



Espace
textile
French Creative Industries

Press Kit

Textile Days – Shanghai 2010

Rhônealpin Excellence Honours Shanghai

Shanghai 2010
Région Rhône-Alpes
Intervenant - Expert



RhôneAlpes ^{Région}



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I/ Rhônealpine Excellence Honours Shanghai

With over 50 participating companies from the Rhone-Alpes Region, the conclusion of « Textile Days Shanghai 2010 » held in the Rhône-Alpes Pavilion will leave a lasting impression at the Shanghai 2010 Universal Exposition.

« Textile Days Shanghai 2010 » will be held October 23 and 24 and was organized by Espace Textile to conclude the last "Thematic Week" held within the Rhône-Alpes Pavilion at the Shanghai 2010 Universal Exposition. Proof of the Region's expertise, the "Textile" theme is the substance present in many industries, and is the thread that links all the different thematic weeks held at the Pavilion from May to October. Espace Textile is a recognized expert in the organization of international events. During the last 10 years, it has also developed a special knowledge of the China market and was selected by the Rhône-Alpes Region, in cooperation with ERAI to organize and achieve this event.

« Textile Days Shanghai 2010 » portrays a showcase of excellence for a major regional sector and presents the richness, diversity, and know-how of the region, achieved by combining up-to-date innovation and creativity: a wonderful journey through a variety of textile products representative of the industry – from wedding and evening dresses, to F1 performance fabrics and fire-fighting heat-resistant fabrics, to jacquard seat cushions and silk-velvet drapes.

58 Rhônealpines companies are represented. Covering the entire scope of the textile sector, from threads to fabrics to high-fashion apparel designs and using the most innovative cutting-edge techniques, they emphasise the dynamism found within this regional textile sector. The organisation of *Textile Days Shanghai 2010* is the result of on-going networking between the various organisations within the sector and is supported both by the **Région Rhône-Alpes** and the trade via **Espace Textile**⁽¹⁾ et **Unitex**⁽²⁾.

About Espace Textile

ESPACE TEXTILE was founded to serve companies within the textile industry. It brings together a team of specialists and offers services aimed at supporting manufacturers in terms of strategic management, from creation and innovation to commercial motivation in both national and international markets. Its aim is to promote French quality and innovation across 3 industries, namely interior design, fashion and technical textiles.

www.espacetextile.com

II/ Rhône-Alpes Region – Foremost Textile Region of France

With a centuries-old tradition of textile production, Rhône-Alpes is still today the number one area in France for textiles. Since the 16th Century, the region has maintained affirmed its preeminence as the “Silk Capital” of France, and preserved this reputation and continued to assert this dominance by developing the best textile mills in the area producing a host of wonderful fabrics such as voiles, legendary jacquards, “Vichy” checkered wovens and other imaginative fabrics, including today’s highly engineered and impressive technical textiles.

Rhône-Alpes Region: a centuries-old tradition mixed with creative “savoir-faire”, and coupled with today’s high-tech innovation.

Rhône-Alpes, #1 French Textile Region

- 40,000 workers
- 1100 companies
- 4,5 billion Euros
- Represents 30% of total textile sales
- Leader in technical and performance textiles (65% of all French production)

Rhône-Alpes - Diverse Textile manufacturing

52% dedicated to weaving of which:

- 44% for apparel
- 31% for technical applications
- 25% for interior design/home furnishings

III/ Sequence of Events – Textile Days Shanghai 2010

“Textile Days” will take place within the Rhône-Alpes Pavilion over 2 days, the October 23 and 24, 2010. The first day (October 23rd) will be dedicated to an event for a few handpicked VIP’s (Chinese and French political and professional dignitaries from the textile sector; Chinese and French journalists) who will direct an activity that is interactive, participatory and spectacular.

On the second day, the general public and visitors to the Rhône-Alpes Pavilion will be able to visit the Showcase « Voyage to the Heart of the Rhône-Alpes Textile Region » where they can explore the many diverse textile products representative of this area.

Program Details

October 23, 2010 (Special VIP Day)

2 :30pm	Welcome	<i>Rose garden</i>
3 :00pm	Exclusive creation of an original garment Staged activity on the theme of textile design « Journey to the Heart of the Rhône-Alpes Textile Region » Visit the showcase and meet with regional Textile Mills.	<i>Business Center Level 2</i> <i>Conference Room Level 2B</i>
5 :00pm	“A toast to friendship” Closing speech and press conference, followed by cocktails	<i>Open Space Level 3</i>

October 24, 2010 (Open to Public)

9 :00am	Showcase Opening « Journey to the Heart of the Rhône-Alpes Textile Region. » Visit the showcase and meet with regional textile mills – held every 30 minutes.	<i>Conference Room Level 2B</i>
6 :00pm	Closing	

IV/ Espace Textile: A company dedicated to textile manufacturers, a unique and original approach in France

Experience and Know-how at the service of the Companies: working closely with national and international markets

300 national companies regularly call upon the services of **Espace Textile**, developed on the three main Markets of the textile sector:

- Technical and Functional textiles
- Fashion / Clothing
- Household

Manufacturers from the sector have chosen to equip themselves with an effective and high-performance tool, **Espace Textile**, in order to position themselves as closely as possible to the companies.

