

**ITMF**

**ANNUAL CONFERENCE 2010**  
**COMPLIANCE, SUSTAINABILITY AND PROFITABILITY**  
**OCTOBER 17<sup>TH</sup> - 19<sup>TH</sup> - SAO PAULO - BRAZIL**



**PROGRAM**

11.30 – 14.30	Meeting of <b>ITMF Honorary Officers and Past Presidents</b> (Hilton Meetings D, 2 <sup>nd</sup> Mezzanine level)
14.00 – 19.00	Registration – International Delegates (Hilton Meetings C, 2 <sup>nd</sup> Mezzanine level)
15.00 – 16.30	Meeting of the <b>ITMF Home Textile Producers Committee</b> (Hilton Meetings D, 2 <sup>nd</sup> Mezzanine level)
16.45 – 18.15	<b>Directors' Meeting</b> (member associations, associate and corporate members) (Hilton Meetings D, 2 <sup>nd</sup> Mezzanine level)
19.00 – 22.00	<b>Joint Reception and Dinner</b> ITMF and Host Association Office Bearers and Directors of member associations, associate and corporate members (with spouses) (Foyer & Hilton Meetings 5, 3 <sup>rd</sup> Mezzanine level)

08.30 – 10.00	Meeting of the <b>ITMF Spinners Committee</b> (Hilton Meetings D, 2 <sup>nd</sup> Mezzanine level)
10.30 – 13.00	Meeting of the <b>ITMF Joint Cotton Committee</b> (Hilton Meetings D, 2 <sup>nd</sup> Mezzanine level)
13.30 – 19.30	Registration – International Delegates (Hilton Meetings C, 2 <sup>nd</sup> Mezzanine level)
14.00 – 20.00	Registration – National Delegates (Morumbi Ballroom Foyer - Lobby level)
<b>FIBRE SESSION</b> (Morumbi Ballroom Lobby level)	
15.00 – 16.15	<b>Moderator:</b> Andrew G. Macdonald, ITMF Advisory Board and Consultant, Brazilian Cotton Growers Association - ABRAPA (Brazil)  <b>Cotton</b>  <b>Is Genetically Modified Cotton Sustainable? – A View from the USA</b> Don Cameron General Manager, Terranova Ranch (USA)  <b>Is Genetically Modified Cotton Sustainable? – A View from Brazil</b> Haroldo Cunha President, Brazilian Cotton Growers Association - ABRAPA (Brazil)  <b>International Cotton Market: Volatility and Uncertainty</b> Terry Townsend Executive Director, International Cotton Advisory Committee - ICAC  Panel Discussion/Q&A
16.15 - 16.45	Coffee Break



<p>16.45 – 18.00</p>	<p><b>Man-made Fibres</b></p> <p><b>Brazil as a Producer of Synthetic Fibres Based on Recent Oil Field Discoveries</b> Richard Ward CEO, PetroquímicaSuape (Brazil)</p> <p><b>Sustainable Development Applied to Man-made Fibers Production: Rhodia's Brazil Case</b> Marcos A. de Marchi President, Rhodia Latin America (Brazil)</p> <p><b>Man-made Fibers Role for a Sustainable Textile World Advansa's (Turkey) Case</b> David Bayliss Business Director, ADVANSA (Turkey)</p> <p>Panel Discussion/Q&amp;A</p>
<p>19.00 – 20.30</p>	<p><b>Welcome Get-together</b> Offered by <i>Golden Química</i> (Morumbi Ballroom Foyer, Lobby level)</p>

<p>from 8.00 on</p>	<p>Registration – National Delegates (Morumbi Ballroom Foyer - Lobby level)</p>
<p><b>FORMAL OPENING SESSION</b> (Morumbi Ballroom)</p>	
<p>09.00 – 10.45</p>	<p>Brazilian Anthem Maestro João Carlos Martins Orchestra Filarmônica Bachiana Sesi - SP</p> <p><b>Welcome Addresses</b> Halit Narin, President, ITMF Aguinaldo Diniz Filho, President, Brazilian Textile and Apparel Industry Association - ABIT (Brazil)</p> <p><b>Keynote Address</b> <i>to be confirmed</i> Luiz Inácio Lula da Silva President of Brazil</p>
<p>10.45 – 11.15</p>	<p>Coffee Break</p>
<p><b>FIRST GENERAL SESSION</b> (Morumbi Ballroom)</p>	
<p>11.15 – 12.30</p>	<p><b>The Global and Brazilian Economy – Situation and Outlook Two Years after the Global Financial and Economic Crisis</b> <b>Moderator:</b> George Vidor, O Globo Newspaper Editorialist and Economic Commentator of GloboNews Channel (Brazil)</p> <p>Guido Mantega <i>to be confirmed</i> Minister of Finance</p> <p><b>View and Perspectives of the World Economy for 2011</b> John Hawksworth Head of Macroeconomics, PwC (UK)</p> <p>Panel Discussion/Q&amp;A</p>
<p>12.30 – 14.00</p>	<p><b>Lunch</b> (Hilton Meetings 3/4/5/6/7, 3rd Mezzanine level)</p>



