



Admantex 2i

Country Mission
Montreal Canada

November 06 – 10, 2023



**CALL FOR EXPRESSIONS OF INTEREST FOR SME
PARTICIPATION TO THE INTERNATIONALISATION MISSION
TO MONTREAL**

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1. ABOUT ADMANTEX2i

Industrial digitalization and the green transition are the two pillars of the European Commission for building resilience, as highlighted during the Cluster conference 2020 that builds on top of the new industrial strategy of the European Commission and the EU Green Deal as significant pillars. Furthermore, strengthening digital and green-based SMEs' competitiveness is also a core pillar from the Next Generation EU initiative for recovery.

The primary strategy for this project is bridging the gap between technology producers and users to boost innovation and industrial modernization to catalyze sustainability and circular economy in the textile manufacturing industry.

It will enable the alignment of each cluster strategy with the RIS3 priorities of each region and the uptake of digitalization and advanced production systems as a standard driver for growth via internationalization by exploiting innovation towards sustainability and circular economy. In addition, ADMANTEX2i will provide tools and support to partner's members to be globally competitive for going international.

ADMANTEX2i will also favor the cross-regional value chains involved and foster cross-regional cooperation with specialized eco-systems across Europe, focusing on the industrial smart specialization priorities where all partners are already active. For example, AEI TÈXTILS, CITEVE, and ATEVAL are part of the REGIOTEX platform for textile innovation. In contrast, PRODUTECH, EMC2, and AFIL are members of the S3P-Industry platform within the areas of 3DP and ESM and the participation in the pilot actions under the Vanguard Initiative umbrella.

ADMANTEX2i will continue driving the long-term cooperation strategy among the partners already seeded in CLAMTEX (ESCP4x) and GALACTICA (Innosup-01). The continued fostering of cross-regional and cross-sectoral cooperation among all clusters will provide their members the leverage needed to become globally competitive with digitalization uptake.

1.1 ADMANTEX2i PARTNERS

The ADMANTEX2i partnership is composed by six European clusters: three advanced textile materials clusters (AEI Tèxtils in Catalonia as project coordinator, ATEVAL in Valencia and CITEVE in Portugal) and three advanced manufacturing clusters (PRODUTECH in Portugal, EMC2 in France and AFIL in Italy).

1.2 ADMANTEX2i CONTACT POINTS

Partner	Contact	Email
AEI TÈXTILS	Ariadna DETRELL	aeitextils@admantex2i.eu
ATEVAL	Julia VERCHER	ateval@admantex2i.eu
CITEVE	Maria José CARVALHO	citeve@admantex2i.eu
PRODUTECH	Carla VAGOS	produtech@admantex2i.eu
EMC2	Fearghus ROCHE	emc2@admantex2i.eu
AFIL	Samuel Nazzareno MONACO	afil@admantex2i.eu

1.3 ADMANTEX2i SUPPORT MECHANISMS

ADMANTEX2i has established a comprehensive approach to facilitate SME participation in the missions organized by the consortium during the implementation phase. Support will consist of 4 major pillars:

- **Pre-mission coaching:** in order to ensure SMEs and participants are fully aligned with the mission, to gather feedback in order to better prepare the mission to participant needs and to facilitate skills and mindset for growth via internationalization. This action will also include the support in drafting model business agreements, providing templates to participating SMEs.
- **Financial support to third parties** : *the object of the present document.*
- **Mission implementation:** SMEs selected and supported will participate in the joint activities of the mission (i.e., welcome, briefing, joint visits, joint networking sessions, debriefing, etc.) in addition to their pre-scheduled individual agendas.

The goal of this support to SMEs is to establish the first contact and start the signature of business agreements.

- **Post mission follow-up and technical assistance:** After the missions, ADMANTEX2i partnership will seek technical feasibility support schemes such as SME Go International, Low Carbon Business Action in the Americas, EREK, IPR helpdesk among others to facilitate the follow up of the meetings held by SMEs and to turn them into viable business agreements and cooperation projects.