In order to respond effectively to their needs, Espace Textile includes a **group of experts** specialised in the field and offers to accompany manufacturers in their development in terms of innovation, international trade and strategic management.

1. Working closely with companies

The services offered by Espace Textile are the concrete result of effective collaboration between manufacturers and the experts at Espace Textile. It ensures that companies receive the services they really need. For each of its programmes, Espace Textile signs a contract of success with its clients.

2. At the epicentre of numerous networks

Espace Textile strives to effectively link companies within the sector, acting as a genuine network integration catalyst. Composed of over forty regional, national and international partners, both professional and institutional, schools, research centres and laboratories, the Espace Textile network evolves with the prospective needs of the sector.

The 3 challenges facing Espace Textile in close collaboration with the companies

1 / Creativity:

Companies affirm and develop their creativity: In order to anticipate market developments, find new sources of inspiration and make the right creative choices, Espace Textile organises meetings to discuss the latest trends with the top specialists: Environnement-Maison for decoration and Stratégie Mode for fashion.

2 / Differentiation and Innovation

Companies differentiate themselves thanks to 8 programmes of accompaniment and tailored advice developed to maximise competitiveness and develop their performances and their management, marketing, commercial and organization strategies.

3 / Export:

Companies export and develop through participation in more than 14 collective operations per year thanks to over 10 years of experience in Europe, Russia, China and the USA, supported by exclusive promotional and communications activities.

In conclusion, manufacturers expect Espace Textile to provide project management and support, but also to act as a scout, network leader and catalyst for ideas: promoting ever-increasing performance.

V/ Our Partners – Textile Days Shanghai 2010

Event organized by [ESPACE TEXTILE](#) in association with “[RÉGION RHÔNE-ALPES](#) and [UNITEX](#)”, the Clubtex-Lyon competition, [TECHTERA](#) and the [VILLAGE DES CRÉATEURS](#).

5.1 Rhône-Alpes Region

The Rhône-Alpes Regional Council has opted for an international outlook. Its traditional open-mindedness and economic and cultural drive, fostered by its geographical situation, have enabled it to develop cooperative ties with numerous Regions across the world. Through its ambitious international policy, the Regional Council is pursuing three complementary objectives:

- encourage the citizens of the Rhône-Alpes region (students, business leaders, researchers, etc.) to adopt a more international approach and outlook
- increase the region’s appeal and help it become a driving force within the European Union
- help to reduce the global economic divide, by assisting less well-off Regions in their development projects.

5.2 Unitex

UNITEX, Union of Textile companies of Lyon and surrounding Regions, is a professional association representing the whole of the textile sector bringing together more than 150 companies covering all markets: apparel, interior design/home furnishings, technical textiles..... The Unitex mandate looks after the rights and the promotion of its members and is positioned as the recognized spokesperson for its partners both public (regional, national and European) and social. A team of experts at Unitex provides its members with a whole range of products and services including workplace mediation, training, information on business and Europe; job postings; intellectual property.....

With the support of its member companies, Unitex organizes collective actions based on four broad strategies:

- Support networking throughout the organization by means of Promotion, Development, Lobbying or Media, such as with the Silk Market.
- Understanding the marketplace and its clients.
- Encourage cooperative designing and sub-contracting.
- Increase the “value-added” of the creative product by promoting its distinctive qualities.

5.3 Techtera

Created in 2005 to unite and revitalise innovation in the technical and functional textiles sector, the Techtera competitive cluster (Rhône-Alpes Technical Textiles) currently has 95 members (including 72 manufacturers, 15 research establishments, and 4 training centres) who jointly benefit from a service dedicated to collaborative innovation. The R&D projects monitored and approved by Techtera involve an average of 6 partners. Techtera benefits from ISO 9001 certification, and according to a 2008 study of the 71 French competitive clusters conducted by the French Ministry of Industry Techtera is classed among the 39 centres that have achieved their objectives. Techtera is the only French textile group in this category.

