

SUSTAINABILITY IN THE EUROPEAN APPAREL AND TEXTILE INDUSTRY

EURATEX - 2010 GENERAL ASSEMBLY - June 10th 2010 - STANHOPE HOTEL - Brussels

SPEAKERS INFO

EC Vice-President Antonio TAJANI

Commissioner for Industry and Entrepreneurship

Personal Data

- Born in Rome on 4 August 1953
- Married with 2 children
- Lived in Paris, Bologna and Rome

Education and languages

- Classical studies at the 'Torquato Tasso' secondary school, Rome
- Degree in Law from 'La Sapienza' University
- Foreign languages: French, English and Spanish

Professional Activities

- Officer of the Italian Air Force
- He completed officer training at the Florence AirWarfare School (Scuola di Guerra Aerea) and attended a specialisation course for Air Defence Controller at the Training Technical Centre at Borgo Piave. Assigned to the Operational Base of the 33rd Air Force Radar Centre, he worked as Air Defence Controller and was Head of the Operations Room monitoring Italian and European civil and military air traffic.
- Professional journalist and parliamentary journalist Editor of the Italian weekly 'Il Settimanale'
- Presenter for the RAI 1 radio news programme
- Head of the Rome editorial office of the Italian daily 'Il Giornale' Special correspondent in Lebanon, the Soviet Union and Somalia
- Together with Silvio Berlusconi, he was one of the signatories of the founding act of Forza Italia

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Political Positions

- European Commission Vice-President and Commissioner in charge of Industry and Entrepreneurship from February 2010.
- European Commission's Vice-President and Commissioner in charge of Transport from May 2008 to February 2010
- Vice-Chair of the European People's Party, elected at the EPP Congress in Estoril in 2002, re-elected at the EPP Congress in Rome in 2006 and re-elected again at the EPP Congress in Bonn in 2009
- Member of the Bureau of the Group of the European People's Party. He has taken part in all EPP summits in preparation of the European Councils
- Member of the Convention on the Future of Europe, which drew up the text of the European Constitution
- Elected as member of the European Parliament in 1994, 1999 and 2004 with over 120 000 preference votes
- During his 15 years of parliamentary activity he took part in many committees (Foreign Affairs, Constitutional Affairs, at the time chaired by the President of the Republic Giorgio Napolitano, Transport and Tourism, Fisheries, Security and Defence).
- Head of the Forza Italia delegation in the European Parliament from June 1999 until May
- Spokesman for the President of the Italian Council of Ministers during the first Berlusconi Government

Ms Teresa PRESAS –Managing Director CEPI

Chair of the Alliance for a Competitive European Industry

Teresa Presas was born in Portugal in 1952 and has worked in the paper industry since 1982 when she joined Tetra Pak Portugal as Director of Communication and Marketing Services. She later went on to become Director of Communication and Environment for Tetra Pak Europe, Middle East and Africa and then, Vice President of European Affairs for Tetra Pak Europe and Director of Corporate Environmental Affairs for Tetra Pak International. She has been the Managing Director of CEPI since September 2003

Teresa has a degree in psychology from the Instituto de Psicologia Aplicada, Lisbon and in 2008 she was awarded an Honorary Doctorate by the Helsinki University of Technology.

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PANEL 1 - : How to make creativity an asset for companies?

Speaker

Mr Philippe VAN EECKHOUT

ContrAtak France

Introduction about Contratak

Created in 2006 ContrAtak assists companies, whatever their size and specialty in providing consulting, research, monitoring, investigation and intervention services on the field in order to fight counterfeiting. It provides a reliable worldwide network of local investigators, unique know-how and expertise, adequate action plans and a rigorous coordination.

Its founder, Philippe Van Eeckhout is a graduate in IP law who has more than fifteen years experience in handling anti-counterfeiting matters: first as global Head of IP at BIC and as Asia-Pacific IP manager for LOUIS VUITTON. He is co-author of a book on anti-counterfeiting strategies “Guide anti-contrefaçon” (2009, Bourin Ed.)

