

## IEG: FIMAST 2021

### PROGRAMME OF EVENTS: TUESDAY 19<sup>TH</sup> OCTOBER

#### Brixia Forum, Brescia, 19<sup>th</sup> – 22<sup>nd</sup> October 2021

##### 2 pm – 3 pm

###### **Conversation around sustainability: What is sustainability?**

In partnership with C.L.A.S.S.

How a new generation of values that clearly respond to the new needs of the contemporary consumer can be activated.

Speaker:

- Giusy Bettoni – Founder and CEO of C.L.A.S.S.

##### 4 pm – 5.30 pm

###### **The value of sustainability: Traceability and eco-toxicological requirements, 2 decisive factors for the textile supply chain's circular economy and the profitability of choosing green.**

In partnership with CSC and ADICI

The situation of the circular economy in textiles. An in-depth analysis of a subject that is too often treated unscientifically, favouring limited visions, ideologies, fashions or commercial purposes (green washing). The importance of traceability and eco-toxicological requirements in implementing a circular economy in the textile supply chain.

Preview presentation of the European *Etich-Et* label and its benefits for companies. The way to go and correct choices companies should take to implement a well-structured green strategy that is not random but strategic and profitable.

Speakers:

- Marco Piu – *Director of Associazione Tessile e Salute*
- Prof. Sergio Vergalli - *Full Professor, Economic Policy, Brescia University*

### WEDNESDAY 20<sup>TH</sup> OCTOBER

## 10.30 am -12 noon

### **The decisive role of training in the textile manufacturing sector**

organized by ADICI

Training as an essential factor so that the textile manufacturing industry can draw on new, competent and motivated professional resources. A presentation by the Machina Lonati Technical High School whose first-rate courses are a fundamental source of human resources for the textile industry in Mantua and Brescia. A presentation of the course for hosiery and seamless clothing loom technicians and the FW 22/23 *Fashion Revolution* trends project, both aimed at companies in the Mantua and Brescia textile district.

Speakers:

- Paolo Rizzetti - *Director ITS Machina Lonati*
- Alessandro Gallesi *President of ADICI*

## 1.30 pm - 2.30 pm

### **Conversation around sustainability: Welford case history**

In partnership with C.L.A.S.S.

A journey through Welford's responsible innovation strategy with an eye on the contemporary consumer.

Event in English

Speakers:

- Andreas Röhrich – *Global Director R&D and Sustainability at Welford*
- Giusy Bettoni – *Founder and CEO of C.L.A.S.S.*

## 2.30 pm - 3.30 pm

### **Tubular knitting for footwear: technique and development among opportunities and constraints**

In partnership with ASSOSPORT

Speakers:

- Luca Pedrotti - *Product Manager at Scott Sports SA*
- Nicola Dalla Costa – *Footwear Designer at Oberalp Group Spa. - SALEWA - DYNAFIT - WILD COUNTRY – POMOCA*
- Peter Erlacher – *Co Owner and Chief Design Officer at Chervò*
- Raul Giroto – *Product and Design Manager at Northwave*

With:

- Matteo Conchieri - *Footwear Division Director at WZ international Srl*

- Guido Rimini – *Sales & Marketing Director at Rhenoflex Italia S.r.l.*

**3.30 pm - 4.30 pm**

**SOCKS R-EVOLUTION: technological innovation and high-performance materials in the development of sports socks**

In partnership with ASSOSPORT

Speakers:

- Barbara Visani – *Owner of BIOTEX Innovator Sport Underwear*
- Gabriele Pini – *Partner at CRT Studio Capitex*
- Marco Coffinardi – *Founder | CEO at FLOKY "Change Your Step"*
- Ingrid Calcinoni – *Product and Sourcing Manager at Intersocks*
- Alberto Cortinovis – *Owner of Mico Sport*

With:

- Sara Zanatta – *Marketing and Communications Manager at Assosport*

## THURSDAY 21<sup>ST</sup> OCTOBER

10.30 am – 12 noon

**E-commerce for SMEs: B2B, cross-border, logistics and the right digital approach.**

In partnership with CSC and ADICI

The presentation of data processed by Milan Polytechnic's digital e-commerce observatory.

Focus will be on cross-border and B2B e-commerce, which are the most suitable ways for manufacturing SMEs to approach digital sales, and on the analysis of logistics, insurance and financial solutions. The presentation will include company best cases in order to highlight the approach to e-commerce in terms of corporate culture, management, websites, virtual rooms, product presentations, sales and big data monitoring and social network management.

Speakers:

- Maria Giuffrida - *Assistant Professor at Milan Polytechnic*
- Massimo Passani – *President and CEO of Siglacom Group*

# FIMAST

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PRESS

## ABOUT FIMAST

FIMAST, the **international tradeshow dedicated to the entire hosiery industry** is a **biennial B2B** event now in its **fifth edition**. It will be held in the Brixia Forum Expo Center in Brescia (Italy). **Opening hours:** from Tuesday October 19<sup>th</sup>, 2021 to Thursday October 21<sup>st</sup>, 2021 from 9am to 6pm; Friday October 22<sup>d</sup>, 2021 from 9am to 2 pm. Unique in Italy for the sector, it offers the latest world news on textile machines for socks. Thanks to the presence of large hosiery factories, it opens scenarios for the major yarn producers in the key districts of this sector in Italy: in Brescia, the headquarters of the main machinery district for this type of article, and in Mantua for the finished product. [www.fimast.eu](http://www.fimast.eu)

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<https://www.iegexpo.it/en/>

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