The services offered by Techtera to its members and to the actors in the sector include innovation Workshops, phase by phase monitoring of the R&D projects, project validation, managerial Workshops dedicated to the management of the innovation, innovation study trips, pre-diagnostics of industrial property and business opportunities.

Over 50% of projects validated by Techtera obtain financial assistance. A powerful indicator of innovation: 61% of projects presented by Techtera are financed by the OSEO, which classes Techtera in 2nd place amongst Rhône-Alpes competitive clusters in terms of numbers of projects and quantity of financial assistance obtained.

5.4 Village des Créateurs

Le Village des Créateurs, created in 2001, is the reference structure which aims to federate, support and extend brands in fashion and interior design in the Rhône-Alpes Region. Its role is to create a privileged link between professionals of the textile and clothing industry and to facilitate the economic development of young companies in fashion and interior design.

Companies in the Village des Créateurs are specialized in the fashion field: clothing, creating and printing textiles, leather goods, fashion accessories, jewelry, trend and design agency, interior design. They benefit from advice, expertise and tailored services such as economical coaching and fashion, training, management, merchandising and communication, professional networking and press relations, marketing campaigns in partnership with department stores (Galeries Lafayette...), group sales ...

A real springboard for the young fashion designers' network, le Village des Créateurs offers a unique concept by hosting a dozen of workshops in residence for 23 months and 46 companies from the Rhône-Alpes are also supported "outside the walls".

5.5 List of the companies:

- Fashion :

[AB CREATIONS](http://www.ab-creations.fr)

[HTTP://WWW.AB-CREATIONS.FR](http://www.ab-creations.fr)

[BEL MAILLE](http://www.belmaille.fr)

[HTTP://WWW.BELMAILLE.FR](http://www.belmaille.fr)

[BELINAC](http://www.belinac.com)

[HTTP://WWW.BELINAC.COM](http://www.belinac.com)

[BOUTON RENAUD](http://www.boutonrenaud.fr)

[HTTP://WWW.BOUTONRENAUD.FR](http://www.boutonrenaud.fr)

[BUCOL HTH](http://www.shanghai2010.rhonealpes.fr/-BUCOL-.html)

[HTTP://WWW.SHANGHAI2010.RHONEALPES.FR/-BUCOL-.HTML](http://www.shanghai2010.rhonealpes.fr/-BUCOL-.html)

[DENIS & FILS](http://www.denisfils.fr)

[HTTP://WWW.DENISFILS.FR](http://www.denisfils.fr)

[DEVEAUX](http://www.france-tissu-maille.com/fr/deveaux-maille.html)

[HTTP://WWW.FRANCE-TISSU-MAILLE.COM/FR/DEVEAUX-MAILLE.HTML](http://www.france-tissu-maille.com/fr/deveaux-maille.html)

[DUTEL CREATION](http://www.dutelsa.com)

[HTTP://WWW.DUTELSA.COM](http://www.dutelsa.com)

[ERCEA INTERNATIONAL](http://www.ercea.com)

[HTTP://WWW.ERCEA.COM](http://www.ercea.com)

[FRANTISSOR CREATIONS](http://www.frantissor.com)

[HTTP://WWW.FRANTISSOR.COM](http://www.frantissor.com)

[GOUTAREL](http://www.europages.fr/ets-a-goutarel-sa)

[HTTP://WWW.EUROPAGES.FR/ETS-A-GOUTAREL-SA](http://www.europages.fr/ets-a-goutarel-sa)

[MALFROY MILLION](http://www.malfroy-million.com)

[HTTP://WWW.MALFROY-MILLION.COM](http://www.malfroy-million.com)

[PASTELS](http://www.pastels.fr)

[HTTP://WWW.PASTELS.FR](http://www.pastels.fr)

[PICHAT CHALEARD](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[HTTP://WWW.SOCIETE.COM/SOCIETE/REYNAUD-REXO-330328246.HTML](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[SFATE & COMBIER](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[SOIERIES CHAMBUTAIRE](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[SOIES DE FRANCE,](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[SPRINTEX](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[ULYSSE PILA](http://www.societe.com/societe/reynaud-rexo-330328246.html)

[VERNE ET CLET](http://www.societe.com/societe/reynaud-rexo-330328246.html)

- Home decoration :

[ALTERTEX](http://www.belinac.com)

[HTTP://WWW.BELINAC.COM](http://www.belinac.com)

[BELINAC](http://www.shanghai2010.rhonealpes.fr/-BUCOL-.html)

[HTTP://WWW.SHANGHAI2010.RHONEALPES.FR/-BUCOL-.HTML](http://www.shanghai2010.rhonealpes.fr/-BUCOL-.html)

