

TORINO FASHION MATCH 2020

THE TALKS PROGRAMME

01/02 JULY 2020

Location:

Rinascente Luxury Store
Via Lagrange 15,
10100 Turin

Wednesday, 01st July 2020

h. 9.30 – 9.45: Registration

SPEECH N. 1

Omnichannel, Digital Marketing And International Networks

- o h. 9.45 – 10.00 : Welcome _ Unioncamere Piemonte
- o h. 10.00 – 10.30 : Rinascente
 - Omnichannel.....
- o h. 10.30- 10.45 : Camera Buyers Milano (CBI The Best Shop)
- o h. 10.45 – 11.00 : African online fashion retail store. UK-based online retail platform, they offer the most fashionable, yet affordable clothing, shoes, and accessories to both men and women in Africa between.
 - Ade Adeyemi, Ceo and Founder at Losode UK Ltd

SPEECH SESSION .2

Ethical Fashion and the Climate change:

- o h. 11.00 – 11.30 TALK_Ethical and Modest fashion and the impact on global economics and climate change
 - *Hajra Khan, Special Projects Manager, Halal Expo London* ✓
- o h.11.30 – 12.00 TALK_ Lovedesh Luxury Platform (A New British Ethical Luxury Brand - With Heart)
 - *Yasmin Choudhury, CEO and Founder at [Lovedesh](#) (UK)* ✓
- o h. 12.00 – 12.30 TALK_CASE STUDY_(Big Brand) TBC

h. 12.30 – 1.00 Institutional panel WITH JOURNALST TBC

Free Lunch Break: h 1.00 – 1.45 pm

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PANEL DISCUSSION

h. 14.00 – 15.00

[European Support's Actions for smes](#)

[Enterprise Europe Network](#)

- Rules of origin for textile and clothes and how to increase export performance in Free Trade Agreements
 - *Mikael Garellick* Trade Affairs Officer, DG Internal Market, Industry, Entrepreneurship and SMEs, Unit Tourism, Emerging and Creative Industries European Commission
- Calls for proposals and support actions for the Fashion Industry
 - *Gisella Santos*, Poject Officer, European Agency for Small and Medium Enterprises (EASME) European Commission

h. 15.00 – 16.00

[IPR Help Desk for Smes:](#)

- What can IP do for my business? 5 benefits that will boost your business
 -IPR Help Desk America Latina ✓
 -IPR Help Desk South East Asia ✓

h. 16.00 End of Work!

Torino Fashion Week 2020:

- ❖ **h. 5:00 pm – 7:00 pm**: I SESSION TFW 2020 SHOWS
- ❖ **h. 9:00 – 10.30 pm**: II SESSION TFW 2020 SHOWS

Participation to the shows is free of charge BUT the registration is mandatory!!

MORE INFO WILL COME SOON

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Thursday, 02nd July 2020

h. 9.15 - 9.30: Registration

SPEECH SESSION .3

Circular Fashion

- o h. 9.30 – 11.00 **TRAINING** for Smes and Fashion Designers:.....
 -Fondazione Pistoletto, BEST (Biella) formazione + interazione con fashion designer
- o h. 11.00– 11.20 **TALK**_The REACH Regulation, substances and chemical compounds in industrial processes
 - *Marco Piu, Scientific and Organizational Coordinator* Associazione Tessile e Salute Impresa Sociale (Textile and Health Association) ✓
- o h. 11.20 – 12.00 **TRAINING SESSION**_Title:
 - Olusola McKenzie,..... Learn to recreate UK
- o h. 12.00 – 12.15 **TALK**_Title:
 - MANU-SQUARE Project (MANUfacturing ecosystem of QUALified Resources Exchange)

CASE STUDIES:

3 Brands present their experience

- o h. 12.15 – 12.30 **Case study I**_Very, Important, Choice, VIC: sessione interattiva ✓
- o h. 12.30 – 12.45 **Case Study II**_ B-Come (Spain)_ 15 min ✓
- o h. 12.45 – 1.00 **Case Study II** – Cangiarì (Italy)
- o h. Vesti la natura –Cristian Perinelli _15 min **TBC**

Free Lunch Break: h 1.15 pm – 14.15 pm

SPEECH SESSION .4

h. 14.30 -16.30 pm

Digital & Fashion Technology

- o h. 14.30 – 15:15 **TRAINING SESSION** _.....:
 - Giusy Cannone Ceo Fashion Technology Accelerator
- o h.15.15– 15:45 **TALK** Textile Centre of Excellence West Yorkshire - UK –
 - Bill Macbeth.....
- o h. 15:45 – 16.00 **CASE STUDY**_ Fashion Development towards fashion Technology: case study of a fashion technology startup
 - *Alessandro Felaco, Ceo Epochè Luxury Smartwatch (IT)*✓

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h. 16.30 End of Work!

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