



EU4Business

# STeP-IN

Sustainable Textile Cooperation for Innovation

## WEBINARS

29<sup>th</sup>-30<sup>th</sup> of November

1<sup>st</sup> of December



EUROCHAMBRES



UNIONCAMERE  
VENETO



eurosportello  
del veneto

con il supporto di

informest  
CONSULTING



INSTITUTE  
OF REGIONAL DEVELOPMENT



WEBINAR 1:  
**THE EXPORT MARKETING PLAN**

DATE:  
**29<sup>th</sup> November 2021**  
**11.00-12.30**



**MAIN TOPICS:**

- How to build an export marketing plan in the textile sector
- How to select the Countries and commercial channels
- The main marketplace platforms
- Digital tools to promote the SME on the international selected markets (Countries)
- How to find clients in Italy and EU
- Concrete examples of clients and platforms
- How to manage new contacts
- Best Practices

**SPEAKERS:**

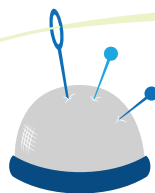
**Project Managers:**

Chiara Bianchini - *Unioncamere del Veneto*

Olena Bey - *Institute of Regional Development - Ukraine*

**Technical experts:**

Michele Feletig, Federica Vidoni - *Informest Consulting S.r.l.*



WEBINAR 2:  
**THE ROLE OF MARKETING AND CONDITIONS FOR THE SUCCESS  
OF THE SME ON THE NATIONAL AND INTERNATIONAL MARKET**

DATE:  
**30<sup>th</sup> November 2021**  
**11.00-12.30**



**MAIN TOPICS:**

- The role of marketing in the SME and the brand strategy
- Conditions for the success of a SME on the national and international market
- The habits and priorities of customers
- The strategic decisions of each SME on the journey to new markets
- Communication with customers
- The strategy of diversification and
- The identity and brand of the SME

**SPEAKERS:**

**Project Managers:**

Chiara Bianchini - *Unioncamere del Veneto*

Olena Bey - *Institute of Regional Development - Ukraine*

**Technical experts:**

Michele Feletig - *Informest Consulting S.r.l.*

Mateja Milost - *Fimago Doo - Senior Marketing Advisor for  
SMEs & Financial Insitution*



WEBINAR 3:  
**SUSTAINABILITY AND LABELLING AS COMPETITIVENESS  
ISSUE FOR THE TEXTILE SECTOR**

DATE:  
**1<sup>st</sup> December 2021**  
**11.00-12.30**

REGISTER

**MAIN TOPICS:**

- Sustainable Design, Business model, Fashion Industry: the Complex Challenges of Sustainability in the Fashion Sector
- Product Life Cycle Management (PLM) - From LCA to Cradle to Cradle Design
- The concept of Corporate Social Responsibility (CSR): a company an account of responsibility to its stakeholders
- Use of business model for sustainable fashion production - Fashion Design: biomimicry and cradle to cradle + Six forms of sustainable fashion.
- BEST PRACTICE: OVS one of the most relevant and innovative best Practices in the world in global fashion's "REPORT 2020 CIRCULAR FASHION SYSTEM COMMITMENT"

**SPEAKERS:**

**Project Managers:**

Chiara Bianchini - *Unioncamere del Veneto*

Olena Bey - *Institute of Regional Development - Ukraine*

**Technical experts:**

Leonardo Marotta - *Studio Associato Entropia, Atlantis srl, Simone Colombo OVS*