

# **Conference on Digital Integration and Efficiency in Textile and Clothing Value Chains across the Euro- Mediterranean Area**

organised in co-operation with  
DG Internal Market, Industry, Entrepreneurship and SMEs  
and Małopolska Kraków Region

## **Dates:**

27-28 April 2015

## **Venue:**

**Sukiennice (The Cloth Hall)**  
Rynek Główny 1-3,  
Kraków, Poland

### **Aim of the meeting :**

Textiles and clothing have a long and distinguished history in the Euro-Mediterranean Area. Today they are second only to oil and gas as the most traded goods in the region, with a trade value of over €35 billion each year. This is a hugely important partnership; around 35% of all EU exported textiles go to the Euro-Mediterranean Area.

Mediterranean partner countries already have a strong manufacturing base in textiles and clothing. Now is the right time build on these strong foundations and develop the sector into a more competitive, value-adding, innovative and knowledge-based industry. This has the potential to deliver concrete results: closer industrial partnership and more highly-skilled jobs across the region.

The 2015 Euro-Mediterranean Conference will address this important agenda, with a focus on the themes of digital integration, energy-efficiency, and sustainability of textile materials and resources.

The panels on digital integration will draw examples of eBIZ<sup>\*</sup> applications across Europe as inspiration for how real-time data exchange and effective digital communication can lead to better-integrated supply chains in and across the Euro-Med area. Today, digital integration is focussed on businesses in the supply chain (e.g. exchange of orders, invoices, etc.). In the near future, it will also reach consumers (e.g. e-labelling) and authorities (e.g. e-Compliance). The potential benefits are significant.

Participants in the panels on energy efficiency and sustainability will discuss how to stimulate innovation and develop new business models that address the need to preserve energy, textile materials and water. The textile industry is under increasing pressure to minimize its impact upon the environment and improve the sustainability of its supply chains – the panels will address this need head-on.

Throughout the conference, participants will exchange their experiences of successful business practices, programmes and policies in these themes, and how they can promote the industrial competitiveness of companies in the textile and clothing sector in the Euro-Mediterranean Area. Multiple training and funding opportunities for the sector in the Area will be presented.

The conference is organised as part of the Euro-Mediterranean Dialogue on textiles and clothing, launched in 2004. It remains the only sectoral dialogue with Mediterranean partner countries, and has been frequently cited as an example of successful industrial cooperation with neighbouring countries, as a part of the Working party on Euro-Mediterranean industrial cooperation<sup>†</sup> and as a part of the European Neighbourhood Policy Partnership for Democracy and Shared Prosperity with the Southern Mediterranean Partners<sup>‡</sup>

<sup>\*</sup> eBIZ is the European standard digital language for data exchange specifically in textile, clothing and footwear business  
[www.ebiz-tcf.eu](http://www.ebiz-tcf.eu) or eBIZ linkedin group.

<sup>†</sup> [http://ec.europa.eu/growth/industry/international-aspects/cooperation-regions/eu-mediterranean/index\\_en.htm](http://ec.europa.eu/growth/industry/international-aspects/cooperation-regions/eu-mediterranean/index_en.htm)

More on the EuroMed Dialogue on textile and clothing

[http://ec.europa.eu/growth/sectors/fashion/textiles-clothing/international-trade/euromed-dialogue/index\\_en.htm](http://ec.europa.eu/growth/sectors/fashion/textiles-clothing/international-trade/euromed-dialogue/index_en.htm)

The conference will be organised around 6 panels:

- I. Policy developments in digital communication (e-business); energy efficiency, sustainability and innovation
- II. Digital communication (e-business)
- III. Energy made-to-measure
- IV. Sustainable textile materials
- V. Sustainable textile chemistry and innovation
- VI. Textile and water management

The conference was organised by the European Commission (DG GROW.H.2: Dr Anna Sobczak) with the support of TAIEX.

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**Participants:** representatives of national and regional administrations, textile and clothing industrial associations, companies, chambers of commerce, IT providers for textile and clothing sector, research centres specializing in innovation, energy efficiency, sustainability of textile materials and resource efficiency in textiles and clothing as well as international, European and national organisations involved in programmes for innovation and energy efficiency (around 130 participants).

Participants from EU Member States, Mediterranean partner countries (Southern Neighbourhood, Western Balkans (+ Turkey) and EFTA covering the entire pan-Euro-Mediterranean Area, that is contracting parties of the Convention on pan-Euro-Mediterranean rules of origin. The participants are selected from the countries where the textile and clothing sector plays an important role in the economy.

