



## European Apparel and Textile Confederation

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From the Director General

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PUBLIC Part: (9.00'-13.00')

# “SUSTAINABILITY IN THE EUROPEAN APPAREL AND TEXTILE INDUSTRY”

EURATEX - 2010 GENERAL ASSEMBLY

June 10<sup>th</sup> 2010 - STANHOPE HOTEL- Brussels

8.15	Registration
9.15	Welcome from EURATEX President : <b>Dr. Peter PFNEISL</b>
<i>Key Note Session - (9.20-10.00')</i>  <b>EU2020 an introduction to sustainability</b>	<p style="text-align: center;">KEY NOTE SPEAKER  <b>EC Vice-President Antonio TAJANI</b>            Commissioner for Industry and Entrepreneurship</p> <p style="text-align: center;"><b>Ms Teresa PRESAS</b>            Chair of the Alliance for a Competitive European Industry</p>
10.00-10.15	Coffee Break
<i>PANEL 1 (10.15-10.50')</i>  <b>How to make creativity an asset for companies?</b>	<p><u>Speaker</u>  <b>Mr Philippe VAN EECKHOUT</b>            ContrAtak France</p> <p><u>Reaction</u>  <b>Mr Torgny NILSSON</b>            Kriss AB Managing Director Sweden</p>
<i>PANEL 2 (10.55-11.30')</i>  <b>How companies can benefit from social sustainability?</b>	<p><u>Moderator</u>  <b>Mr. Patrick ITSCHERT</b>            Secretary General – ETUF-TCL – Belgium</p> <p><u>Speaker</u>  <b>Mr Peder Michael PRUZAN-JORGENSEN</b>            Managing Director BSR Europe - Regional management France  <b>Mrs. Erica VAN DOORN</b>            Director Fair Wear Foundation - Netherlands</p>
<i>PANEL 3 (11.35-12.15')</i>  <b>How to build successful textile business concepts on life cycle thinking, eco-design and recycling?</b>	<p><u>Moderator</u>  <b>Mrs. Beatriz YORDI,</b>            Head of Unit on eco-innovation, EACI - EU</p> <p><u>Speaker</u>  <b>Mr. Reinhard BACKHAUSEN</b>            Backhausen Interior Textiles GmbH - Austria  <b>Mr. Marco BARBIERI</b>            Next Technology Tecnotessile s.r.l. - Italy  <b>Dr. Andreas BARTL</b>            Vienna University of Technology Institute of Chemical Engineering - Austria</p>
<i>PANEL 4 (12.20-12.50')</i>  <b>Is there an evolution in consumer behaviour?</b>	<p><u>Moderator</u>  <b>Mr. Dominique JACOMET</b>            Director General Institut Français de la Mode (IFM) - France</p> <p><u>Speaker</u>  <b>Mr Dominique SEAU</b>            President GROUPE EMINENCE – France  <b>Dr.ssa Lorena Valdicelli</b>            Products and Environment Domain Head – Euroconsumers (tbc)</p>
12.50–13.00	<b>Closing Remarks of Euratex President</b>
13.00-14.30	Lunch