



TURIN, 28 | 29 | 30 June 2023

PROGRAMME TALKs and B2B sessions

TORINO FASHION MATCH 2023

B2B & TALKs:

Mercato Centrale

Piazza della Repubblica, n. 25
Turin - Italy

TFW shows:

Villa Sassi

Str. al Traforo di Pino, 47,
10132 Turin, IT



CAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINO

#EENis15 years helping small businesses innovate and grow internationally

#28th JUNE 2023:

h. 9:00 am - 5:30 pm

TALK 1_ Internationalization for SMEs in the Fashion Industry : #EEN can HELP!

TALK 2_ Empowering Diversity and Inclusion Across the global Fashion Industry

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor):

B2B SESSION

Check your profile and your AGENDA and be on time for your confirmed meetings!



h. 11:00 AM – 13:00 PM (Area Talk, 2° floor)

TALK SESSION 1 : Internationalisation for SMEs: #EEN can HELP!

Creating International Connections worldwide could help your business to grow and can boost your creativity ! The [EEN Network](#) Can Help you on that !



h. 11:00 – 11:15

Welcome Speech, Unioncamere Piemonte

h.11:15 – 11:30

The Sector Group Textiles and the Enterprise Europe Network : activities and services to support companies to grow and to internationalize *Federica Leonetti*, International Business Advisor and Chair of the Group of experts on Textiles within the Enterprise Europe Network , Unioncamere Piemonte

h. 11:30 – 11:45

The Enterprise Europe Network worldwide : EEN Colombia : opportunities and information on local textile and fashion industry, *Sebastián Bustamante González*, Enterprise Europe Network Colombia Coordinator

h. 11:45 – 12:00

The Inflation Reduction Act in USA, not an obstacle but an opportunity for European companies (EEN USA)

Sven C. Oehme, President & CEO at EABO Inc. [European American Business Organization](#), Inc., EEN support Office in New York

h. 12.00 – 12.20

Catedra Internacional de Moda Flamenca

Francisco Valderrama Uceda, Director General at [ESCUELA SUPERIOR SEVILLA DE MODA](#)

h. 12:20 – 12:45

Africa Session :

- **Unseen profile, be an entrepreneur in Italy**, *Judith Borsetto*, Founder and Art Director at [JUDITH SAINT JERMAIN](#) company
- **The Fashion sector in SENEGAL**: *Amina Badiane*
- Case studies of Companies from Senegal

h. 13.00 Free lunch at Mercato Centrale



h. 14:00 AM – 15:00 PM (Area Talk, 2° floor)

TALK SESSION 2: Empowering Diversity and Inclusion Across the global Fashion Industry

The issues of inequity that fashion faces are systemic, and change will need to happen within the broader ecosystem

Moderator : *Anass Hanafi*

PANELISTS :

- *Sven C. Oehme*, President & CEO at EABO Inc. **European American Business Organization**, Inc., EEN support Office in New York
- *Giulia Sirigu*, Scaleup Director Senior Innovation and Growth Specialist Innovate [at Innovate UK EDGE](#)
- *Khayala Mammadova*, Deputy Chairwomen at [Azerbaijan Young Entrepreneurs Network](#)
- *Judith Borsetto*, Founder and Art Director at [JUDITH SAINT JERMAIN](#) company
- *Bozhenko Liudmyla*, founder and designer of the [Etika](#) clothing brand
- *Hutsaliuk Anna*, b2b Manager at [Pitaya](#) company

h. 14:00 - 17:30 PM (B2B Area, 1° floor)

B2B SESSION

Check you profile and your AGENDA and be on time for your confirmed meetings!



Notes: B2B area will be equipped with a coffee station all day long



After a working day ..You are invited to join:

Torino Fashion Week 2023
Show : ITALY DAY

h. 19.00 pm – 22.30 pm

Villa Sassi
Str. al Traforo di Pino, 47,
10132 Turin, IT



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CAMERA DI COMMERCIO
INDUSTRIA, ARTIGIANATO E AGRICOLTURA
DI TORINO

#29th June 2023:

h. 9:00 am- 5:30 pm

TALK 3_INTELLECTUAL PROPERTY RIGHT IN THE TEXTILE AND FASHION INDUSTRY

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor):

B2B SESSION

Check your profile and your AGENDA and be on time for your confirmed meetings!



h. 11:00 AM – 12:50 PM (Area Talk, 2° floor)

TALK SESSION 3:IP SME HELPDESHK Latina America, India and Africa and the IPR in Fashion and the Creative Industry

Intellectual Property Right, New technologies, IP disputes and Infringements : all you need to know to protect your brand worldwide!

h. 11:00 – 11:10

Welcome Speech, Unioncamere Piemonte

h.11:10 – 12:10

Training Session in collaboration with :

Giovanna Girardi, Expert at [Latin America IP SME Helpdesk](#):



Description

The fashion sector is a highly competitive environment where differentiating your products from your competitors' ones may make the difference between success and failure.

In addition, e-commerce allows your products to enter the Latin American markets even before you have decided to start distributing in these territories. Therefore, in some cases, you will be able to transfer your reputation and goodwill in Europe to Latin America thanks to a consistent branding and Trade mark protection strategy.

Come and meet us to know more about these and other benefits that Intellectual Property offers to your business, as well as the local particularities of patents, trade marks, designs and copyright in Latin America and some good practices to protect your innovation and make it profitable.

Our IP expert will show you how and will be pleased to meet you afterwards on a bilateral meeting to provide you with a totally tailor-made assistance.

