



TURIN, 28 | 29 | 30 June 2023

PROGRAMME TALKs and B2B sessions

TORINO FASHION MATCH 2023

B2B & TALKs:

Mercato Centrale

Piazza della Repubblica, n. 25
Turin - Italy

TFW shows:

Villa Sassi

Str. al Traforo di Pino, 47,
10132 Turin, IT



#28th JUNE 2023:

h. 9:00 am - 5:30 pm

TALK 1_ Internationalization for SMEs in the Fashion Industry : #EEN can HELP!

TALK 2_ Empowering Diversity and Inclusion Across the global Fashion Industry

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor):

B2B SESSION

Check you profile and your AGENDA and be on time for your confirmed meetings!



h. 11:00 AM – 13:00 PM (Area Talk, 2° floor)

TALK SESSION 1 : Internationalisation for SMEs: #EEN can HELP!

Creating International Connections worldwide could help your business to grow and can boost your creativity ! The [EEN Network](#) Can Help you on that !



h. 11:00 – 11:15

Welcome Speech, Unioncamere Piemonte

h.11:15 – 11:30

The Sector Group Textiles and the Enterprise Europe Network : activities and services to support companies to grow and to internationalize *Federica Leonetti*, International Business Advisor and Chair of the Group of experts on Textiles within the Enterprise Europe Network , Unioncamere Piemonte

h. 11:30 – 11:45

The Enterprise Europe Network worldwide : EEN Colombia : opportunities and information on local textile and fashion industry, *Sebastián Bustamante González*, Enterprise Europe Network Colombia Coordinator

h. 11:45 – 12:00

The Inflation Reduction Act in USA, not an obstacle but an opportunity for European companies (EEN USA)

Sven C. Oehme, President & CEO at EABO Inc. [European American Business Organization](#), Inc., EEN support Office in New York

h. 12.00 – 12.20

Catedra Internacional de Moda Flamenca

Francisco Valderrama Uceda, Director General at [ESCUELA SUPERIOR SEVILLA DE MODA](#)



#EENis15 years helping small businesses innovate and grow internationally



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DI TORINO

h. 12:20 – 13:00

Africa Session :

- **Unseen profile, be an entrepreneur in Italy**, *Judith Borsetto*, Founder and Art Director at [JUDITH SAINT JERMAIN](#) company
- **The Fashion sector in SENEGAL :**
 - Video Interview with *Amina Badiane*, President of the National Beauty contest Miss Senegal, Ambassador of the African Tourism Board and former Model
 - *Federico Daneo*, Secretary General at the Turin Consular Corps and Director of the Piedmontese Centre of African Studies
 - *Moustapha Fall*, President of Senegal Turin Association
 - *Malik Niang* Treasurer of Senegal Turin Association and owner of the brand *Ande Neek Been- Baobab Couture*

h. 13.00 Free lunch at Mercato Centrale

*(Choose a restaurant and then take a seat in the **EEN area** in front of the Restaurant la Piola)*

h. 14:00 AM – 15:00 PM (Area Talk, 2° floor)

TALK SESSION 2:

Empowering Diversity and Inclusion Across the global Fashion Industry



The issues of inequity that fashion faces are systemic, and change will need to happen within the broader ecosystem. By recognizing that change needs to occur within the broader ecosystem, stakeholders can work together to create an industry that is representative, accessible, and supportive of individuals from all backgrounds.

The fashion industry, like many other sectors, grapples with deep-rooted problems concerning diversity and inclusion. These issues encompass various aspects, such as representation, accessibility, and equal opportunities.

To create a more inclusive and equitable industry, it is crucial to recognize that change cannot occur in isolation but must involve multiple stakeholders. Empowering diversity and inclusion in the fashion industry goes beyond mere tokenism or surface-level representation. It requires a comprehensive approach that challenges systemic barriers and promotes an environment where people from all backgrounds can thrive.

This approach necessitates addressing inequalities within the supply chain, labor practices, and leadership positions. To foster meaningful change, industry players, including fashion brands, retailers, manufacturers, and fashion media, must actively engage in initiatives that promote diversity and inclusion. This can involve strategies such as inclusive hiring practices, diverse representation in marketing campaigns and fashion shows, promoting fair labor practices, and collaborating with underrepresented communities. Moreover, fostering diversity and inclusion requires the fashion industry to listen to marginalized voices and perspectives. It is essential to amplify the voices of individuals who have historically been excluded or underrepresented, enabling them to contribute to the dialogue and decision-making processes.

