



tecnio catalonia

ACCIÓ Generalitat de Catalunya



Digitization as leverage for internationalization



Pep Lluís de la Rosa @pepluis7
pepluis@eia.udg.edu
TECNIO Centre EASY



SAVE THE DATE for our

OPENING CONFERENCE & NEW VALUE CHAINS

Workshop

March 16th, 2021
Online

A new era for EU fashion brands Embracing digitalization & sustainability

Are you a EU textile or fashion SME ?
Are you a Technology or Digital provider ?
Do you advocate for circular economy & sustainability ?

TALKS & BEST PRACTICES from Industry Experts and WORKSHOP



OPENING CONFERENCE:

Giovanni Luigi Bordone

Researcher and associate lecturer at University of the Arts London, Fashion Business lecturer Istituto Marangoni London
"Sustainability and circular economy as drivers for internationalization"

WORKSHOP: 'A new era for EU fashion brands Embracing digitalization & sustainability'



Raimon Puigjaner
Co-founder & Partner at R4S + Co-founder & President at BLabSpain
The Business Success Equation Change



David García Uslé
MODACC Cluster Manager
Textile & Fashion value chains



Pep Lluís De la Rosa
Tech Research Centre Creator
Digitization as leverage for internationalization

A European Strategic Cluster Partnership – Going International (ESCP-4i) [FascinateEu](#) [fascinate-eu](#) @fascinateatmodacc.cat



Lifestyle & Design Cluster. www.clustercollaboration.eu/escp-profiles/fascinate

TEXTILE FASHION #TECHNOLOGY #FOOTWEAR #INTERNATIONALIZATION #SUSTAINABILITY #CIRCULAR ECONOMY



BLOCKCHAIN

& THE INTERNET OF VALUE





Post-digital tech: blockchain and IA



**Substitution
by digital
support**



**Transformation
into a
service**



**Value
Management**



Flexibility



Tokenization – 2020 - OpenVino

1 token
= 1 bottle of wine

- Cash-in in advance
- Direct Sales
- Automatic Pricing
- New Loyalty scheme



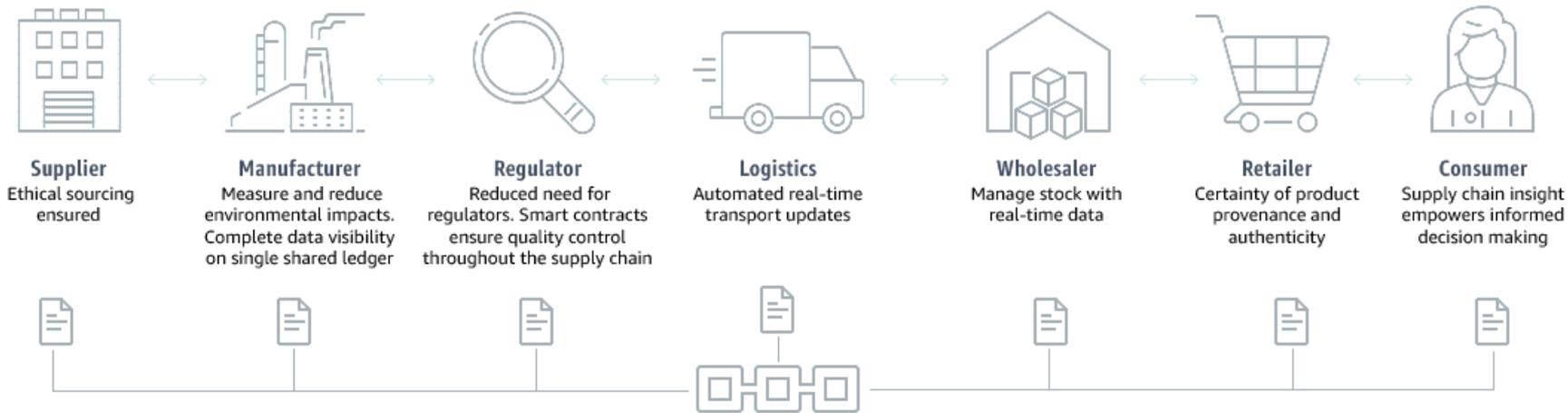


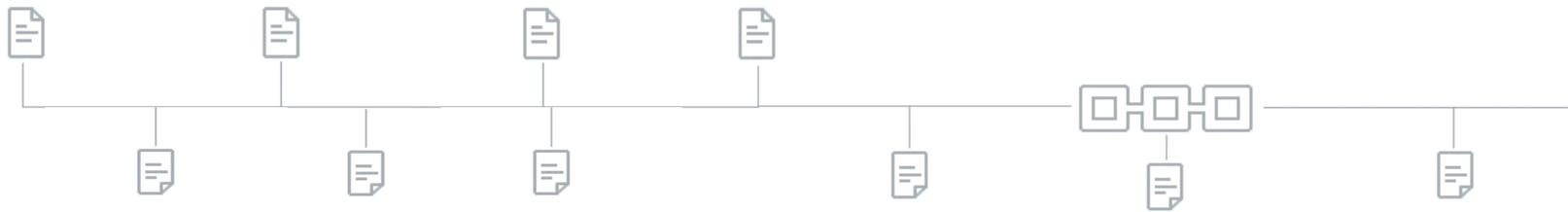
Are on the blockchain these designs?

Yes, yes!

Of the purest stuff from Blockchain!

Are you sure...???





Digitization is good, and even better when using Post-digital tech like blockchain and AI

- Straightforward internationalization by disintermediation – shorter chains
- More consumer engagement (with tokenization)
- More efficiency & less pollution
- More competitive and agile
- More liquidity
- Cutting by 80% the costs of returns
- IP protection



I'm Peplluis de la Rosa.
**Feel free to contact me to
KNOW MORE!**

Contact

TECNIO Centre EASY

Parc Científic i Tecnològic de la Universitat de Girona
Edifici Narcís Monturiol, Emili Grahit 91, 17003 Girona



www.centreeasy.com



pepluis@eia.udg.edu



@CentreEasy



centreeasyinnova

@pepluis7

<http://www.CentreEasy.com>

WE KNOW BLOCKCHAIN



```
1 • <contract>
2   Cada X de mes
3   cobra Y euro
4   _____
5   _____
6   a cadascú
7   Quan UN perd el mòbil
8   _____
9   _____
10  _____
11  _____
12  _____
13  _____
14  _____
15  _____
16  _____
17  _____
18  _____
19  _____
20 • </contract>
```

Envieu les solucions
X, Y, N, W
a:

Peplluis@eia.udg.edu

i vos enviaré un
certificat de
participació en
blockchain