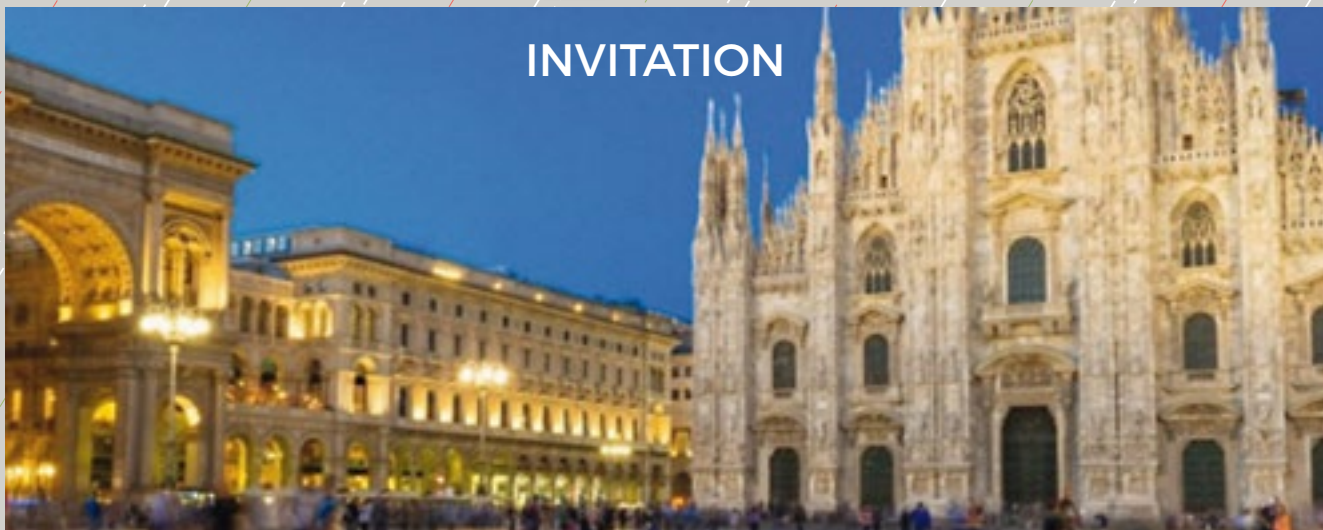




IACDE WORLD CONVENTION MILAN 2017

INVITATION



“MEGA-TRENDS AND THEIR INFLUENCE ON THE FASHION INDUSTRY“

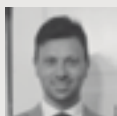


- ▶ **May 04-07, 2017**
- ▶ **NHOW Hotel, Via Tortona 35, 20144 Milano, Italy**
- ▶ **Please book your your hotel room by using this group rate link:**
<http://www.nh-hotels.com/event/iacde-world-convention-2017>
- ▶ **Please sign in for the convention here:**
<http://www.iacde.net/milan-2017/sign-up-now/>

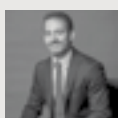
JOIN US IN MEGA-TRENDS AND FASHION INDUSTRY



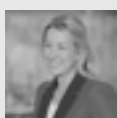
Roland Schuler, president IACDE
“This year’s convention theme is *Megatrends and their influence on the Fashion industry*. The goal of this topic is to **enrich your skills** and learning for change in an inter-connected world. We are proud to have Craig Crawford, the IT and Fashion brain and Claudio Marenzi, CEO form Herno and president of Sistema Moda Italia as plenary speakers. In addition we are excited to welcome Hans-Peter Hiemer, the “digital future and fashion” specialist from b4b!”



Paolo Cartabbia, General Secretary IACDE Italia
“On behalf of IACDE ITALIA I am delighted to welcome all members and guests to Milan for the IACDE World Convention and Exhibition 2017. This will be our **largest annual event** devoted to the innovation and practice of the apparel industry. It will give participants a platform to exchange ideas, discover novel opportunities, reacquaint with colleagues, meet new friends and broaden their knowledge.”



Benoit Cugnet, Treasurer IACDE International
“The annual IACDE Convention is the **must attend event** of this year! In Milan IACDE brings together the apparel industry’s most influential and knowledgeable speakers, decision makers of the apparel industry and the related suppliers, delivering and discussing topics that are equally practical relevant and innovative!”