<b>SECOND GENERAL SESSION</b> (Morumbi Ballroom)	
14.00 - 15.30	<p><b>Brazil's Textile and Clothing Industry: Its Role in the Americas and the World</b>  <b>Moderator:</b> George Vidor, O Globo Newspaper Editorialist and Economic Commentator of GloboNews Channel (Brazil)</p> <p><b>The Importance of the Textile and Apparel Industry for the Development of Brazil</b>                      Luciano Coutinho                      President, Brazilian Development Bank - BNDES (Brazil)</p> <p><b>Overview of the Brazilian Textile and Apparel Industry and Distribution</b>                      Fernando Valente Pimentel                      Executive Director, Brazilian Textile and Apparel Industry Association - ABIT (Brazil)</p> <p><b>The Competitive Advantage of the Integration of a Strong Productive Chain with the Economy of Knowledge</b>                      Nelson Alvarenga                      Board Member and Shareholder, InBrands (Brazil)</p> <p><b>Competitive Advantage of the Fashion Industry in Brazil: Biodiversity, Technology and Design</b>                      Oskar Metsavaht                      Style and Creative Director, Osklen (Brazil)</p> <p>Panel Discussion/Q&amp;A</p>
15.30 - 16.00	Coffee Break

<b>THIRD GENERAL SESSION</b> (Morumbi Ballroom)	
16.00 - 17.30	<p><b>Neo Consumer – His Behaviour and Expectations</b>  <b>Moderator:</b> Marcos Gouvêa de Souza, CEO &amp; Senior Partner, GS&amp;MD - Gouvêa de Souza (Brazil)</p> <p>Flávio Rocha                      CEO, Riachuelo Department Store (Brazil)</p> <p>Catalina Restrepo                      Marketing Manager, Leonisa (Colombia)</p> <p>Maryelle Allemand                      Senior Marketing Project Manager, Groupe Carlin International (France)</p> <p>Vicente Donini                      Chairman of the Board, Marisol (Brazil)</p> <p>Theodore Schachter                      Assistant Professor, Fashion Institute of Technology of New York - FIT (USA)</p> <p>Panel Discussion/Q&amp;A</p>
19.30 - 22.30	<p><b>Reception and Gala Dinner with Entertainment</b>                      (Espaço Contemporâneo)  <i>15 minutes bus transfer from the Hilton Hotel</i>  <i>Gather at the <b>meeting point</b> at 19.30</i>  <i>(Lobby Level)</i></p>



<b>FOURTH GENERAL SESSION</b> (Morumbi Ballroom)	
08.30 - 10.00	<p><b>Internationalisation of the Brazilian Textile Industry &amp; Investment Opportunities</b>  <b>Moderator:</b> Rafael Cervone, CEO Texbrasil Program, Brazilian Textile and Apparel Industry Association - ABIT (Brazil)</p> <p>Alessandro Teixeira                      President, Brazilian Trade and Investment Promotion Agency - ApexBrasil (Brazil)</p> <p><b>Infrastructure Investments in Brazil and Opportunities for Use of Technical and Technological Fabrics</b>                      Júlio Ramundo                      Deputy Director of the Industrial Area, Brazilian Development Bank - BNDES (Brazil)</p> <p><b>Technical Textiles – Application of Geosynthetics in Civil and Environmental Engineering</b>                      Laerte Guião Maroni                      President, Brazilian Association of Nonwovens and Technical Textile, ABINT (Brazil)</p> <p><b>Technologies in Materials: New Paradigms for the Textile Industry</b>                      António Braz dos Santos Costa                      General Manager, Technological Centre Specialized in Textile and Clothing Technologies - CITEVE (Portugal)</p> <p>Panel Discussion/Q&amp;A</p>
10.00 - 10.30	Coffee Break

<b>FIFTH GENERAL SESSION</b> (Morumbi Ballroom)	
10.30 - 12.30	<p><b>Sustainability and Profitability – Do They Go Together?</b>  <b>Moderator:</b> Bashir H. Ali Mohammad, ITMF Vice President</p> <p><b>From White Gold to Green Shirt: Sustainable Development through the Vertical Supply Chain</b>                      John Cheh                      Vice Chairman &amp; CEO, Esquel Group (China)</p> <p><b>Key Drivers of Sustainability in the Global Textile Supply Chain</b>                      John Easton                      Ecology Solutions Manager, Dystar (UK)</p> <p><b>Sustainability: Achieving Profits Through Principles</b>                      Jeffery S. Harlowe                      Senior Vice President, Latin America, Levi Strauss &amp; Co. (Mexico)</p> <p><b>Sustaining a 3G Approach in the Textile Industry: Green, Governance and Gains</b>                      Giuliano Noci                      Professor of Marketing, Politecnico di Milano (Italy)</p> <p><b>The Sustainable Development Strategy for China’s Textile Industry in the Post-crises Era</b>                      Tiankai Wang                      Vice President, China National Textile &amp; Apparel Council (China)</p> <p>Panel Discussion/Q&amp;A</p>



12.30 - 12.45	<b>The Global Textile Machinery Market Situation</b> Christian P. Schindler Director General, ITMF
12.45 – 12.50	<b>Closing Remarks</b>  Aguinaldo Diniz Filho President, Brazilian Textile and Apparel Industry Association - ABIT (Brazil)  Halit Narin President, ITMF
12.50 – 13.00	<b>Invitation to the ITMF Annual Conference 2011</b>
13.00 – 14.15	<b>Meeting of the Committee of Management</b> (Morumbi Ballroom) <i>working lunch incl.</i>
13.00 – 14.15	<b>Lunch</b> (Hilton Meetings 3/4/5/6/7, 3rd Mezzanine level)
Afternoon	Football Museum
	Join the Spouse Tour to Visit the Fundação Maria Luisa e Oscar Americano
Evening	Free





**International Textile Manufacturers Federation**

Wiedingstrasse 9, CH-8055 Zürich, Switzerland

Tel +41.44.2836380 / Fax +41.44.2836389

secretariat@itmf.org / www.itmf.org

Organization:



Hosts:



Partners:

