

## **WORKSHOP**

New digital business models for fashion and textile supply chains

## FEBRUARY 19th 2021

h.10 - 12 am ONLINE ON GoToWebinar

## TARGET AUDIENCE

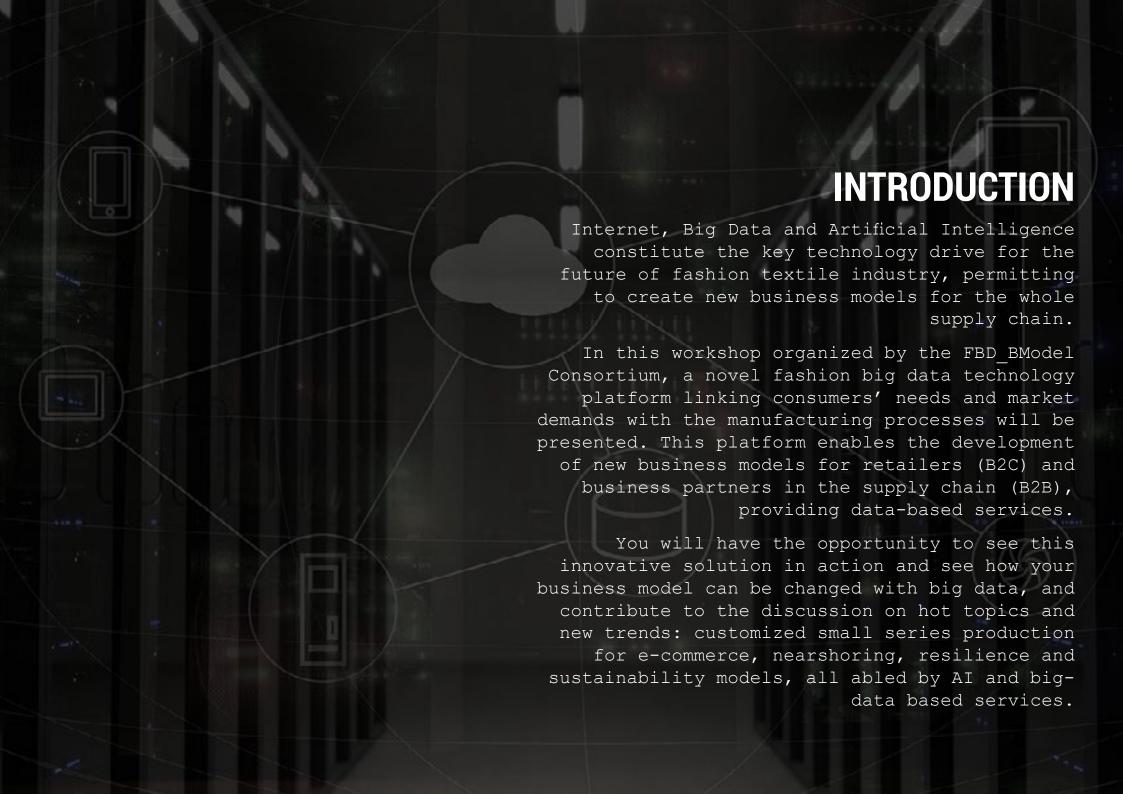
Fashion, textile and IT Professionals and (Senior) Researchers

**ORGANIZED BY:** 









## THE PROJECT

The textile and clothing industry still occupy a crucial position in the manufacturing sector in Europe. However, this industrial sector was challenged by a drastic reduction in Europe due to relocation to countries outside the EU with cheaper labour costs, leading to the reduction of manufacturing in Europe and leaving facilities as well as data and knowledge unexploited.

Supply chains in the EU are still too weak when facing international competition due to low levels of communication and cooperation between the concerned actors and lack of efficient tools for quick access to their target consumers. Existing digital platforms can only process relatively simple interactions, in which B2B (interactions of professionals) and B2C (shopping with consumers) models have not been systematically integrated.

The FBD\_BModel project, funded by the European Commission, created a digital technology platform for enabling small series innovative high value fashion and functional garments manufacturing and e-commerce, through a fully connected and data-driven local supply chain in the EU, to meet consumer's personalized needs in terms of fashion and functional performances.

Based on this platform, novel B2B2C business models can be built, supporting the creation of customized textile production in Europe, promoting material innovations of European SMEs with connected professional networks, and preserving and updating professional knowledge in Europe.



www.fbd-bmodel.eu







MORE INFO AND AGENDA:





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement N. 761122