ContrAtak works on behalf of numerous companies in various sectors such as: pharmaceutical, consumer and luxury goods, textile industry, wines and spirits...

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Reaction

Mr Torgny NILSSON

Kriss AB Managing Director Sweden

Company Profile

KRISS was founded in Sweden in 1982, and has ever since been in the business of supplying high quality women's fashion for the discerning women, searching for the highest standards in terms of design, quality and customer satisfaction.

KRISS' collections are renowned for exciting interplay between colour and shapes, patterns and silhouettes, as well as for the sense of craftsmanship and state-of-the-art quality that has come to be an integral part of the KRISS brand.

From at first acting as a supplier to Scandinavian retailers for some years, KRISS gradually switched distribution philosophy during the 80s and 90s, where more emphasis was put on the opening of own stores. Through this, KRISS could retain full control of the presentation, as well as all logistic and marketing aspects of where, when and how the collection meets the customer. From its first concept store in the city of Jonkoping, Sweden, in 1987, KRISS has expanded its distribution throughout Scandinavia, Germany and Belgium, and today operates 75 stores in these markets.

The collection has during this time also gradually developed from being focused on knitwear, into today's complete line of high level fashion, ranging from basics over exquisite jackets and blazers, to denim and accessories. All with the inherited quality and Scandinavian design, that will always be our trademark.



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PANEL 2 – : How companies can benefit from social sustainability?

Moderator

Mr. Patrick ITSCHERT

Secretary General – ETUF-TCL – Belgium

- 1978: B.A. in Economics from the Brussels Free University
- 1979-1980: Assistant at the "Fondation Roi Baudouin"
Took part in drafting a survey on "Belgium's Economic Future"
- 1980-1981: Advisor to the Vice-Prime Minister's cabinet and to the Minister of Finance
In charge of issues concerning the economic development of certain industrial sectors (such as textiles, steel, etc.)
- 1981-1991: Senior Advisor and later Director of the "Institut du Textile et de la Confection de Belgique" - ITCB (the Textile and Garment Institute of Belgium, a tripartite organisation)
Examination of investment requests, trade policies and training of textile and garment companies
- 1991- Today: General Secretary of the European Trade Union Federation: Textiles, Clothing, Leather and Footwear. The ETUF:TCL brings together some 66 organisations from 33 countries, representing about one million workers in the textile, clothing, leather and footwear sectors in Europe.

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Speakers

Mr Peder Michael PRUZAN-JORGENSEN

Managing Director BSR Europe - Regional management France

About BSR

BSR is a global business network and consultancy focused on sustainability. It works with its more than 250 corporate members to develop sustainability strategies. BSR has more than 90 staff in six offices in US, Europe (Paris) and China. It has set up in 1992.

BSR has significant experience working with the apparel and textile industry on social and environmental issues at strategy level and in-factory working on issues such as labor standards, health and safety, energy efficiency and water management. In China, BSR operates the leading in-factory training platform for managers and workers.

BSR is also considered a world-leader when it comes to working with business to improve the lives of migrant workers in the apparel and textile industry as well as to improve women factory workers' health.

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In Europe, BSR works with apparel companies such as H&M, Primark, Bestseller, Marks & Spencer, Promod, Lindex and many others. It also helps the ILO to implement the Better Work program.

Peder Michael Pruzan-Jorgensen leads BSR's activities in Europe, Middle East and Africa. He has most recently play a key role in helping the Nordic apparel industry define its key priorities for the next ten years.

Mrs. Erica VAN DOORN
Director Fair Wear Foundation – Netherlands

FWF's mission is to improve labour conditions in garment and textile supply chains. While companies, governments and consumers alike have become increasingly aware of our shared responsibility, the complexity of the problem is enormous, and millions of garment and textile workers face poor working conditions and limits on their rights and freedoms every day. FWF has invested more than 10 years in developing effective workplace solutions. And the truth is: There is no single solution for workplace injustice. There are many, and at FWF, we find that solutions work best when combined.