More on the conference [http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item\\_id=8132](http://ec.europa.eu/growth/tools-databases/newsroom/cf/itemdetail.cfm?item_id=8132)

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<sup>\*</sup> High Representative of the European Union for Foreign Affairs and Security Policy, Joint Staff Working Document "Implementation of the European Neighbourhood Policy Partnership for Democracy and Shared Prosperity with the Southern Mediterranean Partners Report" accompanying Joint Communication to the European Council, the European Parliament, the Council, the European Economic and Social Committee and the Committee of the Regions "Implementation of the European Neighbourhood Policy in 2014" Brussels, 25.3.2015  
SWD(2015) 75. [http://eeas.europa.eu/enp/pdf/2015/enp-regional-report-southern-mediterranean\\_en.pdf](http://eeas.europa.eu/enp/pdf/2015/enp-regional-report-southern-mediterranean_en.pdf)

## Day 1 : 27 April 2015

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| 08:00 – 09:00 | Conference registration  |
| 09:00 – 10:00 | <p>Welcome by</p> <ul style="list-style-type: none"> <li>– <b><i>Video message from Ms Elżbieta Bieńkowska, Commissioner for Internal Market, Industry, Entrepreneurship and SMEs at the European Commission</i></b></li> <li>– <b><i>Mr Jean-François Aguinaga, DG GROW European Commission</i></b></li> </ul>  |
| 10:00 – 10:15 | TAIEX (Technical Assistance and Information Exchange Instrument) of the European Commission – <b><i>Ms Helin Ruf-Uçar, DG NEAR, European Commission</i></b>  |
| 10:15 – 10:45 | <b>Coffee Break</b>  |
| 10:45 – 12:00 | <p><b>Chair: <i>Mr Jean-François Aguinaga, DG GROW European Commission</i></b></p> <p><b>Panel I: Policy developments in digital communication (e-business); energy efficiency, sustainability and innovation</b></p> <ol style="list-style-type: none"> <li>1) EU programmes and policies for digital integration and energy efficiency – <i>Mr Julio Cardoso, DG GROW, European Commission</i></li> <li>2) Innovation in Polish textile and clothing industry – <i>Ms Aleksandra Krysiak, PIOT, Polish Textile and Clothing Association</i></li> <li>3) New strategy of industrial acceleration - textile ecosystem in Morocco – <i>Mr Bahi Rachid, Ministry of Industry, Trade, Investment and Digital Economy, Morocco</i></li> <li>4) Euro-Mediterranean cooperation on energy efficiency and innovation – <i>Mr Claude Ayache, KIC InnoEnergy SE Energy think-tank for the European Commission</i></li> <li>5) Textile and clothing sectors as European smart specialisation in the Galicia Region – <i>Mr Ricardo Capilla Pueyo, TECNOPOLE (Galician Technology Park), Spain</i></li> </ol> |
| 12:00 – 13:30 | Lunch break  |

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| 13:30 – 15:00 | <p><b>Chair: <i>Mr Mauro Scalia, EURATEX, (overview on eBIZ- why digitally communicate in the fashion supply chain)</i></b></p> <p><b>Panel II: Digital communication (e-business)</b></p> <p>Main focus: integration of the supply chain in Europe and Med-area, benefits for the companies, cost reduction and efficiency, training and funding for new entrants</p> <ol style="list-style-type: none"> <li>1) Digital research applications on textile and clothing – <i>Mr Alessandro Canepa, F.Ili Piacenza, Italy</i></li> <li>2) Communicate with a single digital language through countries and the value chain with a focus on how to help the fashion business, the key role of IT providers – <i>Mr Francis Jacob, Schaffer Productique, France</i></li> <li>3) How we improve our work through digital communication – the case of the company SEFITA in Morocco – <i>Mr David Beluche, SEFITA, Morocco</i></li> <li>4) A truly integrated supply chain across borders – <i>Mr Andreas Schneider GCS consulting, Germany</i></li> <li>5) A single language from textile manufacturing until the point of sale – <i>Mr Leif Roenn, iLevel, UK</i></li> </ol> |
| 15:00 – 15:30 | Coffee break   |

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| 15:30 – 17:00 | <p><b>Chair: <i>Ms Patty Fong, Director of the Energy Efficiency Program at the European Climate Foundation</i></b></p> <p><b>Panel III: Energy made-to-measure</b></p> <p>Main focus: benefits of energy efficiency, benefits for the companies, outlook to future developments, training and funding for new entrants</p> <p>"Wake up video"</p> <ol style="list-style-type: none"> <li>1) Energy Made-to-Measure campaign – building awareness on energy savings and opportunities in Europe – <i>Mr Mauro Scalia, EURATEX</i></li> <li>2) Reaching energy efficiency in the clothing industry in Bulgaria – <i>Mr Nikolay Uzunov, Pirin-Tex EOOD, Bulgaria</i></li> <li>3) Energy efficiency in textile and clothing production: an experience from the former Yugoslav Republic of Macedonia – <i>Ms Natasa Sivevska, Textile Trade Association– Textile cluster</i></li> <li>4) Textiles and Energy Efficiency – the case of Morocco – <i>Mr Mohamed Anouar Jamali, ESITH, Morocco</i></li> <li>5) Energy efficiency in garment manufacturer - experience with SESEC, audits and solar energy – <i>Mr Mico Mineiro, Twintex country manager, Portugal</i></li> <li>6) The impact of Energy Made-to-Measure campaign in Romania, how to help textile and clothing companies – <i>Dr Carmen Ghituleasa, Director INCDTP, Romania</i></li> </ol> |
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**19:30 Dinner upon special invitation**

