



PRESS RELEASE

75th IWTO Congress, Cairo - Egypt 9-12 May 2006

- **Winning Strategies for the Customer-focused Wool and Textile Enterprise**
- **GfK Market Research Study about the Future Consumption of Interior Textiles - Study Presentation**
- **World Wool Award 2006 - Awards Ceremony**
- **Exhibition at Congress Area**
- **Online Registration Open**

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The IWTO Congress, the world's most relevant event for the wool and wool related textile industry, will mark its 75th Congress Anniversary under the theme 'Winning Strategies for the Customer-focused Wool and Textile Enterprise', and will take place in Cairo from 9th to 12th May 2006 attracting participants and experts from all stages of the international wool and textile pipeline. As in previous years, the IWTO Congress 2006 will generate new dynamics for the wool industry sector with a variety of projects, presentations and events.

Winning Strategies for the Customer-focused Wool and Textile Enterprise

The global wool and textile industry is experiencing a dynamic shift towards a customer-focused business model. Following a period of emphasis on striving for competitive advantage through traditional supply chain efficiency, wool and textile companies are overwhelmingly seeking to refocus their business strategies on specific consumer behaviour. The latest IWTO studies and publications have demonstrated and underlined this trend, and this shift is occurring on all levels of the industry through its whole pipeline.

At the annual IWTO Congress 2006 in Cairo, senior business executives will meet to share ideas and strategies with colleagues from around the world and from all stages of the entire wool and textile chain. Come and hear from major retailers, designers, manufacturers, processors, researchers, marketers and traders about their winning strategies for their customer-focused enterprises.

GfK Market Research Study about the Future Consumption of Interior Textiles - Study Presentation

What are the end consumers' current and future needs and wants with regard to interior textiles including the sectors carpets, upholstery, bedding and hand knitting?

This question is analysed in a worldwide market research study which is conducted by

one of the leading market research institutes, named GfK Group. It not only evaluates both the experts' as well as end consumers' point of view in 13 different countries but will also provide I.W.T.O. members useful and detailed information on how to re-focus their business strategies.

The full study will be presented exclusively at the Congress for the first time.

World Wool Award 2006 - Awards Ceremony

At the forthcoming IWTO Congress in Cairo, for the second time, IWTO will together with Woolmark, present the World Wool Award. This prize is aimed at dedicated people who use wool for commercial products and applications in the categories Fashion & Design / Concept & Innovation / Marketing & Promotion. The intention behind the World Wool Award is to emphasise the quality and uniqueness of wool products and its potential for success in the market. The ceremony will take place in the Grand Hyatt Hotel, Cairo on Wednesday, 10th may 2006. The winning projects will be displayed in a special showcase at the Congress area during the Congress and published in trade magazines and on the IWTO webpage.

Exhibition at Congress Area

During the whole Congress there are stalls available. Display your products, introduce your company, show your latest innovation - contact IWTO Head Office for renting a stall at the IWTO Congress in Cairo.

Online Registration Open

Click here to register for the IWTO Congress now, online registration is open through our website www.iwto.org

Have a look at the Congress Booklet, discover the various new ideas in the programme, which will await you in Cairo, and get a feeling of the uniqueness of the IWTO 75th Anniversary Congress.

You will find further information on the internet at: www.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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