Moderator : *Anass Hanafi*, Curator [Global Shapers Turin Hub](#)

PANELISTS :

- *Sven C. Oehme*, President & CEO at EABO Inc. **European American Business Organization**, Inc., EEN support Office in New York
- *Giulia Sirigu*, Scaleup Director Senior Innovation and Growth Specialist Innovate [at Innovate UK EDGE](#)
- *Khayala Mammadova*, Deputy Chairwomen at [Azerbaijan Young Entrepreneurs Network](#)
- *Judith Borsetto*, Founder and Art Director at [JUDITH SAINT JERMAIN](#) company
- *Bozhenko Liudmyla*, founder and designer of the [Etika](#) clothing brand
- *Hutsaliuk Anna*, b2b Manager at [Pitaya](#) company



h. 14:00 - 17:30 PM (B2B Area, 1° floor)

B2B SESSION

Check your profile and your AGENDA and be on time for your confirmed meetings!



Notes: B2B area will be equipped with a coffee station all day long

After a working day ..You are invited to join:

Torino Fashion Week 2023

Show : ITALY DAY

and Jazz Concert Quartet

h. 20.30 pm – 23.00 pm

Villa Sassi

**Str. al Traforo di Pino, 47,
10132 Turin, IT**

**Please register for this activity by adding it within your profile, on the
b2b platform, under your
AGENDA session !**

#29th June 2023:

h. 9:00 am- 5:30 pm

TALK 3_INTELLECTUAL PROPERTY RIGHT IN THE TEXTILE AND FASHION INDUSTRY

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor):

B2B SESSION

Check you profile and your AGENDA and be on time for your confirmed meetings!



h. 11:00 AM – 12:50 PM (Area Talk, 2° floor)

TALK SESSION 3:IP SME HELPDESH Latina America and India and the IPR in Fashion and the Creative Industry

Intellectual Property Right, New technologies, IP disputes and Infringements : all you need to know to protect your brand worldwide!

h. 11:00 – 11:10

Welcome Speech, Unioncamere Piemonte

h.11:10 – 12:10

Training Session in collaboration with :

Giovanna Girardi, Expert at [Latin America IP SME Helpdesk](#):



Description

The fashion sector is a highly competitive environment where differentiating your products from your competitors' ones may make the difference between success and failure.

In addition, e-commerce allows your products to enter the Latin American markets even before you have decided to start distributing in these territories. Therefore, in some cases, you will be able to transfer your reputation and goodwill in Europe to Latin America thanks to a consistent branding and Trade mark protection strategy.

Come and meet us to know more about these and other benefits that Intellectual Property offers to your business, as well as the local particularities of patents, trade marks, designs and copyright in Latin America and some good practices to protect your innovation and make it profitable.

Our IP expert will show you how and will be pleased to meet you afterwards on a bilateral meeting to provide you with a totally tailor-made assistance.

Nicolas Gutierrez, Expert at [India IP SME Helpdesk](#):

Description

Being second largest textile consumer in the world and with a young and vibrant population, India provides a huge opportunity for companies to explore, invest and commercialize their products. FDI investments in textile and apparel and fashion industry has reached up to \$3.75 billion and the industry is said to double in size to \$190 bn by 2025-26. With organized retail landscape (ecommerce), supply chain availability, skilled manpower and a large and growing domestic market and presence of raw materials Indian textile industry is the cusp of the breakthrough. Given the market size, the demographics and the textile industry landscape, Intellectual property plays a vital role to protect and valorize the brand and the products associated. The session is organized to uprise companies about intellectual property landscape, commercializing avenues available, and enforcement mechanisms in India and strategies prior internationalization.

What you can expect

1. Introduction to Indian Textile and Fashion Market
2. Why IP is important.
3. An overview of the intellectual property rights available.
3. Enforcement of intellectual property rights on online and offline markets.
4. Specific answers to your queries.

h. 12:10 – 12:30

Fashion beyond creativity: new technologies, metaverse and more, Emanuela Truffo, Partner at [Jacobacci Law Firm](#)

h. 12:30 – 12:50

Fashion and IP disputes and infringements: WIPO Mediation and Arbitration, Chiara Accornero, Expert at World Intellectual property Organization ([WIPO](#)) – **SPEAKER ONLINE**