Given the importance of buying practices, pricing policy and project planning, a single focus on the factory floor is not enough to achieve sustainable workplace improvements. Thus, multi-level verification is one of the elements of the Fair Wear Foundation approach. In addition to verification of labour conditions at the factory floor level in production countries, FWF also conducts management system audits. This is an assessment of the level at which member companies have adjusted their management system to support improvements of labour conditions further down the supply chain.

On all levels of verification, FWF takes a process approach: the current situation is the starting point. Companies and factories work together to improve conditions on the work floor step by step.

FWF's labour standards (based on ILO conventions and the International Declaration of Human Rights):

1. Employment is freely chosen
2. Freedom of association and the right to collective bargaining
3. No discrimination in employment
4. No exploitation of child labour
5. Payment of a living wage
6. Reasonable hours of work
7. Safe and healthy working conditions
8. A legally binding employment relationship

While many companies claim to be working on better labour conditions, it is often impossible to verify their claims. Third party verification by independent initiatives such as FWF is indispensable. In its turn, FWF needs to be transparent about what it achieves, in all aspects of its work. To this end the FWF website reports about, among other things, the results of management system audits and the outcomes of complaints.

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PANEL 3 – : How to build successful textile business concepts on life cycle thinking, eco-design and recycling?

Moderator

Mrs. Beatriz YORDI,

Head of Unit on eco-innovation, EACI - EU

She has joined the Executive Agency for Competitiveness and Innovation (EACI) as head of unit for Eco-innovation in October 2008.

She joined the European Commission in 1994 working in the RTD programme. Since February 2000, she has been conceiving, and implementing Community legislation at Directorate General for Energy and Transport in the European Commission, with the EU's priorities in the area of renewable energies and energy efficiency. Main actor of the European Directive on electricity from renewable energy sources 2001/77/EC and the European Directive on Biofuels for transport 2003/30/EC and Communication "Renewable Energy Road map, Renewable energies in the 21 century, building a more sustainable future".

Physicist from the University of Santiago de Compostela in Spain she has started her carrier at the Ciemat Centre in Madrid and joined the private sector at the electricity utility Union Fenosa in a joint technology project on solar photovoltaic energy together with ENDESA and RWE.

She has contributed with more than 20 international publications, namely the chapters dedicated to renewable energies in the Cambridge University press and in the Elsevier editorial.

Speakers

Mr. Reinhard BACKHAUSEN

Backhausen Interior Textiles GmbH – Austria

COMPANY PROFILE & HISTORY

Backhausen, founded 1849 in Austria, is a manufacturer of high end upholstery and curtain fabrics. Its outstanding recognition on the European market is derived from its history as supplier to the former Austrian Imperial Court and its steady cooperation with famous artists.

During the period of "Art nouveau" (1890-1920), Backhausen collaborated with the most recognized architects, designers and artists and was also founding member of the world famous "Wiener Werkstätte", an organisation of the industry, handcraft and artists with the vision to create the "total work of art" (everything had to be in an artistic coordinated concept: buildings, furniture, fabrics, carpets, cutlery, glass, porcelain, etc). 3.500 pieces of art – original sketches and old fabric-documents from the time between 1860 to 1950 – are presented in the flagship store in Vienna.

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PHILOSOPHY:

Backhausen's philosophy is to produce exceptional artistically inspired high-end fabrics for the international contract market, being able to do special developments based on low minimums (50m for any kind of colour, design or quality), but at the same time also producing fabrics for bigger individual projects.

MARKETS:

Today, Backhausen delivers 40 % of its products to the local (Austrian) market, the rest goes to 40 countries all over the world including USA, EUROPE (esp. Germany) and ASIA. The next step for Backhausen is to enter into the MIDDLE EAST market.

SALES CHANNELS:

Most of the fabrics are delivered through contractors, distributors, wholesalers or retailers to 4-5-star-hotels (e.g. Flora-Creek-Hotel in Dubai), concert-halls (e.g. biggest concert-hall in the world, the Suntory-Hall in Tokyo), restaurants, executive-offices, private-residences etc.

