



FASCINATE

Sustainable fashion alliance
for international markets



Co-funded
by the COSME programme
of the European Union

Workshop: Towards the FASCINATE Joint Internationalization Strategy



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to attend the workshop

8th October
2.30 p.m. - 5.30 p.m.
Modtissimo fair, Porto



Workshop: Towards the FASCINATE Joint Internationalization Strategy

14:30 – 14:40 *Introduction to FASCINATE project*

14:40 – 14:45 *What is a Joint Internationalization Strategy and why is it relevant to the fashion industry?*

14:45 – 15:15 *International Markets Trends to Canada, Japan and USA, regarding sustainable fashion.*

15:15 – 15:30 *Bio-break & Networking*

15:30 – 17:30 *Workshop: Building a Joint Internationalization Strategy for the fashion industry*

Main goals of the session

- Available tools to support the internationalization of SMEs
- Individual reflection: what type of support do you expect from the FASCINATE European Cluster to better face the challenge of internationalizing your company?
- Brief presentation of your individual conclusions
- Group discussion and main conclusions