Free lunch at Mercato Centrale

*(Choose a restaurant and then take a seat in the **EEN area** in front of the Restaurant la Piola)*

h. 14:30 - 17:30 PM (B2B Area, 1° floor)

B2B SESSION

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Notes: B2B area will be equipped with a coffee station all day long

Note :

The TFW show on the 29th June has been cancelled for technical reasons

#30 June 2023

h. 9:00 am - 5:30 pm

TALK 4_ SUSTAINABLE AND CIRCULAR FASHION

TALK 5_ SPORT, INNOVATIVE TRENDS, SMART AND DIGITAL TECHNOLOGIES

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor)

B2B SESSION

Check you profile and your AGENDA and be on time for your confirmed meetings!



h. 10:45 AM – 13:00 PM (Area Talk, 2° floor)

TALK SESSION 4: Sustainable and Circular Fashion



h. 10:45 – 10:55

Welcome Speech, *Federica Leonetti*, Chair of the Sector Group Textiles, [Enterprise Europe Network](#), at [Unioncamere Piemonte](#)

h. 10:55 – 11:15

Circular Economy Innovation Trends in the Fashion & Textile industry, *El Khoury Christopher*, [Intesa Sanpaolo Innovation Center](#), [Circular Economy Lab](#)

h. 11:15 – 11:30

The European Textile Regulation on Sustainable Textile, *Paolo Sandri*, Senior Policy Officer – Trade, Internal Market and Energy [EURATEX](#)

h. 11:30 – 11:45

The Sustainable Mapping Report from the Experts group of Textiles, *Mariagrazia Berardi* Business Advisor at [CNA Lombardia](#), Enterprise Europe Network Member

h. 11:45 – 12:00

Circular Use, Not New, But Forgotten, *Sven C. Oehme*, President & CEO at EABO Inc. [European American Business Organization](#), Inc., EEN support Office in New York

h. 12:00 – 12:15

RegioGreenTex Project (Regions for Green Textile), *Paola Fontana*, Senior Manager at [Pointex](#) Textile Innovation Cluster (Biella, Italy) **TBC**

h. 12:15 – 12:30

[ATELIER RIFORMA](#), Elena Ferrero Co-Founder and CEO at Atelier Riforma (Turin, IT)

h. 12.30 – 12.45

EU-India Opportunities for Circular Fashion and Resource Efficiency: presentation will cover some of the key findings and outcomes and highlight some key areas and actions EU and India can collaborate on going forward in this arena.

Leena Pishhe Thomas, Director at Global Business Inroads, EEN India

h. 12.45 – 13.00

The New Frontiers of Upcycling: how the tissue biocycle changes our future.

Fabiola Polli, CEO & FOUNDER at [Bio Fashion Tech](#)

Free lunch at Mercato Centrale

(Choose a restaurant and then take a seat in the **EEN area** in front of the Restaurant la Piola)

h. 1:45 pm – 3:15 pm (Area Talk, 2°Floor)

TALK SESSION 5

Sport | Innovative Trends | Smart and Digital Technologies



h. 1:45 – 2:00

EEN Sport Itinerary 2023 – Pilot Project for SMEs (sport Industry) :

Federica Leonetti, International Business Advisor and Chair of the Group of experts on Textiles within the Enterprise Europe Network , Unioncamere Piemonte, EEN IT members

h. 2:00 – 2:15

EUROSIMA Sport Industry Cluster of sustainable brands _ 25 Years of passion

Jean Louis Rodrigues , President at Eurosima - **SPEAKER ONLINE**

h. 2:15– 2:30

BARTER : the Exchange Platform for Sports Retail Stores , *Daniele Ghigo*, CEO and Founder at Barter

h. 2:30 – 2:45

How current digital trends are disruptive the creative industry ?

Khayala Mammadova, Deputy Chairwomen at [Azerbaijan Young Entrepreneurs Network](#)

h. 2:45 – 3:00

Collaborations and connections: exploring new markets and reaching new customer segments. Have you ever considered enhancing your company's reputation with the help of an artist

Carole Baué Project Manager e Creative Advisor [Chippendale Studio](#)



h. 2:30 - 5:30 PM (B2B Area, 1° floor)

B2B SESSION

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Notes: B2B area will be equipped with a coffee station all day long

If you need more information, you can contact:

Unioncamere Piemonte

ALPS EEN Member

Via Pomba, 23 – 10133 Turin (IT)

Ms. Federica Leonetti

f.leonetti@pie.camcom.it

THANKS FOR JOINING THIS EVENT !!



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