

EuroBoosTEX newsletter

Edition #5
January 2025

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About EuroBoostTEX

Involving 5 partners from 4 countries (Spain, France, Portugal and Italy), EuroBoostTEX is a European partnership that aims to accelerate the dual green and digital transition of European textile SMEs and boost their international competitiveness.

The project is defined as a joint European initiative to support the textile industry in its drive for European recovery through digital and ecological transition.

EuroBoostTEX was launched in September 2022 and will run for 36 months until September 2025.

EuroBoostTEX partners

ATEVAL



NEXT TECHNOLOGY
TECNOLOGIA
INDUSTRIAL E INOVACAO

TÈXTILS CAT



Cascade funding for direct support to European textile SMEs

EuroBoostTEX has received funding from the SMP program under the Grant Agreement 101074671.

It operates with a total budget of €1.4 million, of which €1.05 million is directly dedicated to supporting textile SMEs in the European Union.

EuroBoostTEX has launched 3 calls for proposals since the start of the project.

Overall, nearly 50 winners are granted fundings to develop resilience plans and innovate with new products or services for businesses, and to stimulate projects in consortia to adopt green and digital technologies.

EuroBoostTEX partners at EuroClusters conference 2022



MORE INFORMATION



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for project updates



[EuroCluster Webpage](#)
for practical information
and applications



3rd call Internationalisation Boost Grant in Australia

About the Call



The goal of this call is to enable European textile SMEs to discover or strengthen market opportunities by organising an exploratory mission to Australia.

Launched on May 15th 2024 with deadline on July 17th 2024, the call led to the selection of 15 European SMEs willing to explore the Australian textile market.

A lump sum of €12,000 per company is to be allocated to the winners.

This initiative is geared towards empowering SMEs to thrive in an increasingly interconnected and competitive business environment.

This call aims to support SMEs in expanding their operations internationally, particularly by providing them with opportunities to enter the Australian market.

By facilitating access to the Australian market, SMEs can overcome regional value chain disruptions and strengthen their position in the global marketplace.

Australia, an underrated internationalization opportunity for European SMEs?

In spite of over 10,000km of distance from the EU, its localization and business culture might make Australia a great opportunity to internationalise your textile related activities :

 **Ranked 2nd country in terms of Global Trade Freedom (2023)**

 **Ranked 14th in the Ease of doing business by the World Bank latest ranking (2019)**

 **18 Free Trade Agreements and ongoing negotiations for a FTA with the EU**

 **An ideal test market with its rich cultural diversity**

 **Strategic Seasonal Opportunities for Optimal Business Planning**





From 4th to 8th of November 2024, consortium representatives of EuroBoostTEX partners visited Sydney, Canberra, and Melbourne to establish connections and explore opportunities for European textile SMEs.

The visit included discussions with research facilities, and organizations such as the Centre of Excellence in Sustainable Fashion & Textile. Meetings with industry leaders and visits to research facilities, textile institutes, and advanced fiber clusters were also planned.

Exploring Australian Opportunities

3 cities visited



SYDNEY

4th-5th November



CANBERRA

6th November



MELBOURNE

7th-8th November



The mission enabled partners to establish connections and explore opportunities for European textile SMEs. Meetings included visits and discussions with research facilities, industry leaders, textile institutes, and advanced fiber clusters.

SYDNEY



Woolmark Company
Non-profit supporting Australian wool producers for R&D and certification
[More information](#)

Exchange of insights on the wool value chain and discussions on promising avenues for collaboration with Europe.

University of Technology Sydney

Center of Excellence in Sustainable Fashion and Textiles
[More information](#)

Presentations of UTS's cutting-edge research in circularity and facilities tour—covering areas like textile waste reuse from hospitals, algae-based dyes, and pioneering circular business models.



Schneider Group
Vertically integrated supplier of animal fibres
[More information](#)

Meeting at one of Australia's premier wool auctions, where much of the high-end wool supply for European brands is sourced.

CANBERRA

Commonwealth Scientific and Industrial Research Organisation
Australian governmental research organization
[More information](#)

Site visit and presentation of their innovative research on genetically improved cotton, capable of producing colored fibers without dyeing, thus dramatically reducing water consumption.



Samsara Eco
Expert in textile recycling
[More information](#)



Site visit of expert in textile recycling, and presentation of their enzymatic recycling process for PET and Nylon 66, promising ecological solution for recycling textiles and plastics.

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MELBOURNE



RMIT School of Fashion and Textiles

[More information](#)

Tour of school and labs, discussions on textile circularity and bridges between European and Australian ecosystems.