Silvia Schoening, Association Manager IACDE
“The conference will be held at the newly designed NHOW Hotel, via Tortona 35 in the creative hub of Zona Tortona! Looking forward to **meeting you there** on Thursday afternoon at the IACDE Welcome desk.”

Bank Details:

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2017 WORLD CONVENTION

THURSDAY May 04, 2017

- 2.00 – **Registration**
7.00 p.m. Hotel Lobby at the IACDE Welcome desk
- 4.00 – **IACDE Execom Meeting** (for **Execom members** only)
5.00 p.m. Sala Panama, 1st Floor
- 5.00 – **General Assembly**
6.30 p.m. (for **all IACDE members**)
Sala Berlino
- 7.30 p.m. **Opening Reception and Dinner** (for **all attendees**)
Lobby at “Osteria del Binario”, (5 minutes walking distance)

FRIDAY May 05, 2017

- 8.00 a.m. Departure **Factory Visit “MACPI”** with two buses
- 10.00 a.m. **Spouse Program on Friday AND Saturday!**
Meeting point: Hotel Lobby
- 12.00 a.m. **Lunch at MACPI**
- 1.00 p.m. Departure to **ALBINI GROUP (2 facilities)**
- 6.00 p.m. **Fashion Show** by FREUDENBERG, MACPI and postgraduate Fashion students
- 6.30 p.m. **Opening of Marketplace & Handcraft workshops**
- 7:30 p.m. **Lounge atmosphere Dinner**
Convention Area / Marketplace

SATURDAY May 06, 2017

- 8.00 – **Joint Breakfast / Innovation Marketplace**
8.45 a.m. Sala Berlino
- 8.45 – **Opening by IACDE President Roland Schuler**
9.00 a.m. “About the Theme”
- 9.00 – **Keynote Speech**
9.45 a.m. **“Fashion Maker X.0. – The new normal”** Hans-Peter Hiemer, b4b



2017 WORLD CONVENTION

- 9.45 – **Panel Discussion “The new normal”** Insights from Kufner, Lectra and other
10.30 a.m. Experts of the Branche. Moderator: Hans-Peter Hiemer
- 10.30 – **Coffee break**
11.00 a.m. Barcamp workshop at the ROPIX BOOTH
- 11.00 – **Keynote Speech**
11.30 a.m. Claudio Marenzi, CEO Herno S.P.A., president of Sistema Moda Italia SMI
- 11.30 – **Mega-Trends in Interlining and their influence on Fashion**
12.00 p.m. Chargeurs Fashion Technologies
- 12.30– **Lunch in the Hotel Lobby,**
2.00 p.m. Coffee at the Markeplace & Workshop area
- 2.00 – **Keynote Speech “What does it really mean to “Go Digital”?”**
2.45 p.m. IT Strategist and Fashion Expert Craig Crawford
- 2.45 – **Mega-Trends in Technology and their influence on Fashion**
3.15 p.m. Gerber Technology / Bill Brewster, Vice President and General Manager,
Enterprise Software Solutions
- 3.15 – **Coffee break**
3.45 p.m. Barcamp workshop at the TOHKAI THERMO booth
- 3.45 – **Mega-Trends in Viscose and their influence on Fashion**
4.15 p.m. ENKA Viscose
- 4.15 – **Website Relaunch 2017 and Young Talent’s knowledge base**
5.00 p.m. 1A! DIGITAL: Georg Hensch, Managing Director, Michiel Lochtenbergh,
Strategy Director.
- 5.00 – **Check out on Product Innovations + traditional handcrafting**
5.30 p.m. Innovation Marketplace & Workshop area
- 7.30 p.m. **Departure for Gala Dinner & Dance** at “Il Treno, Arte e Diletto Club”

Interpreting service will be provided in Italian, Japanese and German.

SUNDAY May 07, 2017

- 10.00 – **Cultural Program**
12.30 p.m. Hotel Lobby
- Afternoon: **Individual Departure**

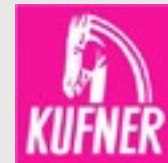


The IACDE World Convention 2017 is made possible by the generous support of our international Sponsors as per January 2017:

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Contact

For all inquiries, please feel free to contact Ms. Silvia Schoening, International Association Manager
IACDE phone: +49 (0)176.787 55 883 | e-mail: silvia.schoening@iacde.net