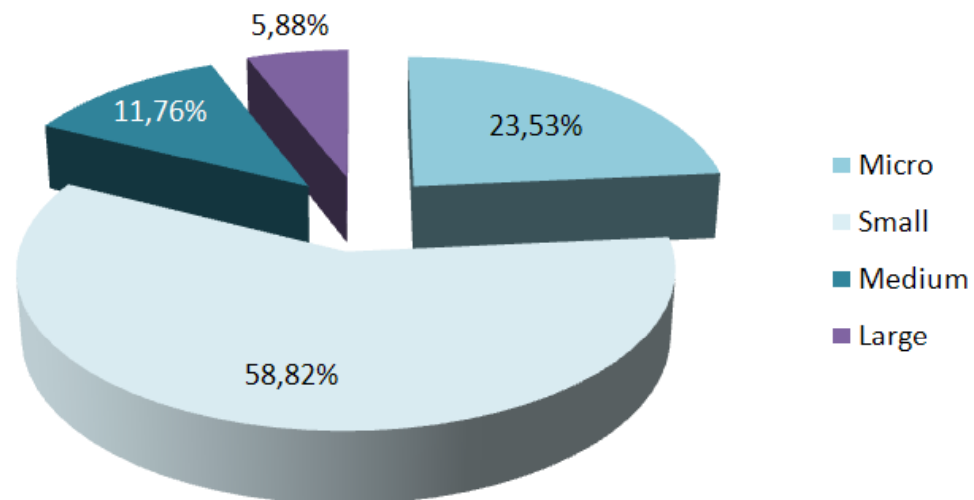
CLUSTER MEMBERS



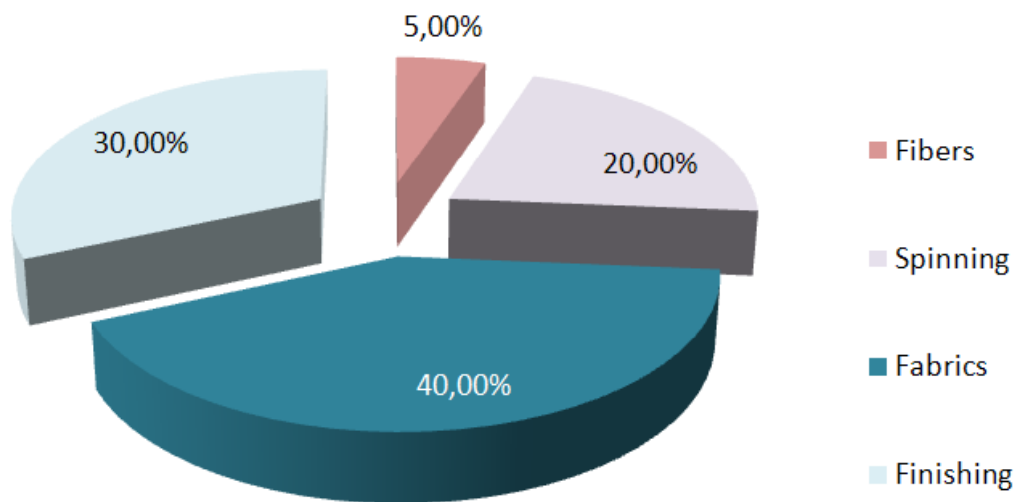
THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (IV)