RMIT Advanced Manufacture Precinct

[More information](#)

Visit and discovering cutting-edge technologies in additive and subtractive manufacturing, as well as industrial automation



Deakin University Institute for Frontier Materials

[More information](#)

Consortium presentation of ongoing textile innovation projects to PhDs and high-performance materials and visit of premises



Advanced Fibre Cluster Carbon Nexus

Key player of carbon fiber and innovative fibers research

[More information](#)

Discussions and clarification of collaboration opportunities between our members with the advanced fibre cluster.



3rd call Internationalisation Boost Grant in Australia

Beneficiaries presentation [1/5]



AAC Textiles & International Market plan for Australia



AAC Têxteis, S.A., a family-owned textile company from Portugal, aims to penetrate the Australian market by building strong customer relationships and understanding local trends.

The project includes reviewing its international strategy, ensuring compliance with regulations, and conducting a business mission in Australia. Goals are to boost exports by 25%, connect with luxury brands in Sydney, and secure two commercial agreements, ultimately enhancing the company's global competitiveness while offering high-quality, sustainable textile products.



Smart Textile Australian Venture



Sensing Tex S.L. aims to enter the Australian market through its Smart Textiles Australian Venture (STAV), leveraging Australia's strong economy and demand for innovative textile solutions.

STAV project focuses on integrating smart textiles with patented non-intrusive sensors, IoT, and AI to meet the rising interest in athleisure and smart textiles among Australian consumers. Key activities include establishing partnerships with local industry leaders and adapting products for the market. The goal is to generate at least two commercial agreements and enhance Sensing Tex's global competitiveness while promoting economic growth and innovation in the textile sector.



LMA-AUS2024



LMA - Leandro Manuel Araújo, S.A., a pioneer in the textile industry since 1995, seeks to penetrate the Australian market to leverage its innovative knitted and synthetic fiber fabrics.

This venture aims to tap into the potential of the Australian textile industry while setting new benchmarks for quality and sustainability. Key objectives include expanding global presence, diversifying revenue streams, and developing a strong client base in Australia.



Inhoc Signo Australia

The Inhoc Signo Australia project fosters a mutual exchange between Italy and Australia. As an innovative design consulting firm, Inhoc Signo seeks to export its technological expertise and product development skills to Australian textile and wool manufacturers.

The project also focuses on building bridges between the advanced practices of Australia's wool industry—responsible for producing 25% of the world's wool—and Italian craftsmanship. By partnering with key Australian organizations like AWI, Wool Producers Australia, and The Woolmark Company, Inhoc Signo aims to cultivate enduring collaborations that promote environmental sustainability and ethical production in the textile sector.



DigiTEXlabel

TITERA's innovative DigiTEXlabel app is set to transform textile labeling in the global market, including Australia. Utilizing NFC/QR code scanning technology, the app provides detailed information on garment composition, care instructions, and producer data on water waste, CO2 emissions, and recycling options, while supporting the Digital Product Pass initiative.

This solution enhances transparency and promotes sustainability within the textile value chain. With this boost grant, TITERA focuses on marketing the DigiTEXlabel app to Australian brands and stakeholders, establishing a global presence and offering Australian partners a competitive edge in digital innovation and sustainable practices.



AusTech

Technoplants SRL, an Italian SME specializing in modular machine systems for the non-woven industry, outlines its strategy for internationalization into the Australian non-woven textile market through the AusTech project.

Aiming to increase market share and enhance brand recognition, the project focuses on the rising demand for circularity solutions in textiles.

Successful execution of this project is expected to secure long-term growth, foster new partnerships, and enhance Technoplants' reputation as a trusted player in the non-woven machinery sector.





MF4A - Metal Fabric 4Australia



INNTEX specializes in luxury metal fabrics for interior decoration, catering to high-end sectors such as luxury hotels, restaurants, and public spaces. The MF4A - Metal Fabric 4Australia initiative aims to strategically penetrate the Australian luxury interior design market by introducing INNTEX's innovative metal fabrics. These fabrics, known for their aesthetic appeal and functionality, are gaining popularity in high-end design projects.

By conducting in-depth market research and evaluating potential distribution partners, INNTEX plans to establish a local presence, minimizing import costs and expanding its market share in Australia. This effort will involve targeted advertising, sending samples to architectural studios, and building relationships with resellers.



Iroony_in_AUS



RBX Créations specializes in Iroony® materials made from agri-residues, known for their technical performance and environmental benefits. The Iroony_in_AUS project aims to introduce these materials to local brands in Australia's strong sportswear and outdoorwear segments.

