



Terrassa International Textile Conference

Conclusions

Lutz Walter

R&D Manager, Euratex

Secretary General of the European Textile Technology Platform

www.textile-platform.eu

Conclusions of the Day

European
Technology
Platform
for the future of
textiles
and
clothing



*Weaving the future
of with the yarn of
innovation*

Conclusions of the Day

European
Technology
Platform
for the future of
textiles
and
clothing



*Weaving the **future**
of with the yarn of
innovation*

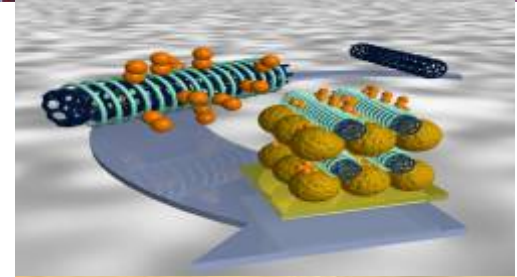
Future Vision for European Textiles & Clothing

European
Technology
Platform
for the future of
textiles
and
clothing



Major Long-Term Industry Trends

- Increased use of textiles as material of choice in many sectors and application fields.
- Move from commodities towards specialty products from high-tech processes.
- Move towards customisation, personalisation, as well as on-demand production.
- Innovation in resource efficiency, low environmental-impact technologies and promotion of consumer health and safety in products.



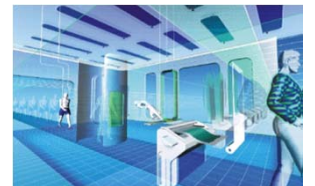
Towards the 4th Industrial Revolution for Textiles and Clothing

The Ingredients of the 4th Textile & Clothing Industry Revolution

European
Technology
Platform
for the future of
textiles
and clothing



- Sustainable textile raw materials and closed loop material cycles
- Advanced functional light-weight materials
- Flexible digital and resource-efficient textile production processes & smart factories
- Innovative textile solutions for new applications and markets
- Consumer-driven, personalised, local and sustainable production
- New business models



Future Markets for Textiles & Clothing

European
Technology
Platform
for the future of
textiles
and
clothing



Global Growth Markets

- Buildings & Interiors
- Protection & Healthcare
- Mobility & Energy
- Ressource-efficiency & environment protection
- Fashion & Creativity



The Role of Industry in the Future

European
Technology
Platform
for the future of
textiles
and
clothing



**It is difficult to make predictions,
especially about the future.**

"There is not the slightest indication that nuclear energy will ever be obtainable. It would mean that the atom would have to be shattered at will."

