

Key Factors for Wool in Future Markets

Following a year of strong raw wool demand that pushed Merino prices ever-higher, what trends will shape demand for wool in 2018 and beyond?



For Immediate Release

BRUSSELS, 17 April 2018 – 2017 was a year of feast or famine for raw wool demand and prices.

Merino wool saw strong demand that pushed prices to ever-higher levels.

But demand for broader, Crossbred wool fell sharply and global trade in semi-processed and finished wool products was patchy.

Where to for 2018, and beyond?

At [the upcoming congress of the International Wool Textile Organisation](#), our Market Intelligence Forum, led by Market Intelligence Committee Chair Chris Wilcox, will give insight into the key production trends that are shaping demand for wool.

From supply to demand, the impact of stocks and the price relativity of wool to other fibres, the Market Intelligence Forum is consistently one of the most popular sessions at the IWTO Congress.

At this year's Forum we'll also hear from Madame Peng Yanli, President of China Wool Textile Association, and Madame Chen Lifen, President of Jiangsu Sunshine Group.

About the IWTO Congress

This May, some 250 international delegates representing all stages of the wool textile supply chain will gather in Hong Kong to address wool's role in a future increasingly defined by



sustainable fashion and interiors.

"The programme we have put together for the Congress will review and reflect on global sourcing in this era of much greater transparency and accountability," says IWTO President Peter Ackroyd. Read more from Peter Ackroyd [here](#).

The impressive speaker line-up begins with Keynote Speaker Mr Stephen Wong, former Regional Director of the Hong Kong Trade Development Council.

A highlight of the global wool industry calendar, the IWTO Congress is attended by representatives from the entire wool textile supply chain including those from brands, retailers, governmental organisations, and other stakeholders.

About IWTO

With a worldwide membership encompassing the wool pipeline from farm to retail, the IWTO represents the interests of the wool textile trade at a global level. The recognized authority for standards in the industry, IWTO facilitates research, education and knowledge sharing in its mission to ensure a sustainable future for wool. Visit www.iwto.org to learn more.



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