

IWTO signed new partnership with ITMA

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The new partnership between IWTO and ITMA offers synergies and great opportunities for the wool industry.

The International Wool Textile Organisation (IWTO) established a partnership with MP International, the organiser of ITMA. The collaboration agreement was signed during the IWTO Industry Briefing which was held in Paris on February 08, 2011. ITMA, the world's largest textile and garment technology exhibition, has recently added a fibre and yarn chapter to their exhibition fair to offer textile and garment manufacturers a wider sourcing platform. Sylvia Phua, Project Director of ITMA and Chief Executive Officer of MP International emphasised during the signing ceremony "Wool is one of the world's premier textile fibres and through this new partnership with IWTO, we are confident of delivering an unrivalled sourcing experience for buyers looking for natural fibres at ITMA".

This collaboration offers the wool industry an excellent opportunity to showcase its natural, renewable and environmental-friendly products to potential buyers. Thus, one of the collaboration opportunities will be a natural fibre pavilion with a prominent wool section during this year's ITMA exhibition where wool industry members can present their innovative and versatile wool products. The next ITMA exhibition will be held in Barcelona in September 22 to 29, 2011. More information about the Natural Fibre Pavilion will be available soon. www.iwto.org

About IWTO

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.