[BUCOL HTH](http://www.dechelette-malleval.com)

[HTTP://WWW.DECHELETTE-MALLEVAL.COM](http://www.dechelette-malleval.com)

[DECHELETTE MALLEVAL](http://www.linder.fr)

[HTTP://WWW.LINDER.FR](http://www.linder.fr)

[LINDER](http://www.reymondon-passementerie.com)

[HTTP://WWW.REYMONDON-PASSEMENTERIE.COM](http://www.reymondon-passementerie.com)

[LMP](http://www.matisse.fr)

[HTTP://WWW.MATISSE.FR](http://www.matisse.fr)

[MATISSE](http://www.muguet.fr)

[HTTP://WWW.MUGUET.FR](http://www.muguet.fr)

[MUGUET](http://www.piolatrotary.fr/impression.php)

[HTTP://WWW.PIOLATROTARY.FR/IMPRESSION.PHP](http://www.piolatrotary.fr/impression.php)

[PIOLAT](http://www.sotexpro.fr)

[HTTP://WWW.SOTEXPRO.FR](http://www.sotexpro.fr)

[SOTEXPRO](http://www.tal.fr)

[HTTP://WWW.TAL.FR](http://www.tal.fr)

[TADL](http://www.shanghai2010.rhonealpes.fr/tassinari-et-chatel.html)

[HTTP://WWW.SHANGHAI2010.RHONEALPES.FR/TASSINARI-ET-CHATEL.HTML](http://www.shanghai2010.rhonealpes.fr/tassinari-et-chatel.html)

[TASSINARI & CHATEL](http://www.velours-blafo.com)

[HTTP://WWW.VELOURS-BLAFO.COM](http://www.velours-blafo.com)

[VELOURS BLAFO](http://www.velours-blafo.com)

- Technical textiles :

<u>ABISS</u>	HTTP://WWW.ABISS.FR
<u>BROCHIER TECHNOLOGIES</u>	HTTP://WWW.BROCHIERTECHNOLOGIES.COM
<u>CHAMATEX</u>	HTTP://WWW.CHAMATEX.FR
<u>DIATEX</u>	HTTP://WWW.DIATEX.COM
<u>FERRARI</u>	HTTP://WWW.FERRARI-TEXTILES.COM
<u>GANZONI</u>	HTTP://WWW.SIGVARIS.FR
<u>MASSEBEUF</u>	
<u>MDB TEXINOV</u>	HTTP://WWW.TEXINOV.FR
<u>GROUPE PAYEN</u>	HTTP://WWW.GROUPEPAYEN.COM
<u>PORCHER INDUSTRIES</u>	HTTP://WWW.PORCHER-IND.COM
<u>SCHAPPE TECHNIQUES</u>	HTTP://WWW.SCHAPPE.COM
<u>SOFILA</u>	HTTP://WWW.SOFILA.EU/FR/INDEX.PHP
<u>SOFILETA</u>	HTTP://WWW.SOFILETA.COM
<u>SOIERIES CHAMBUTAIRE</u>	
<u>THUASNE</u>	HTTP://WWW.THUASNE.FR
<u>TISSAGES DE CHARLIEU</u>	HTTP://WWW.LTC-JACQUARD.COM

- Designers:

<u>FRÉDÉRIC ALZRA</u>	HTTP://WWW.FREDERIC-ALZRA.COM
<u>MAX CHAOUL</u>	HTTP://WWW.MAXCHAOULCOUTURE.COM
<u>NICOLAS FAFIOTTE</u>	HTTP://WWW.NICOLASFAFIOTTE.COM
<u>ADRIANA GRANADOS</u>	HTTP://WWW.ADRIANAGRANADOS.COM
<u>SOPHIE GUYOT</u>	HTTP://WWW.SOPHIEGUYOT.COM
<u>FRANÇOISE HOFFMANN</u>	HTTP://WWW.FRANCOISEHOFFMANN.COM
<u>LAURENCE OPPERMANN</u>	HTTP://WWW.LAURENCE-OPPERMANN.COM
<u>ANNE-MARIE PICARD</u>	
<u>SYBILLINE-CREATION</u>	HTTP://WWW.SIBYLLINE-CREATION.BOOK.FR
<u>LAURE VIAL LENFANT</u>	HTTP://LAUREVIALLENFANT.BLOGSPOT.COM
<u>REVERSIBLE</u>	HTTP://WWW.REVERSIBLE.FR
<u>ELSA SOMANO</u>	HTTP://WWW.ELSA-SOMANO.BLOGSPOT.COM
<u>USIN-E</u>	HTTP://WWW.USIN-E.FR

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