2. CANADA COUNTRY MISSION

2.1. CANADA MARKET OVERVIEW

2.1.1. GENERAL INFORMATION

Canada is a North American parliamentary democracy and constitutional monarchy with a population of 38 million inhabitants. The country's official languages are English and French. Canada is the largest country after Russia. The federal country account 10 provinces and 3 territories (British Columbia, Quebec, Alberta, Ontario). 98% of companies are SMEs. Canada is one country with multiple markets and has a leadership in High Tech sectors. Quebec is Canada's leader in AI, life sciences, transportation, aerospace, green tech and circular economy, smart mobility. Ontario is leader in financial services and automotive. Alberta is Canada's energy province (natural gas, conventional oil, minerals, and oil sands). British Columbia accounts the largest investors in green energy and green tech.



Provinces and territories in Canada

Canada is among the nations with the highest and steadiest economic growth indices. Its strong, stable, and dynamic economy is characterized by high household spending. The country's steady economic growth is supported by an outstanding demographic expansion, which also drives down the country's average age (Millennials now constitute

the largest generation of Canadians, representing 27% of the total population). As a matter of fact, thanks to its economic and immigration policies, Canada has one of the highest per capita immigration rates in the world. Its migration rate is 6.375 per 1000 inhabitants and represents the eight largest worldwide.

Canada has preferential access to the European Union market through the Canada-EU Comprehensive Economic and Trade Agreement (CETA), a bilateral progressive trade agreement whose negotiations began in 2009 and which came provisionally into force on September 21, 2017. CETA represents the best in international trade agreements and sets new standards for trade in goods and services, non-tariff barriers, investment, government procurement, and other areas like labour and the environment. It covers virtually all sectors and aspects of the Canada-EU trade to drastically reduce tariff and non-tariff barriers to international trade, let Canadian and European enterprises participate to the public service and investment markets of the other partner, as well as to strengthen the cooperation between the two in terms of norms and regulatory standards.

2.1.2. MARKET OUTLOOK

The automotive sector is concentrated in Ontario. As the Canadian dollar appreciates, production exports from Canada will be less desirable and profitable, hence the reason for automotive offshore manufacturing. The world price of steel and crude oil, and per capita disposable income are also major drivers to consumer demand and industry revenue. Canada has committed to complete net-zero production by 2050. Currently, Canada is in the sixth rank globally in terms of heavy-duty electric vehicle production. Additionally, Canada is number one globally for the most affordable and sustainable hydrogen production. Overall, the Canadian car & automobile manufacturing industry account about \$10.7 billion of revenue. SUV & Light Truck manufacturing \$36.9 billion (forecasted annual growth to 2026: + 3.7%) and Truck a& Bus manufacturing \$3 billion (forecasted annual growth to 2026: +2.6%).

The Canadian aerospace industry is one of the world's top aerospace markets. Canada is the only country that ranks in the top 5 across civil flight simulators, engines, and aircraft subsegments. Montreal is the world's third-largest aerospace hub. Industry revenue is \$15.6 billion and the forecasted annual growth to 2026 is 9.7%.

Regarding the Canadian advanced manufacturing sector, there is an Advanced Manufacturing Supercluster based in Ontario which is developing next-generation

manufacturing capabilities such as advanced robotics and 3D printing, and it connects manufacturers, technology providers, researchers, schools, government, investors, and business networks to speed the design and adoption of these technologies. Canada's advanced manufacturing sector areas of specialisation are robotics and 3D printing. Over the next five years, it is predicted to contribute more than \$13.5 billion to Canada GDP.

For technical textiles, the car & automobile manufacturing industry in Canada has historically been a major market for technical textiles. Additionally, the domestic technical textile market includes geosynthetic textiles and architectural fabrics. Technical textiles accounts for 20.7% of market in Canada's overall textile manufacturing industry.

