



Edito

Megatrends, sources of inspiration at the heart of your strategic thinking!

Megatrends, or global trends, are the **fundamental movements underlying consumer decisions**. These apply to a wide variety of fields, such as the economy, culture, politics, industry, etc.

Above all, looking at the megatrends should imply “viewing from another angle”! Leaving current files, emergencies and unforeseen events for a few minutes, to turn to potentials and anticipate what “*could be*”!

And what this “*could be*”: is **a consumer looking for something radically different**; or, on the contrary, the **comfort of already established codes**; or even a client **searching for strong and concrete commitments concerning certain topics** that are gradually becoming essential, and which should be **identified in order to respond favourably to them**.

An analysis of megatrends is a formidable kaleidoscope, the refraction of which illustrates **the great variety of consumer behaviour**. Each trend is a **reading key**, which can shed light, in a radically new way, on certain signals that may appear to us to be isolated and dispensable at first glance.

With all these analytical prisms, it becomes much easier to launch effective product development, by offering articles that meet clearly-anticipated future expectations.

Thus, these new insights into consumer behaviour make it possible **to develop a forward-looking vision** and, with an innovative and tranquil mind, create a strategy specific to all future developments, marketing opportunities, qualities and communication systems.

FOCUS

Project labelling by Techtera

Since January 2022, Techtera has granted its label to seventeen Research and Development or Industrial Development projects. The spread covers a large proportion of calls for projects. Holders of this label come from all parts of France.

The files submitted in 2022 represent more than **€20 million in aid requested**. Most files are under review. **Two have already been accepted.**

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OUR SERVICES

Security & Defence mission to Japan in March 2023

After a successful mission to the United States, Techtera, coordinator of the EU-Alliance project and at the origin of the signing of a Memorandum of Cooperation between the Japanese and French governments, **is organising a mission to Japan to help its members to develop this market.**

Following the example of the excellent relations between Techtera and its Japanese counterparts, the mission's programme, focused on the civil security and defence markets, will allow you to understand the issues involved and the structure of this market; as well as establishing key contacts – to start up or increase your presence in Japan.

The mission will take place from March 14 to 17 in Tokyo, on the sidelines of DSEI Japan, the main Japanese security and defence trade show.

A webinar to present the mission (*seminar conducted over the internet*), with a panel of experts, will take place on December 15.

Experts, in particular the Italian and French defence attachés based in Tokyo, will present the mission and their vision of the Japanese market.

Techtera, which built this programme, is keen to present this mission to you. **It will allow you to test the market and find new opportunities for developing your business at lower cost.**

EU-ALLIANCE is co-financed by the European Union's COSME programme.



Co-funded by the COSME programme
of the European Union

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They are new members



feat.coop

[feat.coop](https://shop.featcoop.fr) is a cooperative that fights against industrial waste by upgrading dormant textile stocks from manufacturers in the Auvergne-Rhône-Alpes Region.

No less than 370 textile references (representing 35,620 metres), 140 button references, and 90 ribbon references were collected from manufacturers in the region. These are now listed on their digital marketplace (shop.featcoop.fr), as well as in their showroom located in Lyon 9.

Some of these stocks can be bought by the metre, and some by the roll, depending on the quantity required. Quantities vary from 2 metres to 7,000 metres per reference.

Website: shop.featcoop.fr



SME - Soft Materials Engineering

Soft Materials Engineering is an **engineering and design office specialising in inflatable innovations and technical textiles**.

“SME” was created by Benjamin Degasne, a textile engineer with 15 years’ experience in technical textiles and inflatable technologies. By crossing all the existing technologies and

materials, **SME** finds creative solutions to complex problems.

This year, **SME** finalised the development of a children’s life jacket for the [Floatee](#) company. **SME** applied its skill and expertise to develop a “made-to-measure” float – starting from the first sketch up to the industrial prototype.

Website: <https://www.sme-be.com/>

Your appointments with the cluster

January 28- February 2, 2023: Security and Defence trade mission in Indonésia - EU-ALLIANCE - JARKARTA - INDONESIA

As part of the [EU-ALLIANCE](#) European project, Techtera supports its members in a **Defence and Security mission to Indonesia**.

On the mission’s programme:

- Official reception
- Meeting with market experts
- Matchmaking events, B2B meetings
- Pitch in front of contractors

The aim of this **European mission** is to open as many doors as possible with institutions, contractors and manufacturers, in order to make relevant contacts and understand the organisation of the Indonesian security and defence market.

The objective of the [EU-ALLIANCE](#) project is to support the internationalisation of European SMEs in technical textiles, connectivity, advanced technologies and advanced materials. The project targets in particular the dual-use (civil and military) security and defence markets in four countries: the United States, Canada, Japan and Indonesia.

