



IWTO Newsletter



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INSIDE THIS ISSUE:

Editorial 3

Projects 4

Wool Show Cases 5

Events 6

R E V I E W

IWTO Wool Forum Biella

November 26-29, 2005



The IWTO Wool Forum Biella that has just ended welcomed more than 200 participants during its four-day run. This year's title, 'Improving Demand for Wool', was the main theme of all the lectures. Although the market continues to be in the doldrums, the high-grade speakers were able to offer the sector a host of practical information. "The wool sector needs a communication platform where it can exchange information, ideas, approaches and solutions", explained Michael Lempriere, President of IWTO.



"There is a need for promoting wool to create an aura of dream for the precious, luxury fibre to put it to the consumers' mind" was stated by Mr. Paolo Zegna, President of the Italian textile federation SMI-ATI. "Contact the designers, they are choosing the material for the end products" was the clear message from Sandra Boberg, designer of the automotive brand Pininfarina SPA. Going different ways in promotion, in

media and on the show floor was mentioned by Dr. Raffaele Napoleone from Pitti Imagine, Florence and by Mr. Landi from Benetton on the shop floor. With their lectu-

res, 40 international top speakers from marketing, advertising, trend, trade



and industry gave participants food for thought, came up with thought-provoking ideas and created a solid basis for discussion. The subjects covered, ranged from promotion of wool to technical innovations, from trend information to retail news. Sectors covered were Apparel, Interior Textiles and Technical Textiles.

Mr. David Blumenthal CEO of Lionbrand Yarn, US reported on the creation of the hand-knitting

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boom in US. He stated that we live in the world of celebrities that is why there is a strong need to work with them to promote our products. Mrs. Ornella Bignami from Ementi Moda, Italy and Mr. Heiner Oberrauch, Oberrauch-Zitt/Salewa Group Italy stressed that wool has to match the peoples' feelings and emotions. In addition to that, Mr. Vassilis Masselos from IAF pointed out that the global textile and clothing industry needs the wind of change to respond to disruptive change in consumers' minds. The common aim of the event was to provide constructive suggestions for the sector, which would help all involved to work together to better satisfy consumer needs and wishes. For many participants, 'IWTO Wool Forum' was, on the one hand, confir-

mation, and, on the other hand, motivation for strengthening existing marketing strategies.

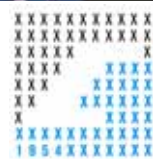
Delegates have been present from more than 25 countries around the world, for whom the Wool Forum was a genuine international meeting place aimed at specialists and executives from the whole supply chain of the wool and textile industry.



Sponsors of the Event have been:



Unione Industriale Biellese



CENTRO DI FIRENZE PER LA MODA ITALIANA

News from the Members

Associate Members

Hochschule Niederrhein



The University of Applied Sci-

ence in Moenchengladbach has informed us of the creation of two new research institutes: for the division of Textile and Clothing in Moenchengladbach and for the division of Modeling and Advanced Technology (IMH) in Krefeld, Germany. The two new institutes will serve for ideas to

be implemented into new products and methods in a faster and more effective way. It should give an opportunity to small and medium-sized enterprises (SME) to be more competitive.

News from the Committees

Commercial Suppliers Committee

Mr. Nagy Bensid announced his withdrawal from this Committee during the Wool Forum in Biella. IWTO wishes to thank Mr. Nagy

Bensid for his commitment within our organisation.

Licensing Panel

During the Wool Forum in Biella, Mr. Jens Magnus Nielsen was

appointed Chairman of the Licensing Panel, after the retirement of Mr. John Michell. IWTO wishes to thank Mr. Michell for his dedication throughout all his years as Chairman of the Licensing Panel.

Editorial



Dear Readers,
The successful Wool Forum 2006 in Biella has sent out signs of optimism to the industry. With more than 220 registrations the first Wool Forum in Italy's heart of the wool industry was the largest Wool Forum in IWTO's history. More than 40 high profile speakers made the event a beneficial source of information and innovation, and with its focus on "increasing demand for wool" giving motivation to the industry. Please find in this Newsletter more details about the event.

The Test Marketing Programme is running, an update was given during the Wool Forum in Biella.

The support from the industry towards this initiative is impressive; at the Wool Forum in Biella, China also has declared its contribution towards the programme.