2.1.3. MARKET OPPORTUNITIES

Ranked as the leading G20 country because of its business-friendly policy, Canada has a good trade potential supported by the excellent air and maritime infrastructure that facilitate continual supply chain and business operations. In fact, Canada is well-placed to serve as a central hub for global trade, via its fourteen trade agreements (notably CETA, CUSMA, CPTPP), giving access to 51 countries and 1.5 billion consumers with a combined GDP equal to US\$ 52 trillion. For EU manufacturer, there are several market opportunities. Canada needs the provision of recycling technologies, raw materials, skilled labor force as well as method and processes to increase the productivity. The automotive industry has a positive correlation with technical textiles. In general, the automotive industry is the most important downstream market for technical textiles. The demand for vehicles is increasing so does that of technical textiles because they are an essential input for vehicle manufacturing. Products that use textiles for automotive manufacturing are interior fitments, safety facilities, tire reinforcement, carpets, fiber composites, sound and thermal insulations, air and oil filters, and many others.

Concerning aerospace, the required property for technical textile includes high specific strength, resistance to chemicals and organic solvents, good fatigue, thermal insulation and resistance, impact and stress resistance, low flammability, and low sensitivity to harmful radiations.

As a general perspective, consumers need higher quality fabrics that are also environmentally friendly, for commercial, domestic and industrial use.

2.1.4. INNOVATIVE COMPANIES

Many of the world's leading companies, including the largest Fortune 500, are indeed now expanding existing operations or establishing new R&D hubs in Canada, which ranked #13 globally in terms of FDI inflows. In fact, Canada is well-placed to serve as a central hub for global trade. As previously mentioned, Quebec is leader in AI and in Ontario is based the Advanced Manufacturing Supercluster that is positioning Canadian companies in leading industrial digitalisation. Worldwide, "Made in Canada" is being recognized as excellence in innovative manufacturing. In Quebec there is also the technical textile cluster Technitextile that can be an opportunity for EU companies, RTOs and clusters.

Overall, Canada is a mature and competitive market, and the opportunities must be seized with great awareness. The knowledge of business and social practices in Canada represents one of the key success factors of doing business with the country. As a general perspective, Canada offers great opportunities for EU companies both in advanced manufacturing as well as technical textile. Indeed, Canada offers great opportunities for Industry 4.0, digitalization, and the latest manufacturing technologies and materials. With regards to the technical and sustainable textile industry, the Canadian market offers interesting business opportunities in different fields and sector (automotive, aerospace, medical etc).

2.2 MONTREAL MISSION ACTIVITIES

2.2.1. MISSION PROFILE

The ADMANTEX2i Montreal mission will take place from November 6th until November 10th, 2023.

The specific objectives of this mission to Montréal are to identify potential **business and technological partnerships** for the travelling European companies, while more generally exploring this important global market and its **diverse opportunities**. The ADMANTEX2i consortium is working hand-in-hand with Canadian clusters and business associations in order to detect the most interesting opportunities and business contacts for the European companies, and each delegate will be provided with a **personalised agenda** before the mission which has been tailored to their interests and needs.

In addition, group visits will also be organised to some of Montreal's leading companies and innovative SMEs in the fields of **advanced manufacturing** and **textiles** to look at best practices in terms of digitalisation and sustainability. These **industrial visits** will be aligned with the core sectors defined in the ADMANTEX2i Joint Internationalisation Strategy: Advanced manufacturing; Advanced textiles; Aerospace and Automotive sectors.

In addition to the programme of **B2B meetings** and industrial visits, structured **networking activities** will also be carried out **among the European delegation** in order to boost opportunities for business and innovation partnerships on a European level.

The participating delegation will be composed of **SMEs** and Research and technical organisations (RTOs) from France, Italy, Portugal and Spain, and will number between 18 – 26 participants.

2.2.2. PROVISIONAL PROGRAMME

The ADMANTEX2i consortium is currently constructing the programme with the support of local business associations and institutional partners in Montreal, in particular the Consortium for Research and Innovation in Aerospace in Quebec ([Criaq](#)), the multi-industry association of Québec-based manufacturers ([STIQ](#)), Advanced Materials Research and Innovation Hub ([Prima](#)), the Textiles Technology Transfer Center ([CTI Group](#)), the [Metropolitan Fashion Cluster](#) as well as the Quebec Ministry for Economy, Innovation and Energy. The objective is to establish relevant contacts with Canadian stakeholders in order to provide European SMEs and RTOs with the opportunities to meet relevant institutions and establish B2B activities.