Get more information about the world of Backhausen on the website: www.backhausen.com

INNOVATION:

Backhausen was always a pioneer for new products and innovation. The R+D-team of Backhausen continuously works on new innovative products (e.g. three-dimensional pleated fabrics which were the first on the international textile-market).

Backhausen developed a unique new product together with the highly respected German institute EPEA ("environmental protection encouragement agency"):

The world's first environmentally friendly and recyclable flame retardant fabric made of Trevira CS based on the Cradle-to-Cradle-philosophy" with the brand "RETURNITY" is offered to the international contract-markets (hotels, etc). The C2C concept attracts outstanding attention. It is likely to be the industry standard for products designed to ensure environmental protection.

Mr. Marco BARBIERI

Next Technology Tecnotessile s.r.l. - Italy

Next Technology Tecnotessile (NTT) – Prato (Italy), is a national research company established in 1972, according to the Italian Law N° 1089/68, establishing a special Fund for Applied Research. NTT (www.tecnotex.it) represents a reference point for research and technological innovation in the textile and textile machinery sectors.

NTT conforms to the Quality System Standard ISO 9001: 2000 in the fields of: design and development of applied research activities in the textile, machinery, automation and materials sectors; provision of services concerning chemical testing activities for textile sector; provision of consulting services for Quality System development; provision of services of training courses for the textile and textile machinery sector. The company has participated in many EU-funded projects concerning the textile and textile-machinery sectors.

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The company is equipped with different facilities to set-up and validate textile processes, e.g. the company is equipped with: a semi-industrial plant equipped with coating, lamination, microwave, ultraviolet and foulard modules; two plasma chambers (a coupled radio-frequency glow discharge chamber and an atmospheric pressure glow discharge chamber on semi-industrial scale) and an electron beam irradiation facility (on semi-industrial scale). The testing laboratory is equipped with different devices for mechanical and chemical tests on fibres, yarns, fabrics and nonwovens (among others, a FT-NIR spectrophotometer, a FT-IR-ATR spectrophotometer, an ultraviolet-visible spectrophotometer, a biaxial tensile testing machine).

Our labs and pilot plants are dedicated to the following technology platforms:

1. Technical textiles;
2. New materials, multi-function materials and surface modifications;
3. Engineering and rapid prototyping
4. Eco-friendly technologies.

Marco Barbieri, mechanical engineer, works at NTT since 1992, as responsible for various projects and activities, in automation and new materials.

Dr. Andreas BARTL

Vienna University of Technology Institute of Chemical Engineering – Austria

Studies at Vienna University of Technology: Technical Chemistry focus Chemical Process Engineering 1995 granting of academic title “Diplomingenieur” (similar MSc). Doctoral studies at Vienna University of Technology. 1998 granting doctor’s degree. 1998 - 2002 Hirtenberger AG: head of R & D (pyrotechnics); head of primer plant
Since 2002 Assistant professor at Vienna University of Technology, Institute of Chemical Engineering

Main research activities:

- Grinding and characterization of (short) fibers
- Fiber recycling
- Silicate filaments

As part of the Institute of Chemical Engineering the research group „Fiber Technology“ was founded in 2000 by Prof. Marini focusing to close the gap between paper and textile technology. Over the last years the research group intensively worked on topics such as (dry) fiber grinding, characterization of fibers as well as natural fibers. Within the group it was in particular Dr. Bartl who shifted the research focus on fiber recycling.

On the basis of this know-how the group has already carried out several research projects together with industrial partners in the field of fiber recycling. Starting with fibers derived from end-of-life tires other sources of waste served as feedstock for fiber recycling such as textile fractions which are not feasible for any re-use as well as fluff originating from post-shredder technologies. Parallel to this research the possibilities of characterization of short fibers have been pushed forward.

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PANEL 4 – Is there an evolution in consumer behaviour?

Moderator

Mr. Dominique JACOMET

Director General Institut Français de la Mode (IFM) - France

Created in 1986, The Institut Français de la Mode – IFM – is a non-profit organization based in Paris whose mission is to train students and professionals to work as managers or designers in the textile, clothing, creative industries and to give expertise to the industry.

