

EURASIA FASHION - BROKERAGE EVENT

N° 6

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The Eurasia-Fashion project (Strengthening Central Asian - European partnership and co-operation in the fashion sector) launched in January 2011. The project is co-funded by the European Union's Central Asia Invest programme.

Organisation of brokerage event

The brokerage event was organised in Porto during IAF's annual convention in 25-28 September 2012. The main objective of this last project activity was to enable a face-to-face meeting between potential buyers and customers in the sector and the best possible way was to organize it as part of IAF's annual convention. The convention was attended by 212 individuals from 30 countries around the world. The participants from the Eurasia-Fashion project were, apart from the representatives of the organisers (IAF): 9 from Kyrgyzstan, 7 from Kazakhstan and 5 from Uzbekistan, while 4 representatives from Bulgaria and 3 from Greece also attended the convention.



More than 50 individuals participated in the Eurasia-Fashion meeting from industrialists to association representatives. The meeting was hosted by IAF, with Mr. Lybereas, the project manager being the moderator. During the meeting the three representatives from Central Asia (Mrs. Maria Kapustina (KG), Mr. Farhod Kurbonov (UZ) and Mrs. Lyubov Khudova (KZ)) made short presentations regarding the current status of the textiles and fashion industries in their countries. Moreover, they presented some information about the local companies that attended the event from Central Asia.

Following, the event that was organized specifically for the project, the participants from Central Asia had the opportunity to meet with a number of the other delegates from all over the world and to exchange views regarding the opportunities for future cooperation, either on a business to business aspect or as part of a more general cooperation scheme between organizations in the sector. Finally, they had the opportunity to visit Portuguese companies and textile organizations during the study tour (28 September 2012).



The Programme of IAF's 28th convention was the following:

Tuesday, September 25

Welcome and registration of delegates, Sheraton Porto Hotel & Spa

- 8:30 GINETEX meeting, Sala dos Jurados
- 9:30 IAF Board Meeting, Sala das Assembleias Gerais (for board members)
- 11:00 Eurasia-Fashion Project final meeting, Sala das Assembleias Gerais
- 12:30 Lunch, Sala dos Retratos
- 12:30 IAF round table on Global Responsibility, Sala dos Jurados
- 14:00 IAF General Assembly, Sala das Assembleias Gerais (for IAF members)
- 16:30 Transport back to hotel
- 18:30 Departure by buses to Guimaraes (all delegates and partners)
- 19:30 Welcome reception and gala dinner, Paço dos Duques de Bragança
- 23:00 Transport back to hotel



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Wednesday, September 26

Welcome and registration of delegates,
Sheraton Porto Hotel & Spa

9.30 Opening Session of the 28th IAF World Apparel Convention

- IAF President, Harry van Daltsen
- ATP President, Joao Costa
- State Secretary for Entrepreneurship, Competitiveness and Innovation of Portugal, Carlos Oliveira

10.30 Coffee/tea break

10.50 Economy Session

Topics: *general economic outlook: Asia, Europe, Latin America, USA; opportunities in emerging markets; how to position a brand in a new market*

Moderator: Camilo Lourenço, Journalist (Portugal)

Keynote speaker: Professor Daniel Bessa, General Director COTEC (Portugal)

Forum participants:

- Carlos Botero, President Inexmoda (Colombia)
- Kevin Burke, President and CEO AAFA (USA)
- Govind Shrikhande, Customer Care Associate & Managing Director Shoppers Stop Ltd. (India)
- Fernando Pimentel, Director ABIT (Brazil)
- Hasan Arat, Representative of Istanbul Ready Made Garment Exporters' Associations – IHKIB (Turkey)

12.45 Lunch buffet

14.30 Supply Chain Session

Topics: *sourcing developments, integrated planning, logistics, cost cutting, sustainability*

Moderator: Paulo Nunes de Almeida, ex-ATP President, AEP Foundation President (Portugal)

Keynote speaker: Dr. Harry Lee, Chairman TAL Apparel Limited (Hong Kong)

Forum participants:

- Guido Brackelsberg, Managing Director Setlog GmbH (Germany)
- Kurt Cavano, Chairman and Chief Strategy Officer TradeCard, Inc. (USA)
- Jan Hilger, Director Operations Formalwear ESCADA (Germany)
- Bob McKee, Fashion Industry Strategy Director INFOR (USA)
- Andreas Schneider, Managing Partner GCS Consulting (Germany) and Mauro Scalia, Project Manager EURATEX
- Nicolas Mouze, Commercial Director DHL (Iberia)

16.30 Closure of the sessions

18.30 Departure from hotel
Visit Modtissimo textile fair
IAF International Designer Award
Fashion Show

Thursday, September 27

10.00 Technology and Innovation Session

Topics: *innovation in digital solutions for fashion business, new ways of attracting consumers, web sales and mobile shopping, e-commerce models*

Moderator: Braz Costa, Director General CITEVE, President Textranet (Portugal)

Keynote speaker: Joachim Hensch, Senior Head of Product Excellence Man, HUGO BOSS AG (Germany)

Forum participants:

- Michel da Silva, CEO Unic (Netherlands)
- Frank Bober, CEO Stylesight (USA): inspiring and enabling creativity through technology
- Mike Fralix, President & CEO TC2 (USA): additive manufacturing and augmented reality
- Ed Gribbin, President Alvanon, Inc. (USA): how does the consumer get the right size in the shop?
- Remco Vroom, Director Mobile Augmented Reality & CEO TAB Worldmedia (Netherlands)

12.30 Lunch buffet

14.00 Fashion Retail and Consumer Behavior Session

Topics: *market developments in major fashion markets, branding, cross channeling*

Moderator: Ken Watson, CEO Industry Forum (UK)
Keynote speaker: Magdalena Kondej, Global Head of Apparel Research Euromonitor International (UK)

Forum participants:

- Sanjeev Mohanty, Managing Director Benetton India Pvt Ltd. (India)
- Shubhankar Ray, Global Brand Director G-Star RAW (Netherlands)
- Isabel Cantista, Managing Partner Fast Forward Innovation (Portugal)
- Koen Snoeren, New Business Development Manager GfK Panel Services Benelux (Netherlands)

16.00 Closing Session
Presentation of 29th World Apparel Convention 2013 in Nanjing (China), Xiao Ling (CCCT)
President of IAF, Harry van Daltsen
President of ATP, Joao Costa

Friday, September 28

Factory and Technological Centers Visit

09.15 Departure from the Hotel

10.00 SOMELOS Group
(spinning mill and fabrics factories)

11.20 ETN – Empresa Têxtil Nortenha (knitwear)

12.30 Lunch at CITEVE

13.45 Visit to CITEVE and CENTI
(nanotechnologies and new materials research and development centre)

15.15 RICON (apparel factory & fashion brand)

16.00 End of IAF's convention

Project partners

Europe

Hellenic Clothing Industry Association



The International Apparel Federation



Bulgarian Chamber of Commerce and Industry



Central Asia

The Chamber of Commerce and Industry of Uzbekistan in Tashkent region



The Union of Textile Enterprises in Kyrgyzstan



The Association of Light Industry Enterprises in Kazakhstan



For more information:

www.eurasia-fashion.eu

Eurasia-Fashion project

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