

WORLD FASHION CONVENTION 2018

THE NETHERLANDS

Maastricht

OCTOBER 09+10 2018

34th IAF World Fashion Convention Maastricht Draft Program – Day 1

‘Building a Smart Future for Fashion’

Session	Speaker	Subject
Introduction 09:00 - 09:30	<ul style="list-style-type: none"> - Han Bekke, President Modint and IAF - Ger Koopmans, Deputy of the Provincial Executive of Limburg 	
Keynote 09:30 - 11:00	<ul style="list-style-type: none"> - Saskia Hedrich, Senior Expert in McKinsey & Company’s Munich Office - Karel Lannoo, CEO Centre for European Policy Studies (CEPS) - Yuri van Geest, Entrepreneur, Author, Ambassador Singularity University 	Setting the scene. Sourcing and supply chain management, innovation and technology and trade policy and politics.
Coffee Break 11:00 - 11:20		
Panel 1 11:20 – 13:00	<p>Smart Supply Chains</p> <ul style="list-style-type: none"> - Heinz Zeller, Head of Sustainability and Logistics, Hugo Boss - Craig Crawford, owner of Crawford IT, former VP IT Strategy and Relationships Burberry - Andrés Fernández,, Head of Buying, Mango 	Use of technology to better link processes in the supply chain, to generate consumer and product data and to make this data transparent to better link supply to demand.
Lunch Break 13:00 – 14:00		
Panel 2 14:00 – 15:30	<p>Smart Material Use</p> <ul style="list-style-type: none"> - Brigitte Stepputtis, Head of Couture, Vivienne Westwood - Douwe Jan Joustra, Head Circular Transformation, C&A Foundation - Professor Thomas Gries, RWTH Aachen University 	Session on the evolutions taking place in the raw material markets with a particular focus on circularity and on more sustainable alternatives to existing materials. A strong combination of current practices by major companies and a future vision by experts.
Coffee Break 15:30 - 15:45		
Panel 3 15:45 – 17:15	<p>Smart New Business Models</p> <ul style="list-style-type: none"> - Ed Gribbin, Gribbin Strategic LLC/Senior Advisor to Alvanon - Alexander Shumsky, President Russia Fashion Week and Russian Fashion Council - Georgina Rutherford, Head of Marketing and Communications, Influencer Marketing Agency (IMAgency) - Chris van Veldhuizen, TMO 	Session on new and successful business models. Competition for existing business is often coming from new companies with new business models including new ways of reaching an audience and selling, new partnerships, new ways of charging consumers for clothing.

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34th IAF World Fashion Convention Maastricht Draft Program – Day 2

‘Building a Smart Future for Fashion’

Session	Speaker	Subject
Keynote 09:30 - 10:30	<ul style="list-style-type: none"> - Scott Deitz, VP Public Affairs VF Corporation (Lee, Wrangler, Timberland, Vans, Eastpak, North Face) - Mark Jarvis, CEO WTiN 	<p>Vision on the development of the industry from large business perspective.</p> <p>Presentation of research results on digitization of the industry.</p>
Coffee Break 10:30 -11:00		
Panel 4 11:00 – 12:30	Smart Apparel Manufacturing <ul style="list-style-type: none"> - Stanley Szeto, Executive Chairman, Lever Style Inc. and chairman of Hong Kong Textile Council - Sanem Dikmen, European T-Shirt Factory/ - Olgun Aydin, Manager Supply Chain Sustainability, Puma 	<p>Automation and the improvement of productivity, flexibility and communication on compliance and sustainability.</p>
Lunch 12:30 – 14:00		
Panel 5 14:00- 15:30	Future Smart Retailing/Selling <ul style="list-style-type: none"> - Jorij Abraham, Managing Director E-Commerce Foundation - Matthew Drinkwater, Head of Fashion Innovation Agency, London College of Fashion - Jeff Streader, Managing Director Go Global Brand Investment Program, former COO Billabong, former SVP VF Corporation 	<p>We cannot understand the future of the fashion industry if we don't understand where the retail business is heading. We must scrutinize the role of the mega large online sales platforms and the use of technology to enhance the shopping experience.</p>