The IFM is a Member of the French Conférence des Grandes Ecoles and works with fashion and business schools around the world.

The 3 main branches of the IFM are:

❖ Academic education

- ***Postgraduate program in management of fashion and design:***
One-year program taught in French for students with degree in business, history of art, literature, languages, or other, who want to become managers in the creative industries (working for brands, department stores, mass-market retail chains, etc).
- ***Postgraduate program in fashion design :***
One-year program taught in English for students with degree in art of design-related subjects, who want to become designers in the apparel or accessories fields.
- ***Summer programs :*** understanding of the French creative industries
A cycle of week-long programs geared for current undergraduate students, focusing on the cultural context of the French fashion industry and the practical aspects for those considering a career in the industry. These programs are taught in parallel tracks in English or in French.

❖ Executive education

- ***Executive MBA :***
An international program established in tandem with the Fashion Institute of Technology in New York and the Hong Kong Polytechnic University. It is run on a part-time basis, and so enables the participants to continue their professional activity. It prepares high-potential executives for high-level managerial responsibilities in the industry.
- The IFM has an Executive education department that provides training and development every year to over 2000 professionals from French and international companies.

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❖ Expertise

The IFM has settled an Economic Observatory that tracks statistics, based on internal and outside data related to manufacturing, international trade, distribution and consumption in the textiles, apparel and fashion industries. The Institute works on different types of marketing studies for government bodies, trade associations and single companies. The Institute organizes public conferences and publishes various reports and books related to the industry.

For further information, please contact:

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www.ifm-paris.com

Speaker

Mr Dominique SEAU
President GROUPE EMINENCE – France

EMINENCE History

- 1937 :** **Creation** of the Artisanal Hosier's workshop, in Nimes (south of France), a male underwear factory
- 1947 :** The products are sold under the Eminence brand
The « kangourou » brief, the revolution in the male underwear, arrives. The brand becomes then the French specialist of male underwear.
- 1951 :** The corporate name of the company becomes Eminence SA.
- 1957 :** Launch of **the Athena brand**, specialized for hypermarkets
- 1970 / 1980 :** First advertising campaign for the « Colours » and sponsoring of Pen Duick races in 1977
- 1978 :** Launch of the first shorty in cotton/lycra
- 1998 :** Launch of the first underwear in Modal and in Microfibre Méryl
Creation of the new clothes generation, in jersey, called by the press "softwear"
- 2000 :** Opening of the first Eminence boutique in Paris
Athena is the n° 1 brand in France in hypermarkets with 19% of market share (in volume)*
- 2001 :** **Acquisition of Liabel** company in Italy
- 2002 :** Launch of an Eminence Fragrance line for Men
- 2003 :** After the **acquisition of the SIL manufacture**, diversification of the product lines and launch of Eminence and Athena corsetry collections for women, as well as other luxury brands in lingerie under licence (SIL company).
- 2008 :** **Acquisition of AVS company in Romania** (manufacturer)

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Company key figures 2009

- Turnover 130 Millions Euros
- Employees: 990
- Manufacturing: 2 plants in South of France + 1 in Rumania & strong partnership with 7 key sub-contractors
- Logistics: 2 warehouses, Aimargues France, Biella Italy
- Service level: 98+% on time delivery
- Differentiated Brand portfolio: Athena, Eminence, Liabel
- Male underwear market: n°1 in France, n°2 in Italy, n°2 in Belgium.
- Entered the female underwear market with Athena
 - in France, Italy & Belgium

Main success factors

- Strong differentiated Brand portfolio ...
 - Eminence : 45+, premium price positioning
 - Athéna : Young and sportive image, good value for money
 - Liabel : Classical product, medium price positioning
- Supported by:
 - product innovation & style
 - advertising campaigns
 - extensive coverage of all distribution channels
- Optimized outsourced organization
 - Cost optimization, product quality, reliability of delivery
- High service level to our clients
 - Internal manufacturing capability allowing days reaction time
 - On time delivery (98,5% right first time), high turnover, better trade margins

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