Watify Matchmaking Event on Digitisation in Fashion

Bologna, 09 June 2017

Summary Event Description

Watify organised a matchmaking event on **Digitisation in Fashion**, in the context of R2B - Research to Business 2017 and its Innovation&Match brokerage event.

The event was co-organised in collaboration with Regiotex (support to the Thematic Partnership on Textile Innovation part of the EU S3Platform), ASTER (Emilia-Romagna Innovation Agency), and the Emilia-Romagna Region.

The event took place on Friday 09 June 2017 in Bologna (Italy).

The three main sessions were the following:

- *A plenary morning session, split in two parts:*

  Institutional speeches:
  ➢ Welcome, Palma Costi, Regional Minister of Industry, Emilia-Romagna
    Introduction, Barbara Busi, ASTER
  ➢ ReConfirm support to innovative textile partnerships, Andreas Pauer, ReConfirm
    Textile ETP & RegioTex Partnership, Lutz Walter, RegioTex and ETP

  Showcase of projects results:
  ➢ Digitisation of the fashion supply chain, eBIZ4.0, Piero de Sabbata, ENEA
  ➢ Virtual textile and fashion design, VISAGE, Silvia Salvetti, DOMINA
    Personalised fashion e-commerce, MyShopNet, Rafael H. Stark, Alugroup

- *A bilateral meetings session (matchmaking activity):*

  Pre-scheduled bilateral meetings between participants were carried out. The session lasted two hours, and took place after lunch.

- *Multilateral meetings (working groups by topic):*

  The following three topics were selected and discussed: i) Digitisation in the fashion supply chains, ii) Virtual textile and fashion design, and iii) Personalised fashion and e-commerce.

Watify feedback on the event

The overall feedback on this event is highly positive, as proven by the high number of participants, their motivation, and the requests and questions that reached out to the Watify Team during, and after the event.

A more detailed feedback follows. The insights coming from the participants' are highlighted in red:

➢ **Participation:**

  During the plenary session, approximately 100 participants were counted. A group of at least 30-40 participants followed the event until the last session (taking place on a Friday afternoon).

➢ **Co-Organisers**

The co-organisers' support was highly satisfactory. Lutz Walter from RegioTex, with a comprehensive knowledge of the subject at international level, provided important insights and guidance to the participant during the whole day.

➢ **Showcasing of projects**

The interventions carried out by the representatives of ongoing projects were appreciated by other participants. These representatives also co-chaired the working groups discussion, answering to both practical (e.g. advices to businesses and start-uppers), and institutional questions (e.g. on network governance, for example).

➢ **Bilateral meetings**

At least 40 bilateral meetings took place during the matchmaking session. A number of participants reported that bilateral meetings were very useful, and that there is need for this type of activity.

➢ **Event added value**

The mix of local and international knowledge and expertise was a positive aspect of this event; some participants, especially technology developers for the fashion industry, addressed Watify asking to know more about other EU partnerships and industrial clusters, with whom to collaborate. A personalised follow-up has been done with them already.

➢ **Repository-platform needs**

The need for a user-friendly repository of contacts (ranging from clusters, technology centres, and companies), and for a contact point to share this information, was suggested by some of the participants[1].

➢ **Note of event logistics**

The event was hosted at the SMAU Fair, thus, some additional **logistic complications** had to be considered. These complications could be settled thanks to the continuous support of ASTER and the involvement of enough Team members to guide participants from one session to the other.

➢ **Follow-up on social media**

The Watify Team has re-addressed the participants to Watify's social media, to monitor activities and upcoming events relevant to the industries involved in "Digitisation in Fashion.

In the news: active promotion of this event has been done at local level, also translated in English. Please visit the links below:

http://www.moda-ml.org/moda-ml/imple/pgcl.asp?p=690&lingua=en

http://www.cross-tec.enea.it/tecnopolo/imple/pgcl.asp?p=690&lingua=en

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[1] The following industries were represented in Bologna: advanced manufacturing, augmented and virtual reality, software development and digital solutions, fashion products manufacturing.