



# IWTO Newsletter



EDITION 03/2006

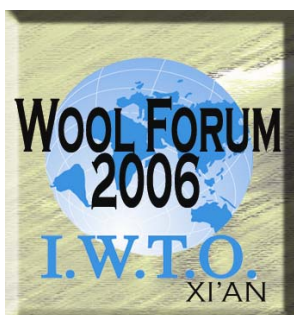
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## IWTO Wool Forum - Xi'an

November 19-21, 2006

### **“Wool: the way forward - Competition and Collaboration”**



The next IWTO Wool Forum will take place from November 19-21 under the theme "Wool - the way forward -

Competition and Collaboration". A Technical Day is organised on November 18th.

Frank Sieren, one of the leading European experts on China (according to the London Times and the Financial Times), will open the IWTO Wool Forum with his presentation "The China Code", painting the scenario of China's future role in the world economy. Peter Schwartz, President of the German Confederation of Tex-

tile and Fashion Industry will talk about the action needed in the textile and wool industry for it to survive.

Other exciting presentations including topics such as Intellectual Property, Free Trade, Wool Marketing, Quality Assurance, Competitiveness through Technology and Differentiation, etc., will be held by Chinese and international speakers.

Online registration is open through our website: [www.iwto.org](http://www.iwto.org)

### **LIST OF SPEAKERS (Full programme available on [www.iwto.org](http://www.iwto.org))**

- Mr. Frank Sieren, Journalist, Germany, "The China Code"
  - Dr. K.J. Kraatz, IVGT, Germany, "The Value of Intellectual Property Rights for China – A Perspective from Europe"
  - Ms. Brenda McGahan, The Woolmark Company, Australia, "Quality Awareness in the Chinese Wool Industry"
  - Mr. Peter Ackroyd, Director British Wool Export Cooperation, UK, "Free Trade with China ?"
  - Jianhe Mao, Unipecc, Switzerland/China, "Improve Competitiveness through Technology and Differentiation"
  - Research Center for Rural Economy, Ministry of Agriculture P. R. China, "National wool production in China"
  - Jiangsu Sunshine Group, "Quality, Brand, Innovation - the Future Developing Path of China Wool Textile Industry"
  - John WS Hearl, University of Manchester, Manchester, England, "Wool: Scientific and Commercial Opportunities"
  - Yi Li, Hongkong Polytechnic University, "Characterization of liquid moisture transport performance of wool knitted fabrics"
  - Jianwei Xing, Xi'an Polytechnic University, "Environment friendly chrome dyeing of Australian wool"
  - Mrs Peng Yanli, President CWTA
  - Michael Lempriere, IWTO President
  - President of Xi'an Polytechnic University
  - Salutatory by Official of City of Xi'an
- Official delegates:
- Officials of Ministry of Commerce (or National Development and Reform Commission)
  - President of China National Textile & Apparel Council: Development Prospects of China Textile Industry
  - China Textile Information Centre: Introduction of China Social Compliance 9000 for Textile & Apparel Industry (CSC9000T)

In cooperation with:



# Editorial



Dear Readers,

The latest fashion exhibition season has just taken place.

Although there was an atmosphere of quiet optimism for wool for the medium term, we should not be complacent because of these signs. We have to be alert not to start falling back into the lethargy from which we are recovering after so many years. Wool as a deluxe fibre cannot afford to "rest on its laurels". The drive towards a well-organized and coordinated marketing strategy for our fibre has to be maintained and strengthened.

On the apparel side through the Test Marketing Project we are going in the direction of the industry needs, and now the

definition of the needs in the Interior Textiles sector has to be decided. This began with the initiation of the GFK Study, presented in May at the Cairo Congress, and currently the relevant Task Force Group is working on the analysis of the results. At the Wool Forum in Xi'an in November we expect to receive a first report on the outcome.

With respect to our projects, IWTO has run the 2nd operation of the FEATURE WOOL! project at TEXWORLD exhibition in Paris. This project, exposing young designers with their wool designs, has developed itself as an important show case representing the new, young spirit of wool.

The latest IWTO Country Summit has just closed the doors in Mumbai. Excellent

speakers, and a high profile attendance has made this event a useful platform for business contacts in the second most important textile centre of the world – India.

In one month from now, the IWTO Wool Forum 2006 will be held in Xi'an, China. In this sensitive and future-shaping phase of our industry, the Forum in Xi'an is of outstanding importance. Having a special "China Day" with interesting Chinese and international speakers, this event offers additional benefits, contacts and knowledge about the Chinese market.

Henrik Kuffner  
Director General – IWTO  
Brussels, 2006

## News from the Members / Associates Members

### Turkey

ORMO Press Production work has won the "Crystal Apple" Award in Fashion & Accessories Category with BBDO Advertising Agency, which is very prestigious award in Turkey.

Below is the Art Work from Milliyet Newspaper.



77 Advertising Agencies, 6 Web Portals and 7 Advertising Film Producers..etc have participated to this year's contest

The Production is now entering to an International Contest in Cannes.

### Spain

It is with regret that we have to inform you that IWTO Past President, Mr. Miquel Vives-Jenny from Sabadell, Spain has passed away two months ago at the age of 99.

Mr. Miquel Vives-Jenny was an active and dedicated wool entrepreneur in Sabadell, Spain.

He was Head of Delegation of the Spanish Delegation for IWTO

since 1945 and he was also the main responsible person for hosting the IWTO Congresses in 1951 in Barcelona and 1963 in Palma de Mallorca.

In the year 1966, he was elected as first Spanish IWTO President, and held the position for several years.

### AWI

Australian Wool Innovation (AWI) has announced that their CEO, Dr Len Stephens, will be leaving AWI by the end of the year, and will be replaced by a new CEO with a background oriented towards a new AWI emphasis on marketing.

# Message from the President

## Wool Market Trends



The last month has been very important for the global wool industry, with four very critical weather events being held on either side of the Atlantic in the major centres of consumption and decision making, particularly for the high end of the market upon which quality wool's future fortune is inextricably linked.

September 13th marked the launch of the first phase of the Test Marketing Project, conceived sixteen months earlier in Hobart at IWTO 2005, and sponsored by the unprecedented Global Wool Initiative of fourteen member countries of IWTO, Australian Wool Innovation and Australian Wool Services who are also the managers of the project.

The gala opening of Saks Fifth Avenue's "Want It!" campaign in September, within which wool for apparel, particularly merino extra fine, was heavily showcased, was attended by over 1000 of the New York's most discerning, and was voted as one of the standout events of that city's famous Fashion Week for Fall/Winter 2006/7.

It is far too early yet to call how successful for wool this project

will prove to be (this will be independently judged by two leading firms of retail analysts early in the New year) but suffice it to say that both the senior management of Saks and the representatives of the Global Wool Initiative who were there – AWI Director Hugh Nivinson and CEO Len Stephens, together with AWS Executive Director and project manager Brenda McGahan and myself – were all delighted with how the twelve months of detailed work, planning and negotiation had come together.

Phase two will kick off next month with the launch of Dillard's wool campaign aimed squarely at the aspirational mid/upper level consumer, thus supporting the unashamedly up market emphasis of the Saks offering.

Also in September we saw Milano Unica, the huge trade fair held with great flair and panache in the famous Italian city known as the centre of style and innovation, particularly as it concerns men's wear. Here the cream of the world's designers and producers of luxury fabrics and accessories come together to showcase their offerings and the buyers of the world congregate to make their choices.

Initial reports from Milano Unica demonstrate a renewal of optimism from the upper end European manufacturers and with it for top quality products made from fine wool.

This tends to confirm the recent optimism of trade buyers at auction in Australia and let us hope that this direction continues.

The better tone of interest continued a week after Milano Unica in Paris at Premiere Vision, which fair is for women's wear what Milan is for men's. Cashmere continues to hold the high ground, but some of the new soft and luxurious fabrics made from superfine wool are gaining increasing attention here and the tone was certainly positive.

As counter to any sense of euphoria from trade reaction at Milano and PV, it could not be missed that at the other trade fair held in Paris, Texworld, a fair for the masses rather than luxe, that man made fibres have not been resting on their laurels and have been both developing and heavily promoting new generations of fibres that increasingly challenge wool in its heartland – men's wear.

Any idea the wool can continue to "sell itself" was quickly dispelled by a visit to Texworld. Complacent we cannot afford to be. Wool, particularly fine wool has been cheap for several years and this fact, combined with the abundance of supply has encouraged wool back into many mid level ranges. However without ongoing innovative and well targeted marketing support, any significant price rise will risk sending these "fibre agnostic" buyers scurrying back to the financial comfort of our competitor fibres.

Michael Lempriere  
IWTO President

# Project News

## Test Marketing Programme

### *Multi million dollar marketing pilot to target massive USA opportunities*

**For the first time ever, three industry-leading wool organisations have joined forces in a ground-breaking test marketing pilot backed by US\$6.6 million of global industry funding.**



In a pioneering move, Australian Wool Innovation (AWI), The International Wool Textile Organisation (IWTO) and Australian Wool Services (The Woolmark Company) have pooled resources with an initial USA roll-out of the first phase in fall/winter 2006.

IWTO President, Michael Lempriere, described how the agreement between the three organisations represented the first fully collaborative, industry-wide, grower to manufacturer approach to the marketing of Fine and Superfine wool:

"It demonstrates that when the industry works together much can be achieved, and underlines that there is more that unites the industry than divides it. We must

take out the challenge to other fibres and strive together to lift the demand for wool."

With support from 15 different countries, the project's aim is to measurably increase the need for wool apparel by:

- Strong product marketing, encouraging manufacturers to create more wool products
- Powerful consumer promotion, highlighting the benefits of wool, creating the need for this premium product and in turn leading to higher price points for the retailer



With tight controls set by a united committee of leading industry figures coupled with the ability to make rapid decisions on the emerging results of this campaign, lessons learnt from the

project are expected to produce valuable strategies for rolling out further initiatives in other markets.



In a closely fought pitch by potential agencies, a New York-based, 'Top 10' agency recently won the contract to deliver the branding strategy. This contemporary, 'boutique' agency already boasts the likes of Nike, BMW and Fox Sports amongst its clients and is committed to raise the profile of Fine and Superfine wool with extensive in-store activities along with an exciting new PR campaign.

A post-pilot evaluation is due to take place in early 2007 and we'll keep you posted on its progress.

# IWTO Country Summit – India

October 11-12, 2006

*“Wool must be promoted in India”*



*Shri S. Vaghela , Honourable Minister for Textiles, Govt. of India*

“Wool must be promoted in India” was the key message made during IWTO Country Summit India in Mumbai, held on 11th - 12th October at Bombay Exhibition Centre. The event was held parallel to the two textile fairs **TEXWORLD India** and **HEIM-TEXTIL India**, both organised by Messe Frankfurt.

The Honourable Minister of Textiles of the Government of India, Mr. Shri. S. Vaghela as well

as the various presentations made by speakers from India, China, Germany, Belgium, UK, and other countries, emphasized the importance of the wool industry in India as well as its bright future in terms of being a part of the key export industry for India.

Delegates from 16 countries

have participated in the Summit, sessions covering Indian situation in the global textile market, textile human resources and education, innovations in the field of textile machinery, processing, spinning and weaving, testing and services have been presented by the various speakers.



*Michael Lempriere, IWTO President and Shri S. Vaghela , Honourable Minister for Textiles, Govt. of India*



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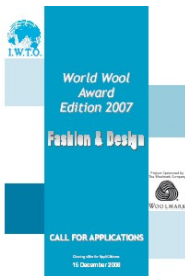
# Project News

## World Wool Award Edition 2007

### Introduction:

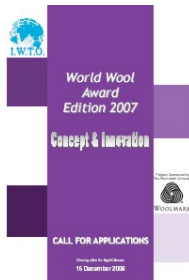
After the successful previous editions, IWTO is launching the Edition 2007 of World Wool Award.

### Fashion & Design



The World Wool Award category Fashion & Design is aimed at the design of fabrics. We invite applicants to send us samples of fabrics containing wool together with the CD containing photos and explanation.

### Concept & Innovation



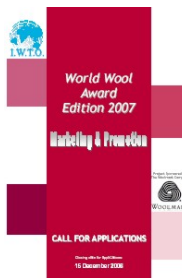
The World Wool Award category Concept & Innovation is aimed at the design of garment for MODERN WOMAN. We invite applicants to send us projects on CD with attached designs in paper form if possible. The winner will be put in contact with local weaver where he will be entitled to choose materials to sew the garment.

*Project sponsored by*



### Marketing & Promotion

The World Wool Award category Marketing & Promotion is aimed at the marketing concept as reply to the question: "How would you promote wool?" We invite the applicants to send us their perception of wool in the form of a concept for marketing of wool. Visual example and a CD with the explanation should be provided.



## Feature Wool! September 2006

### The Second Feature Wool! Operation



After the success of the last session, we are happy to inform you that IWTO has once again staged Feature Wool!, a particularly pleasing initiative. IWTO was opening its stand to three young

designers who were presenting their know-how and their collections and were available to talk to the visitors and exhibitors. This session was dedicated to Alice Tazzioli from Italy, the British designer Rachel Dennis and Marina Castan Cabrero from Spain. These three young designers were each giving an original idea on how to use wool combined with various fibres or materials, thus rejuvenating and modernizing this wonderful natural fibre.

Also, since wool is in the lime-light during the Autumn and Winter season, IWTO has set up a trends Forum called Feature Trends! at the entrance to Hall A created for the Autumn/Winter 07/08 season by four young designers from the University of Art and Design in Helsinki.

Three themes were illustrated: the Good, the Bad and the Unexpected.



# Events

## IWTO 76<sup>th</sup> Annual Congress – Edinburgh May 13-16, 2007



The 2007 IWTO Wool Congress will be held at the state-of-the-art Edinburgh International Conference Centre (EICC), and the Congress Hotel will be the Sheraton Grand, which is adjacent to the Conference Centre. The British Organising Committee have regular meetings and

they are making excellent progress in the planning of this event.



The theme for the Congress will be **“Brand Marketing by Design and Innovation”** and a number of key retailers and garment manufacturers are being approached to participate in presentations at the event and

The Scottish Textiles Association who will be holding their Annual Meeting at the same time as the Congress, will be incorporated into one day of the IWTO Congress.

Superb evening events have been planned including traditional entertainment, food and drink and an interesting Partners Programme is being arranged.



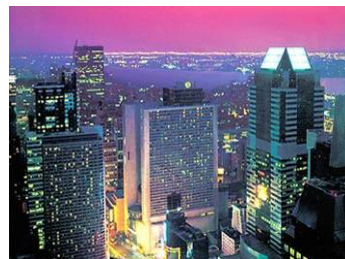
## IWTO Wool Forum – New York November 18-20, 2007



The IWTO Wool Forum 2007 will be held in New York, U.S.A., on November 18-20, 2007. Conference Venue will be in the NY Marriott Marquis in Times Square, New York.

Conference Hotel will be the NY Marriott Marquis in Times Square, New York.

More information about this exciting event we will publish in the next editions of our Newsletter.



# News from the IWTO

## Licensed Laboratories

### Melbourne Laboratory issues 8,000,000th IWTO Certificate



AWTA Ltd's Melbourne raw wool testing laboratory today (30.08.2006) issued its 8,000,000th IWTO certificate.

The 8,000,000th Certificate was a Length & Strength Certificate for a 7 bale lot presented for testing by Australian Wool Handlers. The staple length was 92mm, CVL of 20% and average staple strength of 32 Newtons/Kilotex.

The Fremantle laboratory issued its 6,000,000th Certificate on 23rd August 2006, while Sydney issued its 7,000,000th Certificate in September 2004 and is well on its way to 8,000,000 also.

The differences reflect the differences in wool production and lot size in the catchments serviced by the laboratories, but also man-

agement practices that existed throughout the late 1970's and the 1980's whereby the Melbourne Laboratory always received 40% of the national workload, and the other two received 30% each. To maintain these ratios wool samples were freighted between states.

### New IWTO Licensed Laboratory: INTA Bariloche - Laboratorio de Fibras Textiles



We are happy to welcome a new Licensed Laboratory within IWTO, INTA Bariloche

- Laboratorio de Fibras Textiles.

Please find all contact details and contact person for this new IWTO Licensed Laboratory:

INTA BARILOCHE - LABORATORIO DE FIBRAS TEXTILES  
CC 277 (8400)  
Bariloche  
Tel: 54 2944 429 600  
Fax: 54 2944 429 600  
Contact: Ing. Diego SACCHERO  
Email:  
dsacchero@bariloche.inta.gov.ar

Accredited by OAA  
Accreditation n° DC-LE-01  
I.W.T.O. Licence N° 18

Test-Methods for which licensed:  
IWTO-8, IWTO-10, IWTO-12,  
IWTO-17, IWTO-24, IWTO-34



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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*