The agenda is under development and a provisional programme will be shared in July, while the final programme to be confirmed to participants 4 weeks in advance of departure, including the individualised agendas for each participating SMEs and RTOs, tailored to their needs, and based on the discussions with their ADMANTEX2i contact point.

2.2.3. LOGISTICS

Local ADMANTEX2i contact points will provide their participating companies with the necessary logistical information in advance of the mission, notably:

- Suggested flights
- Suggested hotels

Delegates are responsible for their own reservations and based on their own personal and/or corporate criteria may choose to travel or lodge separately from the delegation if they so wish.

3. CALL FOR EXPRESSION OF INTEREST

This Call for Expression of Interest (Eol) has been launched in order to engage SMEs and RTOs in the participation in the mission to MONTREAL which will take place from *06/11 to 10/11, 2023*.

This Call for Eols will distribute the financial support to AFIL cluster members needed to attend the ADMANTEX2i mission to MONTREAL.

This Call for Expression of Interest is published on the project website and is regulated by the Call for Expression of Interest Guidelines available on the project website www.admantex2i.eu/financial-support.

This Call for Expression of Interest is public and communicated through the project website, European Cluster Collaboration Platform and social media.

Key facts about the current Call for Eols:

Call publication Date: 06/06/2023, 09:00 CET

Submission deadline: 12/07/2023, 18:00 CET

Eol Evaluation period: 12th to 14th July 2023

Eol Ranking: 14th July 2023

Reopening date: 09/10/2023, 09:00 CET

Final deadline for application: 12/10/2023 18:00 CET

Submission by email to: afil@admantex2i.eu and samuel.monaco@afil.it

Eol Evaluation period: 13th October 2023

Eol Ranking: 13th October 2023

Total call budget: €3000

Financial support will cover the following expenses:

- International travel
- Hotel/accommodation

3.1. AVAILABLE FINANCIAL SUPPORT

Each ADMANTEX2i cluster has allocated a total of 3.000€ of financial support to third parties that will be distributed using cascade funding under this open call for expressions of interest jointly launched by each of the clusters.

The maximum amount of financial support available through this call for each selected third party is 1.500€.

Selected companies will sign a sub-grant agreement with AFIL, specifying the terms and conditions of the financial support and the engagements of both parties.

It is expected that at least 12 entities will benefit from financial support for this mission, representing at least 2 entities receiving support per cluster.

3.2. ELIGIBLE COSTS

Eligible financial support will cover flight ticket and hotel invoice costs incurred when participating in an international mission organized by ADMANTEX2i. The maximum financial contribution of ADMANTEX2i to the third party participating in the international mission shall be EUR 1.500€ (One thousand, five hundred euros) in the form of a lump sum.

The actual financial contribution of ADMANTEX2i shall be calculated in accordance with the provisions of the sub grant agreement and will cover 100% of real and justifiable travel and accommodation costs up to the limit of 1.500€, exceeding which the remainder is co-financed by the third party beneficiary.

Over the course of the ADMANTEX2i project, FSTP is capped at 3.000€ per eligible organization, with a mission cap of 1.500€ per eligible organization, therefore each eligible organization may participate in up to 2 missions receiving financial support.

3.3 PAYMENT CONDITIONS

In general, payment of financial support will be made within 30 days of the mission taking place and/or the completion of the justification, whichever is later. Payments will be made

as per sub grant agreement signed by beneficiaries, supported by justification of costs incurred including flight ticket and hotel invoice.

Beneficiaries are expected to sign the attendance list of the mission and participate in pre-event and post-event sessions.

Recipients of financial support must ensure that the European Commission, the Agency, the European Court of Auditors (ECA) and the European Anti-Fraud Office can exercise their rights carry out checks reviews or audits.

