



IWTO Newsletter



EDITION 3 / 2007

INSIDE THIS ISSUE:

Editorial 2

General News 3

Events 4

Projects 5

Membership News 6

General News 7

IWTO Congress 2008 Beijing

“Wool the Environmentally Friendly Fibre”



The theme of the IWTO Congress 2008 is “Wool the Environmentally Friendly Fibre”. Environmentally friendly, sustainability and climate change – these are now the key words not only for idealists, but proving a challenge to nearly all industry sectors! Each activity, each

product, each service is nowadays trying to conform with this trend, with all its related aspects and catchphrases like ‘health’, ‘sustainability’, ‘organic’, ‘green’, ‘clean’, ‘biological’, ‘authentic’, ‘life quality’, etc.

Wool historically has all the essential attributes the modern world is demanding, and it is up to us to use these advantageous properties for the benefit of our industry.

The aim of this Congress is to do everything possible to alert our industry to the importance of this trend. “WOOL - THE ENVIRONMENTALLY

FRIENDLY FIBRE”...at each stage of our supply chain the natural benefits of wool must become visible, especially at the end of the chain, where the most important element is to be found: the consumer!

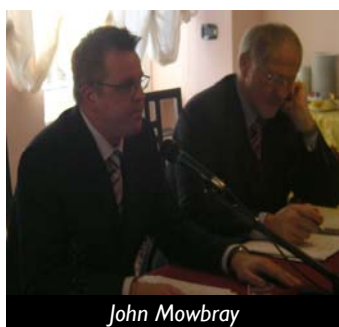


Online Registration is now open!!

Please check our website www.iwto.org

IWTO Wool Round Table in Biella

The first IWTO event in the new event format of a “Wool Round Table” has been held



John Mowbray

successfully in Biella.

As well as discussion about the future strategy of IWTO and the Wool industry, an interesting and fruitful discussion about “Organic Wool” took place with several key players of the wool textile pipeline. This was moderated by John Mowbray, Editor of the magazine EcoTextile, published in the UK. Constructive comments were received on how the the wool indus-

try should proceed on this important matter.



Editorial



Dear Readers,

The year 2007, another turbulent and difficult year for the wool industry, is coming to end in just a few days. It brought some hope for our industry, recently highlighting the booming sector of organic/eco/sustainable wool, and currently anything "natural" is good in the consumer's mind. In theory this should be a perfect platform for our most natural product to be at the front of the winners. But we are not. Still too many internal problems are paralysing our industry, not enough unified activities have transpired, too many politics are involved in our industry, which leads us to lose the

real focus of what we should do: **to sell more wool!**

Putting together the signs which we are receiving, 2008 and the upcoming years could bring more hope and success for wool. After the merger of AWI and Woolmark, our industry now once again has one strong marketing body for wool. Also several grower countries around the world are prepared to support common marketing activities. Several promising projects in the sectors of apparel, interior textiles and technical textiles are being launched in 2008, e.g. a massive promotion programme in Japan, or the project to employ a lobbying person for the carpet and interior textiles sector. Even the prestigious annual Woolmark Award, which in the past was probably the most honourable design award in the entire textile industry, will be relaunched in

2008. Karl Lagerfeld, Yves St. Laurent and many other famous designers started their career in winning this award. These measures together with the knowledge that we are having the "right product" for the current needs and wishes of the consumer, should give us hope for the coming year. It should give us back the motivation to invest in the wool fibre.

The main industry get-together in 2008 will be IWTO Congress in April, 13th to 16th in Beijing, China, mark the dates already in your calendar 2008.

We wish you all a healthy, successful and prosperous 2008!

Henrik Kuffner

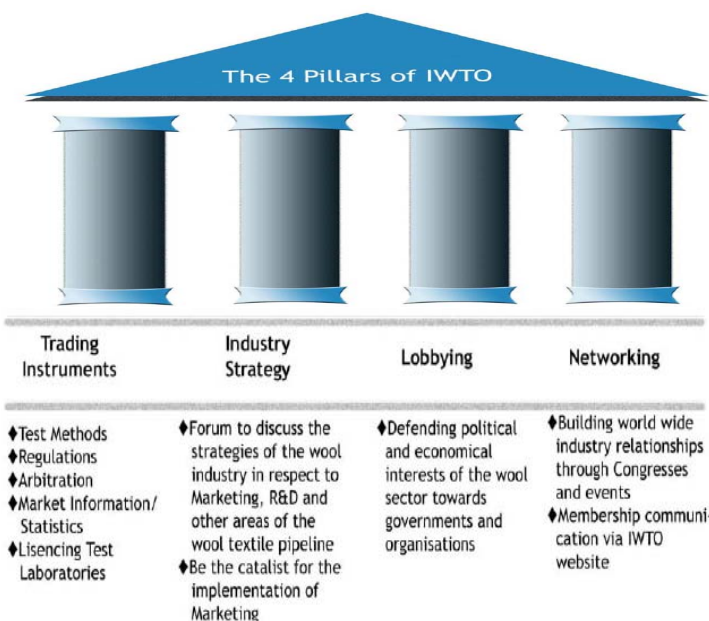
News from the President



President Günther Beier was making various official visits to member countries in the first six month of his presidency. Visiting Argentina, Uruguay, USA, South Africa, Italy, Germany, China, Australia and New Zealand, he was explaining the planned restructuring of IWTO. Main topics have been discussed, e.g. the implementation of Corporate Membership within IWTO, identification of the main objectives of IWTO, ideas of how to push

marketing activities for wool, and several other issues have been on the agendas during his visits. For a clearer understanding about the main objectives, President Beier visualized the objectives into 4 Pillars.

Further steps of the restructuring process will be introduced and discussed at the IWTO Congress in Beijing.



General News

Mr. Jianhe Mao joins IWTO as “IWTO Chief Advisor China Business Affair”



Starting 1st of October 2007, Mr. Jianhe Mao joined IWTO on a consultancy basis with the task of strengthening IWTO's presence and focus towards China, as China's importance for the wool industry continues to grow rapidly.

Mr. Jianhe Mao, an engineer, born in China, has lived for many

years in Germany and Switzerland. Mr. Mao's residence is split between Switzerland and China. His consulting firm (Unipecc) is mainly supporting Western companies in China business or Chinese companies in international business, focusing on strategy, organisation, Human Resources and Merger & Acquisition.

Mr. Mao will serve for IWTO officially as IWTO Chief Advisor China Business Affair, covering the following tasks:

- ◆ To support IWTO Members to develop

business in/with China between Chinese and non-Chinese companies.

- ◆ Networking between Chinese and Non-Chinese IWTO Members
- ◆ Presence at annual IWTO Congress or other major IWTO Events
- ◆ Advising IWTO and its members towards issues involving China

You can contact Mr. Mao through the IWTO head office directly under his Email address: mao@iwto.org

Electronic Data Transmission

The object is to create a standard method to communicate data in wool chain electronically all over the world from Wool Growers to Scourers & Carbonisers, Topmakers and Spinners to avoid a lot of manual data re-entry, speeding up procedures and reducing the back office costs and paper requirements.

The possibility exists to upload a standard data file, which includes all the information for each bale purchased or sent to be processed.

Eliminating the manual data re-entry of information already stored in another computer.

The supplier or the commission processor will send his customer via e-mail a file with all the significant information that is normally printed on paper or is in a text file such as a PDF document.

The supplier will create the electronic file and the customer will easily upload the data into his

computer system.

There will be one record for each bale in the lot or consignment.

The record for each bale will include the bale number and the general data for the lot, for example the Yield. This standard will not put any company at a disadvantage in providing confidential information. It will simplify matters and save time and costs.

Everyone will send only the data that they normally send now.

The information will be provided to purchaser and will not disadvantage the seller.

The use of standard data transmission format means that IWTO can provide the rules on how to prepare the files and how to read them.

The file is prepared in a simple text format CSV with semi comma separated.

It can be created or read by any standard software such as Excel,

Word, Notepad, Open Office or any private application.

It can be read by any kind of operating system.

It is a very simple and inexpensive to prepare software or macros to create and read the files.

It can be done in a very short time and easily added to any existing software.

It will not affect any software/system of data transmission already in use.

It could operate together with existing data transmission software or it could be upgraded to read and write data prepared to this standard.

The estimated time for a software house to produce such a “driver” is not more than 3 hours.

This format could be also adopted for transmitting details of any other types of fibers in the world.

The first few months are a trial period to allow for input and suggestions from the industry

Event News

IWTO Show Case at Heimtextil Exhibition 2008

heimtextil

Frankfurt am Main,
9 to 12 January 2008



Heimtextil Frankfurt
International trade fair
for home and contract
textiles

The next Heimtextil will
be held in Frankfurt am
Main from **9 to 12 Ja-
nuary**

We are inviting you to visit the
IWTO Wool Show Case at
Heimtextil fair, a joint stall with
several commercial partners
from the wool industry.
Where to find us: Hall: GAL.0,
Stand A4

Frankfurt voted as IWTO Congress Venue for 2009



Voting for the IWTO Congress
venue 2009 has just been closed.
The vote was in favour of Frank-
furt (Germany), no other candi-

dates have been presented.
It is therefore confirmed that the
2009 Congress will take place in
Frankfurt in the Conference Cen-
tre of our Associate Member
'Messe Frankfurt'.

The date of the Congress will be
June 14th to 17th 2009, and will be
held parallel to the exhibition
'Techtextil', the leading fair for
technical textiles.



The Congress will be organised
in cooperation with Messe
Frankfurt and supported by our
German National Committee



Project News

Feature Wool!

Texworld, Paris September 17th to 20th, 2007

From 17 to 20 September Messe Frankfurt hosted 21st edition of the famous international fabric



fair Texworld, which gathered 975 exhibitors from 42 countries.

During Texworld, IWTO was once again holding the popular "Feature Wool" event, offering young designers the opportunity to present their work with wool to interested visitors.

The following designers have been invited:

Suvi Kankkonen from Finland, the winner of World Wool Award (category fashion & Design) presented a collection of woollen fabrics for women inspired by rococo themes.

Mathias Hey and **Bernadette Ehmanns**, a young German duo, also winner of World Wool Award (category Marketing & Promotion) specialise in working with pure wool felt for accessories such as bags, carpets and curtains.

Claudia Moeller, from Germany, holder of World Wool

Award Certificate of Merit, creates luxurious fashion from super fine merino wool, silk and vintage lace.

The project is kindly sponsored and supported by TEXWORLD / Messe Frankfurt



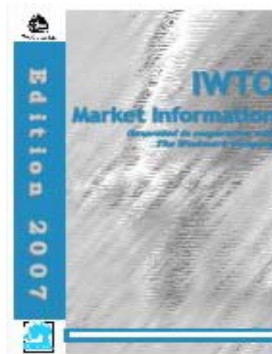
General News

IWTO Market Information 2007 released

We are now happy to announce the release of the new edition of the annual IWTO Publication "IWTO Market Information Edition 2007".

This document is published in cooperation with The Woolmark Company.

The publication is on sale for the



amount of € 200, per edition, IWTO members will receive a free copy.

If you want a printed version of the "IWTO Market Information Edition 2007", please contact the IWTO head office.

Membership News

Change of Addresses

One of our Associate Members **Oerlikon Saurer Arbon Ltd.** has changed its office to the following location:

Textilestrasse 2,
CH-9320 Arbon,
Switzerland

oerlikon
saurer

Also the **British National Committee** has moved to this new address:

Textile House
Red Doles Lane
Huddersfield HD2 1 YF
West Yorkshire
England

Head Office News

Change of Staff

For your information some staff changes have taken place at the IWTO head office in Brussels.

After 4 years of service with IWTO, our Project Coordinator **Marzena Oscilowska** has left the organisation to take a challenge at one of the EU institutions in Brussels.

Lydie Lamboley left Brussels to move back to her home coun-

try, France, and is therefore also leaving IWTO at the end of 2007.

As new staff member, IWTO has taken on board **Raquel Ponte Costa** from Portugal. Ms Costa can be reached at following email: office@iwto.org



Laboratory News

SGS Laboratory in Bradford Closed

SGS New Zealand Limited has informed that their wool testings

laboratory in Bradford in SGS-UK has now been closed.

General News

Test Marketing Programme Final Report



After the results of the Test Marketing Programme (TMP) have been announced at the 76th Congress of the International Wool Textile Organisation (IWTO) in Edinburgh, UK, now the official Final Report of the project have been released by the 'Test Marketing Governance Committee'. The TMP was a collaborative project between

Australian Wool Innovation (AWI), IWTO and Australian Wool Services (AWS). The three organisations joined forces in May 2005, contributing \$US6.6 million in funding and resources for the project to identify manufacturers, retailers and end consumers who will stimulate demand for fine wool apparel. Two North American retailers were selected to trial the programme; Saks Fifth Avenue and Dillard's. The industry funds were used for consumer and product marketing, in addition to in-store education programmes for customers and sales staff.

The TMP Final Report can be

downloaded from our website www.iwto.org. If you wish to receive a full package including the Final Report and other interesting information from the project, please contact us under info@iwto.org

Sponsors

australian wool
innovation



Season's Greetings





International Wool Textile Organisation

Rue de l'Industrie, 4
1000 Brussels
BELGIUM

Phone: +32 2 - 505 40 10

Fax: +32 2 - 503 47 85

E-mail: info@iwto.org

Website: www.iwto.org

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