Shortly, the year 2005 is coming to its end, another challenging year for the wool industry. Nevertheless there have been positive signs for our industry, in the Apparel sector, wool was present on the stages of designers and on the shop floors, remarkably also in womenswear. In Interior Textiles wool has been prominently discussed, the trend to natural fibres in this sector is increasing. And the most important factor is that the wool industry has understood that marketing and promotion is an essential

part for placing the product on the market. With this knowledge and signs, the way is being paved for a positive trend in 2006 in our industry's sector.

We wish all our members and everybody interested in the wool industry and IWTO a very positive and prosperous 2006.

Henrik Kuffner
Director General – IWTO
Brussels, 2005

Project News

International Student Exchange Programme (ISEP)



IWTO announces the second edition of International Student Exchange Programme (ISEP), funded by Australian Wool Innovation Limited (AWI). For the edition 2006 the call for application is now open. This opportunity is directed at students and trainees from the textile sector. From those persons who send the completed application by January 31, 2006, the Selection Jury will choose 10 outstanding candidates who will be offered a 3-6 month traineeship in a company or organisation active across the wool textile pipeline. Travel and accommodation costs related to the traineeship will be covered by the project.

The first edition of ISEP generated much excitement from the participants. A very positive feedback regarding the programme has been expressed by the students who have just completed their traineeships.

Mrs. Eglantine Baussan (France)



Eglantine Baussan

who did the traineeship at the University of New South Wales (Australia) concluded: "The pla-

cement has changed my views about the wool industry (...). I think we are not sufficiently aware of the progress in wool industry..."



Mrs. Yan Zhang

According to Mrs. Yan Zhang (China), who was the trainee at CSIRO (Australia), "ISEP is a meaningful programme for long term development. Especially today world wool industry is becoming more co-operated, maintaining the links between every section is very important for the success of wool industry development..."



Vamsi Krishna Jasti

Mr. Vamsi Krishna Jasti (India) who did his traineeship at Youngor Worsted Spinning Weaving and Dyeing Company Ltd (China) reported: "The placement has increased my knowledge about wool processing and makes me more interested in working with the wool industry..."



For Mrs. Benedetta Corsi (Italy) "the traineeship was the

Benedetta Corsi

first opportunity to look at the business from inside". She had a chance to look at the business at The New Zealand Merino Company (New Zealand).



Maria Grubert



Ana Broega



Sudhakar Jaganathan



Yuqing Liu

Detailed information about the ISEP edition 2006 and application forms are available on www.iwto.org.



Kanfeng Wang

Projects

The Test Marketing Project 2005-06 - Update



The Test Marketing is processing according to the set timetable.

Here you find a summary of the project and the state of execution.

Project defined

Three peak wool industry bodies – Australian Wool Innovation Ltd (AWI), the International Wool Textiles Organisation (IWTO) and Australian Wool Services (AWS / Woolmark) – have joined forces and contributed US\$6.6 million in funding and resources for a ground-breaking Test Marketing Project to identify those manufacturers, retailers and end consumers who will stimulate demand for “comfortable” wool apparel.

An industry landmark agreement

The agreement between AWI, IWTO and AWS represents the first fully collaborative, industry-wide, from grower to manufacturer approach to the marketing of wool. The project was instigated at an IWTO conference in Hobart, Australia, in April 2005, resulting in recommendations from the IWTO Apparel Task Force Group and supported by IWTO Past President Casanovas and IWTO President Lempriere. Now, just six months after the conference, the project is under way.

AWS has been designated as the Project Director, represented by Brenda McGahan, Executive Director Woolmark.

An international project with international support

The Test Marketing Project is being funded by 14 countries including Argentina, Australia (Trade & Industry), France, Germany, Italy, New Zealand (Trade & Industry), Portugal, South Africa, Spain, Thailand, Turkey, Uruguay, the UK and the USA. During the Wool Forum in Biella also China announced their support.

Project aim



The project's core aim is to test the degree to which consumer marketing can have a measurable, positive impact on wool volumes. This campaign is focused on increasing the demand for “comfortable” wool apparel products at the consumer level for the fall/winter 2006-07 season in a determined regional area. It will be highly focused, finely targeted and extremely specific – promoting “comfortable” wool apparel.

The project will adopt a two-pronged approach: to “influence the influencers” to ensure that wool products are available for purchase and to target the end consumers to generate the increased demand for wool. The aim of an ongoing marketing program “from shop-to-sheep” is to create a demand based industry, which supplies the right products and builds a long-term profitable future for wool.

The significant outcome of the landmark agreement is a unified approach under a Governance Committee, appointed by AWI, IWTO and AWS.

Project team

Brenda McGahan, as Project Director and Executive Director of The Woolmark Company, is spearheading the project. She has assembled a professional team with expertise in consumer insights, marketing and brand strategy, economics, apparel retailing and stakeholder communications.