4. APPLICATION

4.1 WHO CAN APPLY ?

This Call for Expression of Interest is aimed at SMEs and other key stakeholders in the innovation chain, that are active members of the ADMANTEX2i clusters launching the Eol call. Specifically, the entities targeted by the calls for Expression of Interest include:

- SMEs, according to the [EU definition](#)
- Research and technical organizations (RTO), including
 - Technical/competence centers
 - Applied research institutes
 - Technology transfer offices

4.2 HOW TO APPLY ?

Applicants must submit their application (the so called “Expression of Interest” – EOI in short) by completing the short Annex 1 available at the following link www.admantex2i.eu/financial-support, and sending it to afil@admantex2i.eu and samuel.monaco@afil.it, before **12/10/2023, 18:00 CET**.

For all necessary questions and support in replying to the calls for expression of interest, please reach out to your ADMANTEX2i contact point.

4.3. EVALUATION AND SELECTION CRITERIA

Applications will be examined and ranked according to the following criteria:

- Complete application received before the close of the Expression of Interest call
- Applicant is a member of AFIL
- Applicant active in the advanced manufacturing sector
- Development strategy in line with ADMANTEX2i objectives
- Articulated technological offer for target market
- Priority will be given to SMEs

After the close of the call – and no later than 13/10/2023 – successful applicants will be notified of their selection for the financial support, the conditions of said support and proceed to signature Sub Grant Agreement.

The following tool will be used to weight the different evaluation criteria and rank the received applications:

	Evaluation criteria	Max. Score
1	Complete application received before close of the Expression of Interest call Submission time ranking with 3 points decrements	20
2	Applicant is a member of AFIL	20
3	Applicant active in the advanced manufacturing sector	10
4	Development strategy in line with ADMANTEX2i objectives	20
5	Articulated technological offer for target market	20
6	Priority for SMEs (+10pts)	10
	Total score	0-100

In the event of two or more applications receiving the same evaluation score, applications will be differentiated according to the following criteria and applied in the following order:

1. Preference will be given to companies who have not previously benefitted from financial support in the framework of the ADMANTEX2i project
2. Preference will be given to companies who declare an interest to participate in more than one international mission (even without financial support)
3. Where appropriate, preference will be given to companies with no previous export experience in the target countries of the ADMANTEX2i project

The initial evaluation will be carried out by AFIL before validation by the ADMANTEX2i Steering Committee.

5. DATA PROTECTION

The General Data Protection Regulation (2016/679/EU) guarantees that the processing of data is carried out in compliance with the fundamental rights and freedoms, as well as the dignity of the data subject with particular reference to confidentiality, personal identity.

ADMANTEX2i consortium protects the information collected; the information is intended for the exclusive use of the ADMANTEX2i project.

Contacts and details of companies participating in international delegations may be shared with parties of 3rd countries outside EU for the organisation of missions to USA, Japan and Canada, by applying, participants confirm consent.

6. DISCLAIMER

This Call for Expressions of Interest is part of the project ADMANTEX2i which has received funding from the European Union's COSME programme under grant agreement No. 101035895.

The content of this Call for Expressions of Interest represents the views of the author only and is his/her sole responsibility; it cannot be considered to reflect the views of the European Commission and/or the European Innovation Council and SMEs Executive Agency (EISMEA) or any other body of the European Union. The European Commission and the Agency do not accept any responsibility for use that may be made of the information it contains.

Mistakes or inconsistencies: The ADMANTEX2i consortium is not responsible for any mistakes or misinterpretations that this text may cause. In the case of inconsistencies, the ADMANTEX2i Consortium will determine the steps to be taken, in cooperation with the applicant concerned.

Consequential damages: In no event shall either party be liable to the other or any of its affiliates for any consequential, incidental, indirect, special, punitive or exemplary damages (including, without limitation, lost profits, business or goodwill) suffered or incurred by such other party or its affiliates in connection with this voucher scheme, even if advised of the possibility of such damages.

Direct Damages: ADMANTEX2i's liability for direct damages will be limited to the amount of the financial contribution awarded to the applicant pending of payment.