Nicolas Gutierrez, Expert at [India IP SME Helpdesk](#):

Description

Being second largest textile consumer in the world and with a young and vibrant population, India provides a huge opportunity for companies to explore, invest and commercialize their products. FDI investments in textile and apparel and fashion industry has reached up to \$3.75 billion and the industry is said to double in size to \$190 bn by 2025-26. With organized retail landscape (ecommerce), supply chain availability, skilled manpower and a large and growing domestic market and presence of raw materials Indian textile industry is the cusp of the breakthrough. Given the market size, the demographics and the textile industry landscape, Intellectual property plays a vital role to protect and valorize the brand and the products associated. The session is organized to uprise companies about intellectual property landscape, commercializing avenues available, and enforcement mechanisms in India and strategies prior internationalization.

What you can expect

1. Introduction to Indian Textile and Fashion Market
2. Why IP is important.
3. An overview of the intellectual property rights available.
3. Enforcement of intellectual property rights on online and offline markets.
4. Specific answers to your queries.

h. 12:10 – 12:30

Fashion beyond creativity: new technologies, metaverse and more, *Emanuela Truffo*, Partner at [Jacobacci Law Firm](#)

h. 12:30 – 12:50

Fashion and IP disputes and infringements: WIPO Mediation and Arbitration, *Chiara Accornero*, Expert at World Intellectual property Organization ([WIPO](#)) – *SPEAKER ONLINE*

Free lunch at Mercato Centrale

h. 14:30 - 17:30 PM (B2B Area, 1° floor)

B2B SESSION

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After a working day ..You are invited to join:

Torino Fashion Week 2023
Show : EU4BCC show (brands from EU East countries)

h. 20.00 pm – 22.30 pm

Villa Sassi
Str. al Traforo di Pino, 47,
10132 Turin, IT

#30 June 2023

h. 9:00 am - 5:30 pm

TALK 4_ SUSTAINABLE AND CIRCULAR FASHION

TALK 5_ SPORT, INNOVATIVE TRENDS, SMART AND DIGITAL TECHNOLOGIES

h. 9:00 AM - 12:30 PM (B2B Area, 1° floor)

B2B SESSION

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h. 10:45 AM – 13:00 PM (Area Talk, 2° floor)

TALK SESSION 4: Sustainable and Circular Fashion



h. 10:45 – 10:55

Welcome Speech, *Federica Leonetti*, Chair of the Sector Group Textiles, [Enterprise Europe Network](#), at [Unioncamere Piemonte](#)

h. 10:55 – 11:15

Circular Economy Innovation Trends in the Fashion & Textile industry, *El Khoury Christopher*, [Intesa Sanpaolo Innovation Center](#), [Circular Economy Lab](#)

h. 11: 15 – 11:30

The European Textile Regulation on Sustainable Textile, *Paolo Sandri*, Senior Policy Officer – Trade, Internal Market and Energy [EURATEX](#)

h. 11:30 – 11:45

The Sustainable Mapping Report from the Experts group of Textiles, *Mariagrazia Berardi* Business Advisor at [CNA Lombardia](#), Enterprise Europe Network Member

h. 11:45 – 12:00

.....*Sven C. Oehme*, President & CEO at EABO Inc. [European American Business Organization](#), Inc., EEN support Office in New York

h. 12:00 – 12: 15

RegioGreenTex Project (Regions for Green Textile), *Paola Fontana*, Senior Manager at [Pointex](#) Textile Innovation Cluster (Biella, Italy)

h. 12.15 – 12:30

[ATELIER RIFORMA](#), Elena Ferrero Co-Founder and CEO at Atelier Riforma (Turin, IT)

h. 12.30 – 12.45

EU-India Opportunities for Circular Fashion and Resource Efficiency: presentation will cover some of the key findings and outcomes and highlight some key areas and actions EU and India can collaborate on going forward in this arena.

Leena Pishé Thomas, Director at Global Business Inroads, EEN India

h. 12.45 – 13.00

Bio Fashion Tech **tbc**

Free lunch at Mercato Centrale

h. 1:45 pm – 3:15 pm (Area Talk, 2°Floor)

TALK SESSION 5

Sport | Innovative Trends | Smart and Digital Technologies



h. 1:45 – 2:00

[EEN Sport Itinerary 2023 – Pilot Project for SMEs \(sport Industry\)](#) :

Federica Leonetti, International Business Advisor and Chair of the Group of experts on Textiles within the Enterprise Europe Network ,
Unioncamere Piemonte, EEN IT members

h. 2:00 – 2:15

[EUROSIMA](#) Sport Industry Cluster of sustainable brands _ 25 Years of passion

Jean Louis Rodrigues , President at Eurosima - **SPEAKER ONLINE**

h. 2:15– 2:30

[BARTER](#) : the Exchange Platform for Sports Retail Stores , *Daniele Ghigo*, CEO and Founder at Barter

h. 2:30 – 2:45

How current digital trends are disruptive the creative industry ?

Khayala Mammadova, Deputy Chairwomen at [Azerbaijan Young Entrepreneurs Network](#)

h. 2:45 – 3:00

Collaborations and connections: exploring new markets and reaching new customer segments. Have you ever considered enhancing your company's reputation with the help of an artist

Carole Baué Project Manager e Creative Advisor [Chippendale Studio](#)

h. 3:00 – 3.15

Case presentation: Pella Sport **tbc**



h. 2:30 - 5:30 PM (B2B Area, 1° floor)

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If you need more information, you can contact:

Unioncamere Piemonte

ALPS EEN Member

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