



European Commission

Enterprise and Industry Directorate General

## **“EUROPEAN FASHION AND INNOVATION IN TANDEM WITH EU VALUES: A WIN-WIN FORMULA”**

**15 February 2008, Milan/Italy**

### **09.30 GRAND OPENING (1.5h)**

- Vice-President Günter VERHEUGEN, Directorate General for Enterprises and Industry of the European Commission
- Minister Pier Luigi BERSANI, Ministry of Economic Development of Italy
- Mr. Michele TRONCONI, President of the European Apparel and Textile Organisation
- Mrs. Valeria FEDELI, President of the European Trade Union Federation of Textiles, Clothing and Leather
- Mr. Paolo ZEGNA, President of Ermenegildo Zegna Holditalia S.p.A.

11.00-11.30 coffee

### **11.30-13.30 PART I: EU CREATIVITY AND VALUE**

#### ***R&D, INNOVATION AND FASHION***

- Mr. Dick HENDRIKS, Chairman of the Governing Council of the European Technology Platform for the future of textiles and clothing
  - Technology platform and technical textiles
- Mr. Christian LOTT, Owner of Unicatum (Germany)
  - Mass Customisation – chance and challenge for the clothing industry in Europe
- Mr. Dominique JACOMET, Director General of Institut Français de la Mode (France)
  - Contribution of fashion and design in Europe

## ***SOCIAL DIMENSION***

- Mr. Patrick ITSCHERT, General Secretary of European Trade Union Federation of Textiles, Clothing and Leather
  - Social dialogue in Europe
- Mr. Pauli KUITUNEN, IF Metall (Sweden)
  - Health and safety in the workplace

## ***ENVIRONMENT AND CONSUMER PROTECTION***

- Mr. William LAKIN, Director General of European Apparel and Textile Organisation
  - The Tide is Turning
- Mr. Benjamin FUCHS, President of the European Carpet and Rug Association
  - Carpet industry initiatives

## Debate

13.30 – 15.00 lunch

## **15.00 – 17.30 PART II: SUPPORTING AND DEFENDING EU CREATIVITY AND VALUES**

### ***INTELLECTUAL PROPERTY RIGHTS***

- Mr. Marco FANTI, Head of International Affairs Department of the High Commissioner on Anti-Counterfeiting (Italy)
  - Defence of IPR in the EU and on its export markets
- Mr Christophe ZIMMERMANN, Strategic Advisor of World Customs Organisation
  - Anti-counterfeiting initiatives

### ***EDUCATION AND TRAINING***

- Mr. Prof. Vladan KONCAR, President of Association of Universities for Textiles
  - Collective efforts in higher education
- Mr. Marcello GUARDIANELLI, FEMCA CISL (Worker's Union in Textiles and Fashion sector)
  - Vocational training

16.00-16.30 coffee

*Interpretation foreseen in EN/FR/DE/IT*

## ***CLUSTERING AND EURO-MED CO-OPERATION***

- Mr. Mário LOBO, Director General of Directorate General for Economic Affairs in the Ministry for Economic Affairs and Innovation (Portugal)
  - The Portuguese experience in clustering
- Mrs Lamyea EL ISMAILI, Head of Section of the Ministry of Industry, Commerce and Economic Development (Morocco)
  - Progress in Euro-Med co-operation – Moroccan view
- Mr. Bülent BASER, Board Member of Turkish Textile Employers' Association (Turkey)
  - Progress in Euro-Med co-operation – Turkish view

### Debate

## **17.30-18.00 CONCLUSIONS**

- Mr. Patrick HENNESSY, Director in the Directorate General for Enterprises and Industry of the European Commission

## **18.00 END OF CONFERENCE**