Programme co-financed by the European Union’s COSME programme.

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March 14 -17, 2023: Security and Defence trade mission in JAPAN – EU-ALLIANCE - TOKYO - JAPAN

As part of the [EU-ALLIANCE](#) European project, Techtera supports its members during a **Defence and Security mission to Japan during the DSEI JAPAN exhibition. It is the only fully-integrated defence event taking place in Japan; offering market access opportunities into Japan and Asia-Pacific.**

This exploratory mission will also be an opportunity to meet many groups, including institutions such as [METI](#) (Ministry of Economy, Trade and Industry) as well as [JCFA](#) (Japan Chemical Fiber Association) and their networks of partners and companies; during **B2B meetings, time dedicated to networking, and site visits.**

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March 15-16, 2023: PERFORMANCE DAYS exhibition (Textile for sport) - MUNICH – GERMANY

Performance Days is the trade fair dedicated to textiles for applications in the sports sector. With its particular focus on sustainability, it has established itself as the major event in the sector.

Present alongside six French companies in November, Techtera is once again supporting its members during the spring edition.

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April 25-27, 2023: JEC WORD exhibition (Composites) - Parc des expositions PARIS NORD VILLEPINTE -FRANCE

JEC WORLD is the international exhibition that brings together the **worldwide composites industry, offering users a complete overview of processes, new materials and dedicated systems.**

In 2019, this unique event drew more than 1,300 exhibitors and 43,500 visitors over the three days of the show; thus, giving exhibitors the opportunity to develop their network by showcasing their know-how to clients. Despite the pandemic, the event was able to be held in a hybrid format in 2022, and drew 32,000 visitors from 115 countries and 1,200 exhibitors including 26 international pavilions.

As part of the 2023 edition, the [Techtera](#), [Axelera](#), [Polyméris](#) and [CIMES](#) innovation clusters will support French companies **on a joint regional stand, under the “Auvergne-Rhône-Alpes Composites” banner.**

This action benefits from the help of Rhône-Alpes Region.

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June 8-14, 2023: ITMA 2023 - Textile Technology Event - MILAN - ITALY

For the second time, Techtera will be a partner of ITMA, an event held every four years, dedicated to **machines and technologies for textiles and clothing.**

With a global audience welcoming key decision makers from the **world's largest textile and clothing producers and owners of major brands**, ITMA is the place to meet suppliers of textile technology systems and equipment. It is also the place to gather market intelligence and forge partnerships.

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Life of the members



Julien Faure invested one million euros in 2022

Specialising in ribbons for high-fashion dressmaking, this small/medium firm, with 45 employees and a forecast €6 million in turnover for 2022, has been awarded the “Living Heritage Enterprise” label.

In 2022, Julien Faure launched **its biggest investment in 20 years**, spending around **€1 million** on new production tools. These new looms are needed to meet **the increase in orders**.

Website: <https://www.julien-faure.fr/>



Serge Ferrari, finalist in the Big Company Category of the 2022 “Bref Eco Trophies for Innovation”

Serge Ferrari is taking part in the Big Company Category of the “Bref Innovation Trophies”; with a new range of fabrics designed from totally recycled materials.

“Soltis Loop Sunmate” is an interior protection fabric, made of polyester yarn derived from plastic bottles and other recycled waste polymers. The Serge Ferrari Group innovation lies in the combination of these materials. The Group considers this innovation as *“without equivalent in the solar protection market”*.

PVC and phthalate free, this new fabric has a much smaller environmental footprint. Commercially, the target market is international and, in particular, concerns the energy performance of buildings.

Website: <https://www.sergeferrari.com>



A new website for CETI

CETI Transformative Textiles is a private center for applied research and innovation, for a sustainable textile industry.

The CETI innovates in modeling, experimentation and industrialization of the textile materials of the future.

The CETI's commitment to the necessary and inevitable mutation of the textile industry, which has been in place for more than 10 years, has become a unique and transferable dynamic.

Website: <https://www.ceti.com/>

Calls for projects

EUROPEAN AND INTERNATIONAL CALLS FOR PROJECTS

LIFE Programm:

- Transition to clean energy. (Clôture : 16/11/2022)

More informations: [here](#)

Fonds européen de défense – Call PME (Dépôt du projet : 12/2022)

More informations: [here](#)

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CART'TEX

Call for applications for the CART'TEX chart (reserved for TECHTERA members)

Textile companies wishing to join "CART'TEX", the chart of textile skills created by TECHTERA, can make themselves known to Bruno MOUGIN.

The CART'TEX database is the daily tool of the cluster for managing the search for partners for all projects, and for the response to business opportunities.

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