Companies

- ✓ Number: 17
- ✓ Total turnover: 200 M€
- ✓ Total employees: 1.000



Companies' size

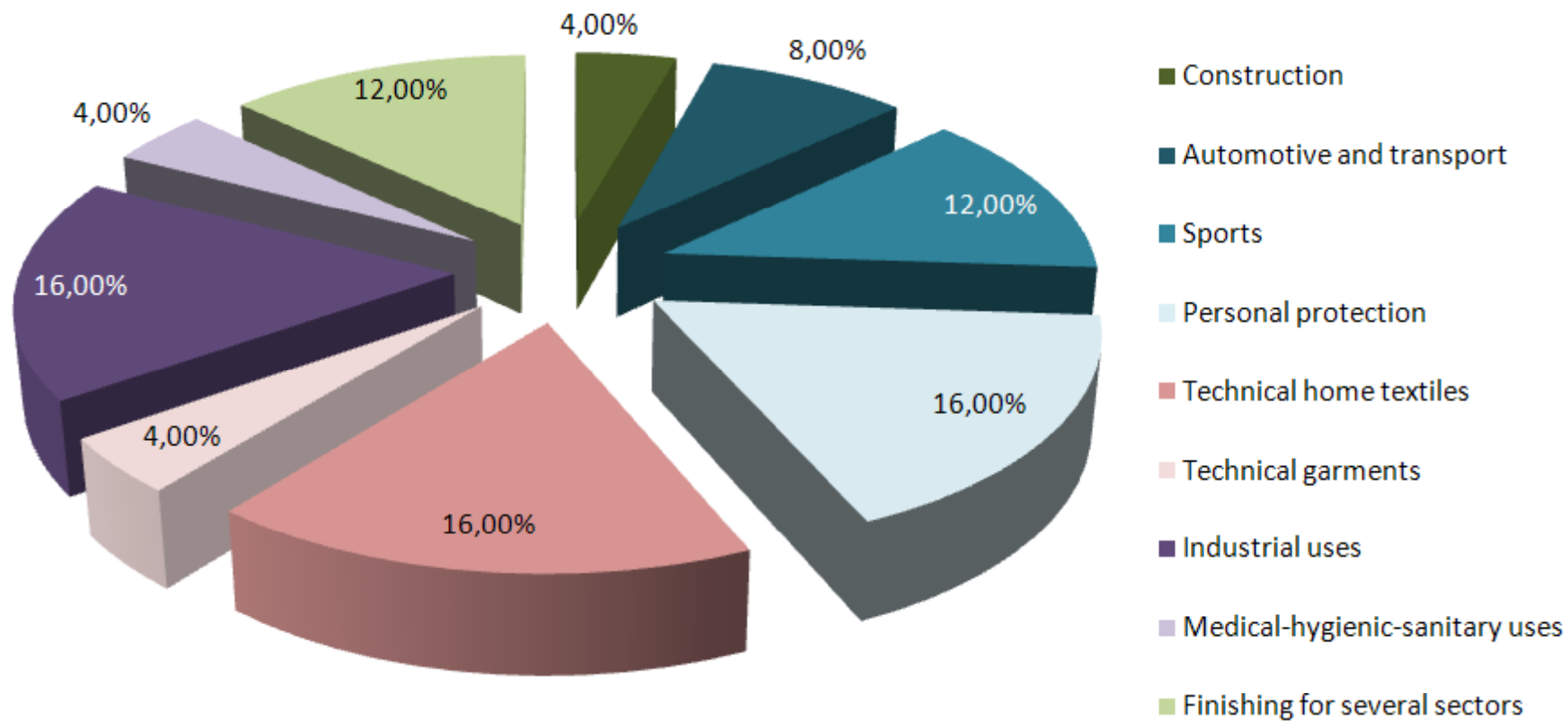


Companies' activity



THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (V)

Companies

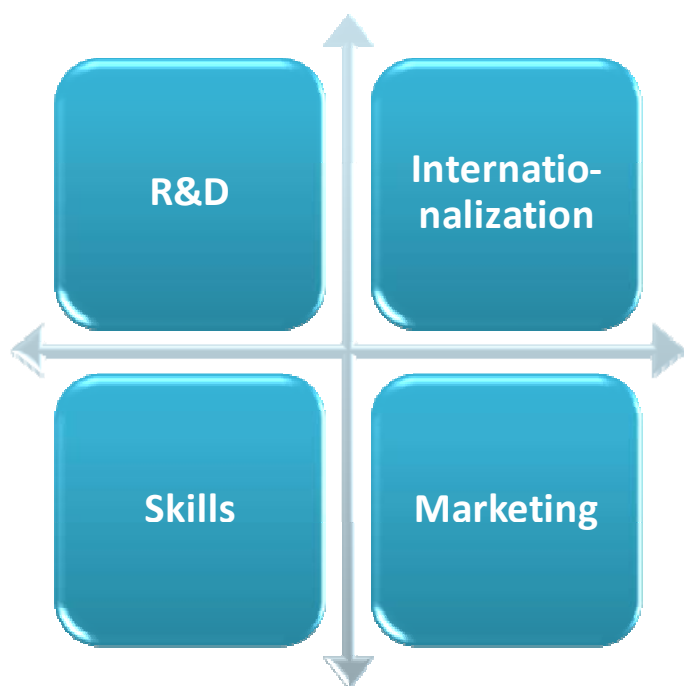


Application sector



THE TECHNICAL TEXTILE CLUSTER IN CATALONIA (VI)

Strategic lines

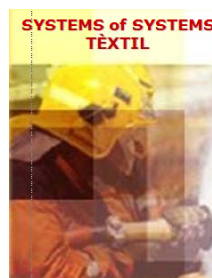


- ★ **R&D:** Promoting cooperation amongst its members, increasing the taking on level of innovation support initiatives; promoting the participation of the Catalan technical textiles sector in technological cooperation European projects and increasing their productivity in the territory promoting the implementation of new technologies and the development of new products and processes.
- ★ **Internationalization:** Improving access to international markets; improving access to knowledge through international R&D and technological and commercial partners and improving access to research and key production infrastructures in third countries.
- ★ **Skills:** Increasing the training of current employees in the sector and improving the level of qualifications; promoting development and knowledge of career opportunities in the sector and providing unique and specific training on technology and market in the technical textiles sector.

- ★ **Marketing:** Promoting the exchange of best practices amongst local enterprises; improving the image of the sector in Catalonia; promoting its strengths and capabilities to other manufacturing sectors of the territory to increase globally business opportunities and creating dialogue between industry, scientific community and public administration.

1. R&D - examples

- Generation and/or management of collaborative R&D projects



- Management of innovative individual projects
- Technological watch: technological reports; patents maps, events, etc.
- Reports: textile innovations - technical textiles



2. Internationalization - examples

- Textile2020



3. Skills - examples

- Organization of technical conferences
- Organization of technical training (and/or teaching) on demand



4. Marketing - examples

- Participation at international conferences

techtextil **avantex**
symposium symposium



- Bronze Label





Thank you for your attention



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