The focus is on selling existing garments that have high wool content – in regions with a high incidence of consumers, with high disposable income and the disposition to buy quality clothes.



Project News

World Wool Award (WWA)

For the second edition of World Wool Award, sponsored by The Woolmark Company we have received more than 70 applications from 22 countries covering

all continents. The deadline for sending projects is December 15th. The next important step of this edition is the Jury Meeting that will be held in Brussels in

February next year. More details about this event and its results you will receive in the next Newsletter.



Feature Wool! - Project

IWTO launches a new project offered to young active designers from around the world: "Feature Wool! The project's aim is to strengthen the focus and the visibility of wool and wool blends among international professional designers and to support their career pathways and encourage the exchange of ideas between the designers and the rest of the textile pipeline.

The minimum content of wool in the designed projects has to be 10%. In the trial version 3 selected professional designers will have an own section within a common stall at the exhibition TEXWORLD in Paris held on February 20th – 23rd 2006. TEXWORLD is one of the most international fabric exhibition within the textile fabric industry. The stall provided to the selected

designers will be a one-roof stall with individual sub-sectors for each of them, where each designer is able to expose his works and creations in wool. The project is kindly sponsored by Messe Frankfurt.

Feature Wool! at



IWTO Interior Textiles Project

After the first successful Consumer Study issued last year IWTO launches its next study "Future Consumption of Interior Textiles" executed by GFK. The research topics and objectives of this project are:

What are the end consumers' current and future needs and wants with regard to interior textiles from the market experts point of view including the following sections?

- *Carpets (domestic and contract)*
- *Upholstery (domestic and contract)*
- *Bedding (domestic)*
- *Hand knitting (domestic)*

What are the regional specifications / differences?

What kind of recommendations can IWTO provide to their members and retailers with regard to the future development of the wool industry?

The next steps of the study will now be:

- *December 05/January 06: Expert interviews*
- *January/February/March 06: Consumer interviews with Metropolitan Bus*
- *March/April 06: Analyses of Results and Preparation of Final Report*
- *09 – 12 May 2006: Presentation of Results at the IWTO Congress in Cairo*



Wool Show Cases/Exhibitions

Heimtextil

Next IWTO Wool Show Case is planned for Heimtextil Exhibition in Frankfurt on January 11th – 13th 2006. The Woolmark Com-

pany and the H. Dawson Group will be present at the common wool stall next to IWTO.

Events

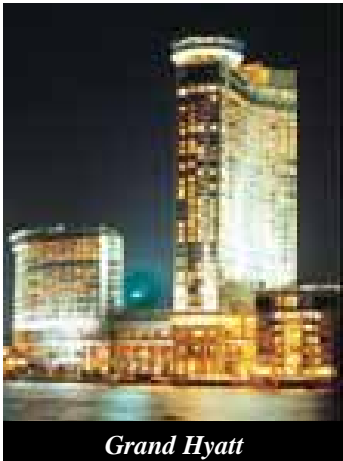
IWTO Annual Congress – Cairo, May 9-12, 2006



The next IWTO event will be the 75th IWTO Annual Congress hosted in Cairo in May next year.

The pre-registration is now open! Please download the registration form from our website and send it to us by fax or e-mail!

If you are interested in receiving the promotion DVD with a presentation of this event, please, contact the Head Office.



Grand Hyatt

The Congress Venue will be the Gand Hyatt Hotel in Cairo.

This landmark is a luxurious deluxe business and leisure complex on El Roda Island, very close to Cairo's many historic tourist attractions, only 20 kilometres from Cairo International Airport and 10 kilometres from the Giza Pyramids.



Please visit the Congress website:
www.iwtocairo2006.com

IWTO Wool Forum – Xi'an, November 19-21, 2006

During the IWTO Wool Forum in Biella, the Assembly has voted for the organisation of the next Wool Forum in Xi'an, China. This event will be held in parallel to the conference of CWTA

(Chinese National Committee of IWTO) that takes place every two years and to the Wool Congress organised every 4 years at the Xi'an University, the largest textile university in China.





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IWTO is the international body representing the interests of the world's wool-textile trade and industry.

IWTO membership covers woolgrowers, traders, primary processors, spinners, weavers, garment makers and retailers of wool and allied fibres in its member-countries, as well as all kind of organizations related to wool products and the wool business in general.

IWTO offers you a perfect network & world wide platform for business contacts in the following sectors:

Apparel

Technical Textiles

Interior Textiles