By engaging with Australian textile manufacturers and farmers, RBX seeks to gather technical feedback and understand sourcing challenges. This initiative will focus on the entire value chain, identifying promising business strategies and partnerships to diversify its customer base while enhancing market knowledge and strengthening its value proposition.



Market Entry Strategy for Sustainable Towels (AUSARPE)



The AUSARPE project explores introducing Arpe's eco-friendly microfiber towels to the Australian market, capitalizing on rising consumer demand for sustainable products. Arpe's life cycle analysis shows these towels have a reduced carbon footprint, appealing to environmentally conscious consumers. In 2022, the eco-friendly goods market in Australia was valued at approximately AUD 2.5 billion, with an expected CAGR of 8% over the next five years. This market interest, coupled with a growing emphasis on sustainability in e-commerce packaging, indicates a promising opportunity for Arpe's sustainable offerings.

Confecções Latino, Lda

Latino group

Latino Group goes to Australia Market

Confecções Latino specializes in manufacturing advanced chainsaw personal protection equipment. This project aims to expand operations in the international market while adhering to sustainability through digital tools and minimal travel.

The initiative focuses on producing chainsaw protective trousers and jackets tailored for the Australian forestry sector. By collaborating with local distributors, Latino Group seeks to enhance brand recognition and meet market demands, ultimately establishing a reputable presence in Australia.

EURO-GOODNIGHT S.L.

Inflight Products for Airlines in Australia

EURO-GOODNIGHT is a leading manufacturer of blankets and textiles, specializing in inflight items for airlines, as well as military, hospital, and niche market textiles. With a rich history dating back to 1800 and operations in Spain since 1992, the company offers a wide range of products, including fleece blankets, bed linens, pillows, and more.

This project aims to study the market for inflight products within the competitive Australian airline industry. By visiting major airlines in Sydney, EURO-GOODNIGHT seeks to introduce its innovative products and propose tailored solutions to meet their specific needs.



RUTEX S.L.U.

HYALUTEX

**Hyaluron Textiles Infused with Hyaluronic Acid
for Sustainable Skincare Solutions in Washable Textile Garments**



RUTEX SLU introduces HYALUTEX, a project focused on innovative textiles infused with hyaluronic acid, designed to revolutionize skincare through everyday garments. This range includes pyjamas, leggings, and gloves, merging the benefits of continuous hydration and enhanced elasticity with leisure and sports wear.

By addressing the demand for sustainable, multifunctional products, HYALUTEX aligns with ecofriendly consumer trends, providing an alternative to traditional skincare. This initiative aims to elevate the quality of life for Australian consumers while driving innovation in the local textile and cosmetics industries.



3rd call Internationalisation Boost Grant in Australia

Beneficiaries presentation [5/5]



AUSALUART

International Expansion of CP Aluart's Advanced Textile Solutions to Australia



CP. ALUART S.L. specializes in advanced textile solutions designed to enhance safety in high-risk sectors such as military, defence, and security.

The AUSALUART project aims to expand internationally, targeting the growing demand for cut-resistant, anti-static, and flame retardant fabrics in Australia. With over 107,000 serious work-related injury claims reported in 2019-2020 by Safe Work Australia, the need for reliable protective textiles is critical.



TTLuxeWeave

Tailored service offering top-notch textiles for upscale apparel, transportation, personal protection and decoration textiles



Textile Tapias specializes in premium textiles for upscale apparel, transportation, personal protection, and home decoration. The TTLuxeWeave initiative aims to enter the Australian market, offering eco-friendly, high-quality European textiles to Australian customers.

By leveraging cutting-edge technology and deep market insights, Textile Tapias seeks to build strong partnerships with Australian manufacturers through market research, strategic alliances, and participation in international trade fairs. With a diverse portfolio of materials like cotton, lycra, tencel, linen, and wool, the company plans to provide tailored services, including mixed and subcontracted production, while promoting innovation and fostering sustainable growth.



MARINAUS

Go-to-Market Strategy for Flame-retardant PPE fabrics



Marina Textil specializes in flame-retardant PPE fabrics, and the MARINAUS initiative focuses on expanding into the Australian market. With workplace safety regulations on the rise, Australia presents a promising opportunity for growth.

Currently serving a few clients in the region, Marina Textil aims to strengthen its presence by expanding its customer base and fostering relationships with new clients and end users. The project includes developing a business plan, conducting B2B and B2C meetings, and setting the foundation for sustained growth in 2024 and beyond.



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MORE INFORMATION



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Co-Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Innovation Council and SMEs Executive Agency (EISMEA). Neither the European Union nor the granting authority can be held responsible for them.

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