

Wool Looks to Future Markets at Industry Conference in Hong Kong

In this era of greater transparency and accountability, the wool industry explores its role in a future of sustainable apparel and interiors



For Immediate Release

BRUSSELS, 10 April 2018 – Awareness of textiles and the fibres they are made of is growing.

A generation raised largely on synthetics is discovering the many natural benefits of wool.

Increasing concerns about the overuse of petroleum-based products is changing the way consumers view their clothing.

Yet even as wool fibre awareness grows, supply-related issues such as low sheep numbers present challenges to the industry.

It's an exciting time to be part of wool textiles, and [the upcoming congress of the International Wool Textile Organisation](#) offers an ideal opportunity to address wool's role in a future increasingly shaped by issues of sustainability.



Sustainability Through Wool Textiles

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.

In the dedicated sustainability session, Dave Maslen, Global Partnerships Manager for The New Zealand Merino Company and Catherine Stange, CEO of Devold of Norway, join Stephen Wiedemann, Chair of the IWTO Wool LCA TAG.

Together they will examine sustainable wool production, wool LCA and wool's position in the fibre ratings.

Connecting the global wool industry

[The annual IWTO Congress](#) is a highlight of the global wool industry calendar, attracting more than 300 representatives from the entire wool textile supply chain including those from brands, retailers, governmental organisations, and other stakeholders.

This year's event takes place at the Kowloon Shangri-La Hotel in Tsim Sha Tsui, where attendees will be close to the heart of Hong Kong's textile industry and major global retailers.

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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