

IWTO – LOOKING FORWARD

International Wool Textile Organisation - projects and people
- representing the interests of the world's wool textile trade and
industry.

IWTO offers a network and world wide platform for the wool trade. Wool needs strategic positioning! It also needs marketing, promotion, research & development, as well as innovation. Political positioning is essential for wool as a raw material in the textile industry. The wool industry must ensure that authorities, government bodies and other relevant organisations know about the benefits of wool as a natural fibre, says Henrik Kuffner, Director General IWTO.

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 also helps to facilitate industry strategy through discussion forums and congresses. It advocates the interests of the wool sector to governments and organisations and builds networks with members and non-members alike. The IWTO vision is to position and value wool, in the mind of the consumer, as a material that is desirable for its technical, ethical and comfort value.

IWTO supports and promotes accurate and safe consumer rights and protection against false and misleading statements and branding. It works in the interest of the wool industry to protect and promote the integrity of the wool that it certifies.

The IWTO provides for test methods, regulations, arbitration, market information and statistics, licensing tests and laboratory use.

'Being a luxury fibre, demand for wool is sensitive to economic trends', says Günther Beier IWTO President. The current global economic slowdown is expected to affect wool negatively, particularly by reducing demand in China, the world's biggest wool market. Also, falling oil prices may reduce the cost of synthetic fibres. To compete with synthetics, the wool industry continues to invest in new technologies which have made wool more attractive to consumers, for example crease resistance and washability, and given it a wider range of uses, such as "active sportswear".

In addition to its activities in the areas of trade and commerce, statistics and economics, contracts and arbitration, the International Wool



Henrik Kuffner, Director General IWTO

Textile Organisation, through its Technology & Standards Committee, draws up and publishes International Standard Test Methods which are used by the industry world-wide, and, when accompanied by the appropriate Regulations, enable laboratories to issue IWTO Test Certificates.

IWTO mission is to elevate wool fibre to a position at the top of consumer choice and to bring a steady increase in wool sales. It aims to increase and maintain a commercial advantage along the entire wool pipeline from wool grower to consumer. For further information about the IWTO, its people, projects and the ways in which it can help you please contact info@iwto.org