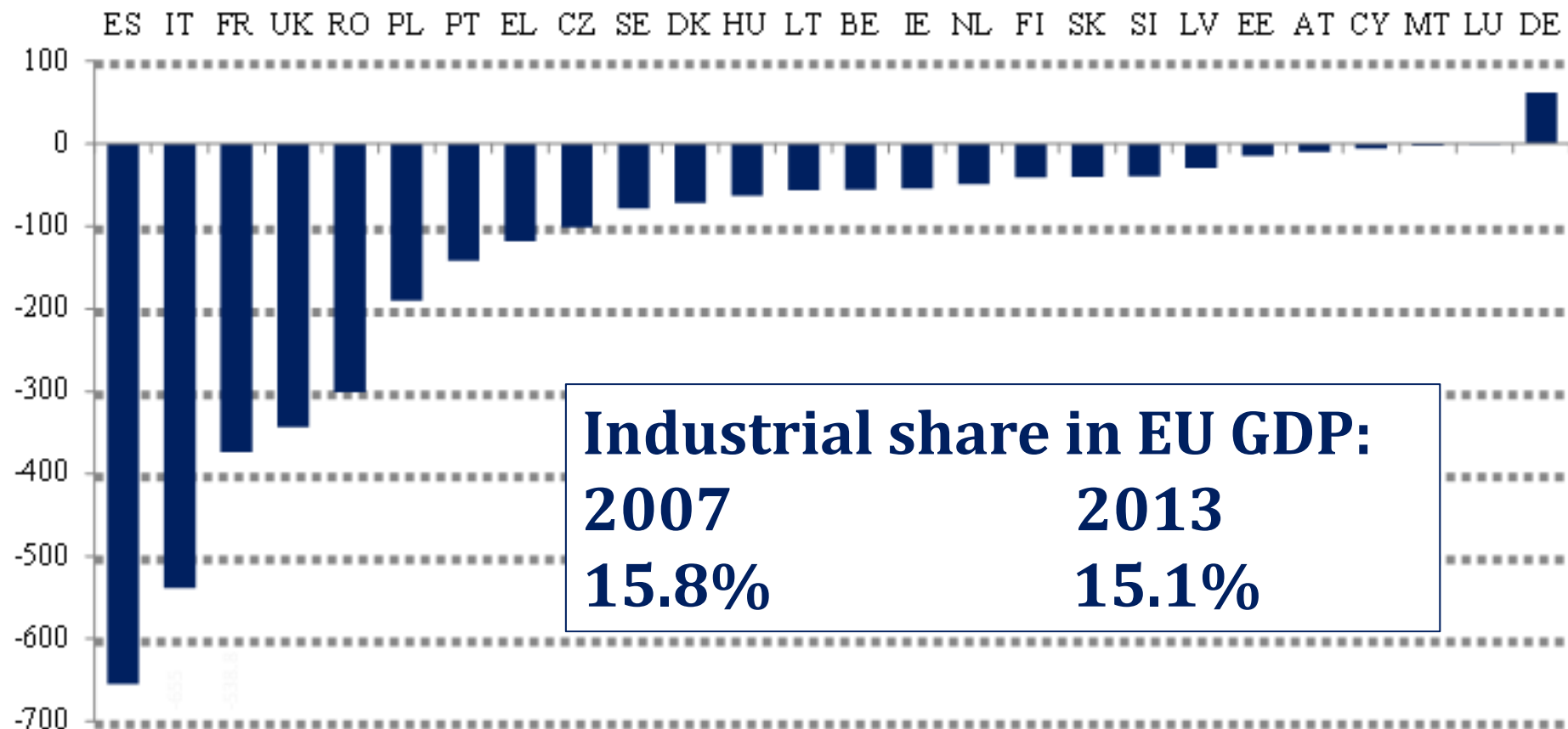
Albert Einstein, 1932

The Role of Industry in the Future

European
Technology
Platform
for the future of
textiles
and
clothing



Net job creation in manufacturing in the Member States (2007-12; in thousands)



Industrial share in EU GDP:

2007	2013
15.8%	15.1%

Note: Data for Bulgaria and Croatia not available.

Source: Eurostat

Policies supporting the Industry

European
Technology
Platform
for the future of
textiles
and
clothing



- The role of (the T/C) industry is crucial for the future of Europe's prosperity, especially at regional & local level
- It is often underestimated (1 job in industry creates 2-3 jobs in services)
- A diversified industrial sector provides economic stability & resilience

➤ Improve the environment & develop support capacities

EU level:

- **Industrial Policy** coord. with other policies (environment, energy, trade...) target: industry=20% of EU GDP by 2020
- **Collaborative research**, innovation & higher education in Europe



Regional & local level:

- **Build capacities** (clusters, competence centres, incubators, studies, vouchers)
- **Support practical collaboration** (technology transfer, internationalisation)
- **Public Procurement**



Conclusions of the Day

European
Technology
Platform
for the future of
textiles
and
clothing



*Weaving the future
of with the yarn of
innovation*




Innovation

European
Technology
Platform
for the future of
textiles
and
clothing



What is innovation?

Innovation is the application of creativity

- I discover or develop something new that is applicable for a new product/process 
- I develop a new product/prototype that (I believe) is ready for the market 
- I put my new product on the market/trade fair 
- The first **customer** orders/pays for my new product 
- The profits of the new product recover the full cost of developing, producing and marketing it 

It is industrial invention & creativity that constantly proposes new products,
but it is the customer who decides what is innovation

Innovation

European
Technology
Platform
for the future of
textiles
and
clothing



Customer

Needs & desires

- **Functionality** (it's exactly what I need)
- **Convenience** (it's so easy)
- **Sustainability** (feel good about it)
- **Authenticity** (it is real/local/transparent)
- **Uniqueness** (it's just for me)
- **Emotion** (I want it now)

Additional Factors

- **Company strategy**
- **Business model**
- **Company culture, competences & capacities**
- **Time to market**

Always think about the customer first!

EU Textile Industry & Innovation

European
Technology
Platform
for the future of
textiles
and
clothing



- Europe is the T/C technology leader
 - European is the cultural leader
 - Industry leadership must be defended every day
 - Industry leadership requires thought leadership
 - Thought leadership requires people with knowledge, creativity & ambition
-

Magic Formula

European
Technology
Platform
for the future of
textiles
and
clothing



Industry Leadership



Favourable Environment



Innovation



Future

Thank you for your attention!

The Future is...

... Textiles!