## Day 2: 28 April 2015

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| 09:30 – 09:45 | Welcome and summary of the previous day  |
| 09:45 – 11:15 | <p><b>Chair: Mr Francesco Marchi, EURATEX, (activities of European Technology Platform for the Future of Textiles and Clothing)</b></p> <p><b>Panel IV: Sustainable Textile Materials</b></p> <ol style="list-style-type: none"> <li>1) “The value of environmental footprints” – <i>Mr Bernard Defraye, Head of Technical &amp; Environmental Department, CIRFS (man-made fibres industry association)</i></li> <li>2) Potential for greater use of EU-origin natural fibres in the textile sector – <i>Dr Agnieszka Komisarczyk, Technical University of Łódź, Poland</i></li> <li>3) New post-consumer textile recycling approaches and technologies – <i>Mr Anton Luiken, Texperium, The Netherlands</i></li> <li>4) MED TEST Project (Transfer of Environmentally Sound Technology) in Tunisia – <i>Mr Rachid Nafti, Expert in clean production and sustainable development, Tunisia</i></li> <li>5) Sustainability – a giant elephant: textile recycling in Turkey – <i>Dr Sedef Uncu Aki from Bossa Denim, Turkey</i></li> <li>6) Social Cooperative Humana Nova – clothing recycling in Croatia – <i>Ms Sanja Ostroski, Social Cooperative Humana Nova, Croatia</i></li> </ol> |
| 11:15 – 11:45 | Coffee break   |
| 11:45 – 13:00 | <p><b>Chair: Mr Jean-François Aguinaga, DG GROW, European Commission</b></p> <p><b>Panel V: Sustainable textile chemistry and innovation</b></p> <ol style="list-style-type: none"> <li>1) Sustainable production methods emerging in biotech, biomimicry and biological textiles – <i>Mr Bradley Quinn, author and journalist with expertise in fashion, textiles and design</i></li> <li>2) Interactions - Textile and Environment - <i>Mr Meir Kaisserman, Complex 26 advanced technology LTD, Israel</i></li> <li>3) Improving resource efficiency of textile companies and developing supply chain for organic cotton products in Egypt – <i>Ms Lamia Afify, BUNT Sustainability consultant, Egypt</i></li> </ol>   |

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|               | <p>4) Serbian perspective on Sustainable textile chemistry and water management – <i>Dr. Maja Radetic, Textile Engineering Department, University of Belgrade, Serbia</i></p> <p>5) Enterprise Europe Network- Textile and Fashion Sector Group- the activities and accomplishments – <i>prof. Serdal Temel, EBIC-EGE EGE University - Izmir/TURKEY</i></p>   |
| 13:00 – 14:30 | Lunch break   |
| 14:30 – 15:30 | <p><b>Chair: Mr Francesco Marchi, EURATEX</b></p> <p><b>Panel VI : Textile and water management</b></p> <p>1) "Electrochemical techniques (EC) combined with UV irradiation for the treatment and reuse of textile dyeing wastewaters: Industrial marketing" – <i>Ms M. Carmen Guitiérrez Bouzán – INTEXTER (Institut d'Investigació Tèxtil) – UPC – Universitat Politècnica de Catalunya), Spain</i></p> <p>2) Practical example of water-efficiency by a Polish SME (very progressive dyeing, printing &amp; finishing company from Lodz region) – <i>Ms inż Lucyna Bilińska, Bilinski, Textile Print, Poland</i></p> <p>3) Textile production and Water: The challenge to be taken – <i>Mr Han Oude Groeniger, company EColoRo, The Netherlands</i></p> <p>4) How variant implemented practices lead to maintain the sustainability in textile wet process in Egypt – <i>Dr. Eng. Sherif Hamdy, Federation of Egyptian Industries (ECO SD -FEI), Egypt</i></p> <p>5) Filters of cationized cotton for waste water treatment – <i>Ms Anita Tarbuk, University of Zagreb, faculty of Textile Technology, Croatia</i></p> |
| 15:30 – 16:00 | Coffee Break  |
| 16:00 – 16:15 | Concluding remarks and closing of the conference by the European Commission, <i>Mr Jean-François Aguinaga, DG GROW European Commission</i>  |



This meeting is being organised by the  
***Technical Assistance Information Exchange Instrument  
of the European Commission***



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