

# DIH ECOSYSTEM BUILDING EVENT

Au cœur de la transformation textile



LES PÔLES DE  **COMPÉTITIVITÉ**  
MOTEURS DE CROISSANCE ET D'EMPLOI



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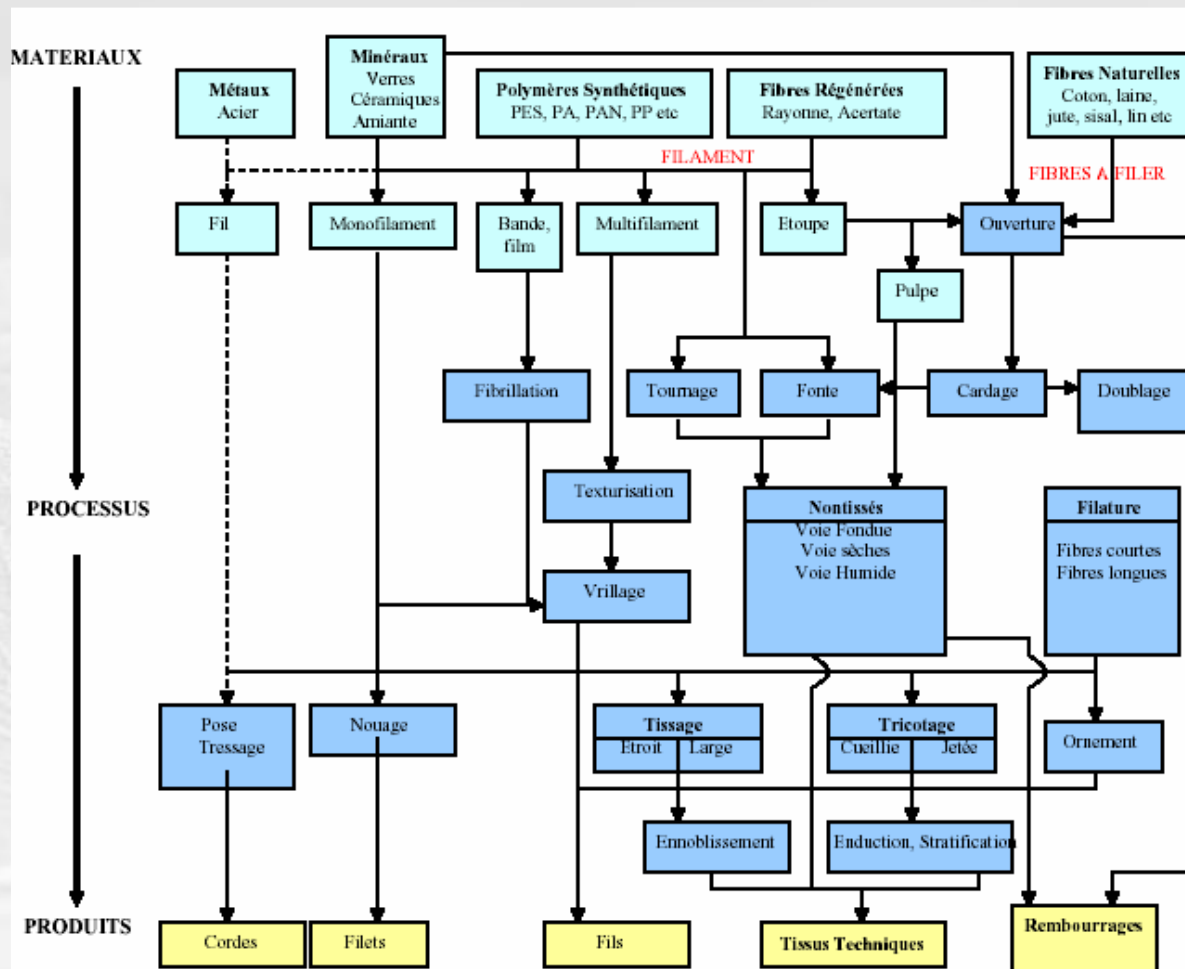
## TECHTERA SHORTLY

- Competitiveness cluster dedicated to the French textile industry
- Ambition: to stimulate competitiveness through innovation + dissemination
- 250 members (2021 figures)
- 580 million euros invested in 227 projects
- + 130 companies supported at trade fairs and missions in 2019



# TEXTILE CONTEXT

Representation of the textile industry



Sources : David Rigby Associates



# TEXTILE CONTEXT

- Specific skills no longer taught at school
- High average age
- Not familiar with new technologies
- Wide range of economic models



# EXAMPLES OF DIGITALISATION

- Conception : 3D, avatar
- Production : shoes made in France -> digital twin and robots
- Customer experience : to show with the most real effect the products (aspect, fallen, etc...)
- AI : price prediction, trend detections





# TECHTERA EXPECTATIONS

- Raise awareness
- Support
- Train
- Test
- Disseminate

**TECHTERA is not a pure player**



# NEXT BIG CHALLENGE FOR THE DIGITALISATION

- Re-industrializing and relocating textile activities in France
- To be more competitive
- To keep and transmute our skills and knowledges





# Thanks for your attention

Techtera thanks all its members, partners and funders.

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