

# Annual Conference Report 2013



**ITMF Annual Conference 2013**  
Bregenz, Austria, Sept. 8–10



**Rebalancing the  
Power between  
Manufacturing  
and Retail**

INTERNATIONAL TEXTILE MANUFACTURERS FEDERATION  
FÉDÉRATION INTERNATIONALE DES INDUSTRIES TEXTILES  
INTERNATIONALE VEREINIGUNG DER TEXTILINDUSTRIE



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## Rebalancing the Power between Manufacturing and Retail

From September 8 - 10, 2013, the International Textile Manufacturers Federation (ITMF) held its Annual Conference in Bregenz, Austria.

This report contains all available (unedited) presentations.

December 2013

INTERNATIONAL TEXTILE MANUFACTURERS FEDERATION  
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## Welcome Addresses

[Dionys Lehner](#), President, VTI, Austria

[Peter Untersberger](#), CEO, Lenzing, Austria

[Josué Gomes da Silva](#), President, ITMF, Brazil

## 1st General Session: Branding & E-Commerce

Keynote Address:

[The Branding Multiplier in a Digital and Rebalancing Age](#)

David Roth, CEO, The Store, WPP EMEA & Asia, WPP, UK

[How Ebay and PayPal are Approaching Commerce and Mobile](#)

Teppo Paavola, Vice President, Head of Global Business Development, PayPal, USA

## 2nd General Session: Europe's Textile Industry

[Industry & Retail: An Industrial Viewpoint](#)

Alexander Hofstadler, CEO, Linz Textil, Austria

[Research- and Creativity-based European Textile Production](#)

Juan Parés, CEO, Textil Santanderina, Spain

Keynote Address:

[Eurozone Deficit Crisis Receding – World Economy to Surprise on Upside](#)

Folker Hellmeyer, Chief Economist, Bremer Landesbank, Germany

## 3rd General Session: Textile Supply Chain

[Opportunities within the Textile Added Value Chain](#)

Giuseppe Gherzi, Partner, Gherzi Textile Organisation, Switzerland

[Which Strategy for the European Textile Supply Chain?](#)

[The Experience of Canclini Tessile](#)

Simone Canclini, Chairman, Canclini, Italy

[Global Supply Chain: The Next Generation](#)

Mark Green, Executive Vice President – Global Supply Chain, PVH Corporation, Hong Kong

## 4th General Session: Retail

[Cotton made in Africa – An Aid by Trade Foundation Initiative](#)

Tina Stridde, Managing Director, Aid by Trade Foundation / Cotton made in Africa, Germany

[The Digital Transformation of the B2B Retail Business](#)

Stefan Hentschel, Industry Leader B2B, Google, Germany

## **5th General Session: Technical Textiles and Nonwovens**

### **[Development Potentials for Technical Textiles](#)**

Götz T. Gresser, Director, ITV Denkendorf, Germany

### **[New Textile Paradigms – Printed Electronics, Additive Technologies \(3D Printing\)](#)**

António Braz dos Santos Costa, General Manager, CITEVE, Portugal

### **[Innovation within our Core Competence](#)**

Christoph Tobler, CEO, Sefar Holding, Switzerland

## **The World Textile Machinery Market**

### **[An Update](#)**

Christian P. Schindler, Director General, ITMF, Switzerland

## **China's Textile Industry**

### **[Today and Tomorrow](#)**

Sun Ruizhe, Vice President, CTNAC, China

## **Fibre Session - Cotton**

### **[Measuring Sustainability in Cotton](#)**

Terry Townsend, Executive Director ICAC, USA

### **[The New Meaning of Sustainability](#)**

Fritz A. Grobien, President, Bremen Cotton Exchange, Germany

### **[DNA Based Cotton Analysis](#)**

Kai Hughes, Managing Director, ICA Bremen, Germany  
and

Lothar Kruse, Managing Director, Impetus Bioscience, Germany

## **Fibre Session – Man-made Fibres**

### **[Regional Markets for Manufactured Fibres: Overview and Outlook](#)**

Peter Driscoll, Managing Director, PCI Fibres, United Kingdom

### **[Innovative Applications for Cellulosic Fibers](#)**

Dieter Eichinger, Vice President / General Manager BU Textile Lenzing, Austria

## **[Speakers' Contact Details](#)**

## **[Sponsors](#)**