



**ITMA 2023**

**08 — 14  
JUNE 2023**

**FIERA MILANO RHO  
MILAN . ITALY**

[www.itma.com](http://www.itma.com)

**START-UP  
VALLEY**

**TRANSFORMATION STARTS WITH INNOVATION**

Start-Up Valley, a new initiative by CEMATEX, spotlights companies in its early stages of development with new and game changing solutions and technologies to support and inspire innovation for the textile, garment and fashion industry.

Transformation is more critical than ever, and ITMA is excited to put start-ups on the largest global stage in the textile industry to share their latest services and innovations, as we drive the industry forward together for a more digitalised and sustainable future.

We invite you to join the 100,000+ industry professionals at ITMA 2023 in Milan, a global hub of fashion, and garment manufacturing, to help truly transform the world of textiles and put your company on the map.

**CEMATEX is excited to launch the Start-Up Valley initiative to attract innovative young companies to ITMA 2023. As the largest textile technology exhibition attracting leading textile and garment manufacturers from around the world, ITMA offers start-ups a useful platform to put their innovations in front of a global audience, to find investors and collaborators and to leverage industry connections and professional networks."**

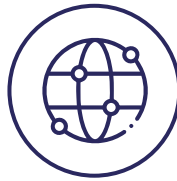
Mr Ernesto Maurer, President, CEMATEX

**ITMA has been an innovation launchpad for the textile manufacturing industry since 1951, driving transformation across the entire textile eco-system.**

**Join us and be part of the future.**

## What makes ITMA 2023 unique

Be part of the world's largest textile and garment technology exhibition.



### Accelerate Your Brand at ITMA's Multi Marketing Channels

Showcase your disruptive innovations through the different platforms available such as the Innovator Xchange, Sustainable Innovation Awards and the Innovative Video Showcase. [Learn more.](#)



### Network with the Right Audience for Partnership and Collaboration

ITMA puts you in front of investors, customers, leading textile technologists and manufacturers to take your business to the next level.



### Be at the Pulse of the Textile and Garment Industry

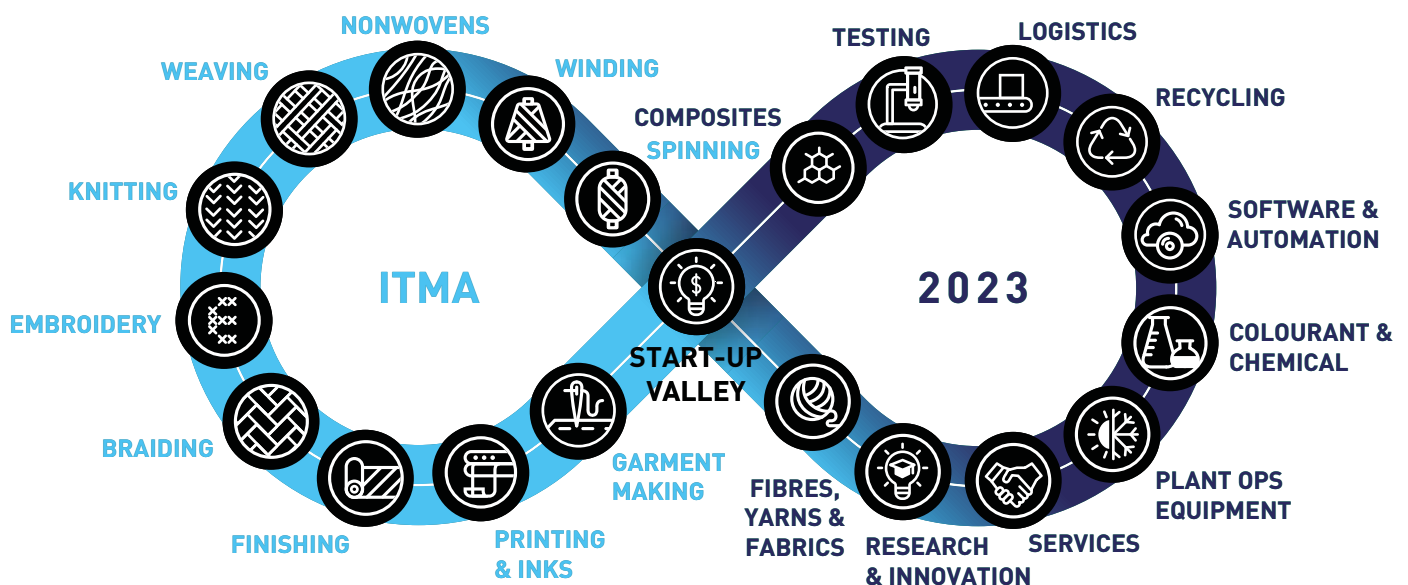
Gain valuable industry insights, hear from world-renowned experts, obtain immediate feedback, and assess potential competitors.



### Increased Opportunities at Reduced Costs

Growing a business is challenging so we offer reduced marketing and participation costs through the CEMATEX Start-Up Grant. [Apply now!](#)

## The entire textile manufacturing value chain at ITMA



## // BE A PART OF THE MATRIX\* //



**105,298**  
VISITORSHIP  
136 COUNTRIES



**1,717**  
EXHIBITORS  
45 COUNTRIES



**194**  
SUPPORTING  
ORGANISATIONS



**300+**  
ATTENDING MEDIA  
PERSONNEL



**10**  
EVENTS

*\*ITMA 2019 statistics*

## Are you ready to join Start-Up Valley?

### ELIGIBILITY

To be eligible, you must be able to show:

- That your innovation or product must be within ITMA 2023's **Index of Products**
- Your business has been incorporated for not more than 8 years
- Has either generated revenue for at least a year or raised capital from investors or grants from other incubator programmes



### SELECTION CRITERIA

Here's what our selection panel will be looking for:

- Environmental, economic and/or disruptive impact, a game-changer for the textile world
- Scalability of your solution or product
- Relevance to ITMA theme "**Transforming the World of Textiles**", and the 4 trending topics namely **Advanced Materials, Innovative Technologies, Automation and Digital Future, Sustainability and Circularity**
- Reference partners to institutions, associations, or commercial partners (if any)
- Substantial innovative and intellectual content for your products and/or services and applications (please share any patents, if available)
- Any awards won. We love to hear success stories!

## About the CEMATEX Start-Up Grant

### SAVE ON PARTICIPATION FEES\*

Eligible start-ups can apply for the grant which covers 100% of the stand rental fee\*\*, as well as stand construction with basic furniture, and entitlements including:

- Business matching
- Company digital listing
- Insurance
- Cleaning of stand
- Exhibitor badges
- Wi-Fi

\*The standard stand space rental fee is EUR235 per sqm.

\*\*Includes Rho City Tax and SIAE fee.

[Learn more about the CEMATEX Start-Up Grant here](#)

## Selection Panel



**Christopher McHugh**

Dry Fibre  
Development Manager  
**Advanced Manufacturing  
Research Centre (AMRC), UK**

McHugh has been involved in technical textiles for over 30 years. He is currently a Fellow of the Textile Institute, has degrees in advanced materials and technical textiles, and sits on various textile and composite boards in the UK.



**Elin Larsson**

Programme Manager  
**RISE Research Institutes  
of Sweden, Sweden**

Larsson has been the RE:Source Programme Director since 2020. She previously taught at the Stockholm International School on sustainable value creation. She also sits on the advisory board of the UN founded Sustainable Lifestyles and Education (SLE) Programme.



**Ruggero Frezza**

President  
**M31 Italia Srl, Italy**

The mission of M31 is to complete technology transfer by building new businesses. Before M31, Frezza spent twenty years as an associate professor in information engineering at the University of Padua. The research laboratory directed by Frezza gave rise to many successful spin-off companies.

**// ACTIVATE YOUR POTENTIAL - IT'S RIGHT HERE AT ITMA 2023 //**

From 18 January – 30 June 2022, visit [itma.com](http://itma.com) to apply.  
Successful applicants will be advised by 28 October 2022.

SHOW OWNER



CEMATEX ASSOCIATIONS

ACIMIT (Italy)  
AMEC AMTEX (Spain)  
BTMA (United Kingdom)  
GTM (Netherlands)  
SWISSMEM (Switzerland)

SYMATEX (Belgium)  
TMAS (Sweden)  
UCMTF (France)  
VDMA (Germany)

SHOW ORGANISER



**CONNECT WITH US**

