



International Wool Textile Organisation



**PRESS
RELEASE**

Improving Demand for Wool!

“How to best communicate the unique performance of wool to the consumer” will be the central discussion during the IWTO Wool Forum in Biella, Italy.

Brussels/Biella (18. 11. 2005)



The first IWTO Wool Forum in Biella, Italy, the heart of the Italian wool textile industry, will take place in Città Studi from 26th to 29th November 2005!

More than 200 delegates from Italy and 25 countries from all continents are taking part in this event in the “wool town” Biella.

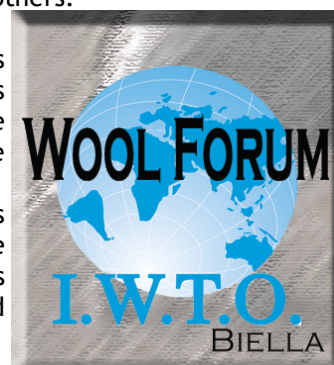
The theme of the Wool Forum will be “Improving Demand for Wool”, reflecting the current activities of the industry to promote and communicate the unique performance of wool to the consumer.

Mr. Paolo Zegna, the President of the Italian Textile Federation SMI-ATI, which is member of IWTO, will give the keynote speech at the Wool Forum. During the whole event, there will be many high level presentations from leading industrialists and practically all sectors ‘from sheep to shop’ of the wool, textile and fashion industry, sharing the latest innovations and ideas with us. Also speakers from the cotton and synthetic fibre industries will give presentations about the view of the textile industry from their side of the sector.

The speakers are representing prestigious Italian and international companies and organisations, such as Benetton, Oberrrauch-Zitt, Salewa Sportswear, Milano Unica, Inside Fashion Magazine, Elementi Moda, GRINP, Biella-Art of Excellence., Electrolux, Woolworths, Saurer, Rieter, Pininfarina, NSC Schlumberger, Rudolph Chemie, Woolmark, GFK, CNR, Australian Wool Innovation, Lionbrand, Techtexil, Euratex, International Cotton Council, International Apparel Federation, Canesis, Malcam, CIRFS, AWTA, Union Industriale Biellese, and others.

The Wool Forum in Biella will benefit the delegates with new ideas and good opportunities for the business of wool and textiles and a motivation for the future work. For 4 days Biella will be the focus point of the world of wool!

The IWTO Wool Forum is one of several events organised regularly by IWTO for the wool and textile industry to serve as perfect platform for business contacts for all stages of the industry sector around the world.



For more information about the Wool Forum as well as the registration, please contact Mr. Henrik Kuffner: kuffner@iwto.org

IWTO is the international body representing the interests of the world's wool textile trade and industry. Our multi-national membership includes woolgrowers, traders, primary processors, spinners, weavers, and garment manufacturers, together with retailers and other companies involved in wool related businesses.

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