Conference Agenda

SUSTAINABLE TEXTILES
A Dialogue about Challenges & Opportunities for Africa

Monday, November 19th, 2018
Excelsior Ballroom, Royal Maxim Palace Kempinski Hotel
Cairo, Egypt
9:00 - 9:30  |  REGISTRATION
9:30 - 11:30  |  OPENING REMARKS:
Mohamed Kassem – Commissioner of Destination Africa

SESSION 1: SUSTAINABILITY IN TEXTILES & FASHION
- Ethical Fashion: Committing To A Circular Fashion System (Marina Spadafora – Italian Fashion Designer & Coordinator of Fashion Revolution Initiative)
- Ecology & Sustainability In Textile Production (Helene Melnitzky, Manager Ecology department OETI – Institute for Ecology, Technology and Innovation)
- Sustainability In Fashion: A Design Perspective (Giovanni Maria Conti, Ph.D, Associate Professor - Design Department, Politecnico di Milano)
Panel Discussion on: Sustainability and Environmentally Friendly Industry Practices In Africa (Panelists: Zheng Jian, Marina Spadafora, Helene Melnitzky, Giovanni Maria Conti)
Panel Moderator: Ahmed El-Bosaty - Chairman & Managing Director at Modern Nile Cotton Co.

11:30 - 12:00  |  Coffee Break

12:00 - 13:00  |  SESSION 2: MEGA TRENDS IN TEXTILE INDUSTRY
- Changes In The Investment Map of Textile Industry and Future of Africa (Dr. Christian Schindler – Director General of ITMF)
- Industry 4.0 Technologies and Implications For The Global Apparel Industry: How A Country/Sector Needs To Grow Sustainable With The Digital Revolution (Heinz Zeller – Head of Sustainability & Logistics at HUGO BOSS Ticino SA)
- Riding The Wave of Technical Textiles: Opportunities and Challenges for Africa (Dr. Mohamad Midani - Assistant Professor - Materials Engineering Department at the German University in Cairo - GUC)

13:00 - 14:00  |  Lunch & Keynote Speech By: Jas Bedi - Chairman of Kenya’s Export Promotion Council & Chairman of African Cotton & Textile Industries Federation - ACTIF

14:00 - 15:00  |  SESSION 3: NEW PROSPECTS FOR SOURCING & VALUE ADDITION IN AFRICA
- Li and Fung’s Current Strategy For Africa – (Jason Kra - FRC Division president - Li and Fung)
- Emerging Trends In Global Textile Industry- Implications For Africa (Navdeep S. Sodhi, Partner - Gherzi Textil Organisation)
- Cross Cultural International Negotiations In The XXI Century (A Case Study To The Textile Business (Josep Bertran – Professor of International Marketing, University Pompeu Fabra, Barcelona and Consultant for Industries Specialized In International Strategies)

15:00 - 15:30  |  Coffee Break

15:30 - 17:15  |  SESSION 4: INTEGRATION INTO GLOBAL VALUE CHAINS: How Africa Can Advance Towards Implementation
- Shifting Dynamics On The World Raw Cotton Market: Challenges and Opportunities For Africa’s Cotton Sector (Michael Edwards – Director at Cotlook Ltd)
- Integration Into The European Value Chains: How Africa can advance towards Implementation (Michael Scherpe, President of Messe Frankfurt France)
- Improving Export Competitiveness of The Textiles and Clothing sector: Global Textiles and Clothing Programme - GTEX (Matthias Knappe, Programme Manager for Cotton, Textiles and Clothing, ITC)
A Panel Discussion On: Implementation Challenges of African Supply Chain Integration
- Panelists: Samir Ben Abdallah - President of “The Professional Group of Confection and Apparel in the Confederation of Tunisian Citizen Enterprises (CONECT), also President & founder of Tunis Fashion Festival
- Anass Tahiri – Agence Marocaine pour le Développement des Investissements et des Exportations (AMDIE)
- Ali Nakai - International Expert & previous UTICA member – Tunisia
- Matthias Knappe, Programme Manager for Cotton, Textiles and Clothing, ITC
Panel Moderator: Hany Salam – Board Member of The Textile Export Council of Egypt - TEC

17:15 – 17:30  |  Closing Notes and Adjourn

For more information:
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