



# Programme Torino Fashion Match 2019

**Location:**  
Palazzo della Luce Building, Via Bertola 40, Turin

## Saturday, 29 June 2019

**h. 09:00 am -1:00: EEN B2B Session I**

*h. 1:00 pm – 2:00 Free Lunch*

**h. 2:00 pm – 6:00: WORKSHOP I :**

- Circular Economy and Sustainability in the Fashion System
- European Case studies on Circular Economy in Fashion and Textile

## Sunday 30 June 2019

**h. 09:00 am–1:00: EEN B2B Session II**

*h. 1:00 pm – 2:00 Free Lunch*

**h. 2:00 pm-5:30: WORKSHOP II:**

- Innovate and Digitalize the Fashion System
- Case Study from the Fashion-Technology Trend

## Monday 01 July 2019

**h. 09:00 am–1:00: EEN B2B Session II**

*h. 1:00 pm – 2:00 Free Lunch*

**h. 2:00 pm-5:30: WORKSHOP III:**

- Going International and european funding supports
- Access to finance and Woman Entrepreneurship

A coffee and snack point will be available during the 3 days, offered by Unioncamere Piemonte.

[een.ec.europa.eu](http://een.ec.europa.eu)



**29 June 2019**  
**Circular Economy and Sustainability in the Fashion System**

h. 14:00 -14:10

Welcome

**Mr. Paolo Bertolino**

Secretary General, Unioncamere Piemonte (Regional Union of the Chambers of commerce of Piedmont Region)  
[Enterprise Europe Network](#) partner | Alps EEN consortium

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h. 14:10 – 14:30

[Camera Italiana Buyer Moda \(CBI\)](#) – The Best Shops (Italian Chamber of Fashion buyer)  
President

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h. 14:30 -15:00

**Ms. Chiara Ferrero**

[Fashion Revolution Italy](#)

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h.15:00 – 15:30

**Ms. Federica Bertolani**

[Rèn Collective](#)\_reinvent, educate, network (Sustainable Fashion Network)

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h. 15:30 – 16:00

**Mr. Corrado Carbonato**

Politecnico of Torino, [Department of Architecture and Design](#)

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h. 16:00 – 16:30

Ms. [IED](#), Design European Institute (Turin- Italy)

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h. 16:30 – 17:00

Sustainability in the Fashion Industry

**Mr. Danny Casimir**

Founder and CEO at [SPLEXS International Trade](#)

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**European Case studies on Circular Economy in Fashion and Textile**

h. 17.00 – 18.00

1. [Anaïs Renaud](#) (UK)  
**Ms. Anais Kelly**, Founder and Owner at [Anaïs Renaud](#)
2. [Back to Eco](#) (Spain)  
**Ms. Nuria Nubiola**, Ceo at [Back to Eco](#)
3. [Vintage for a cause](#) (Portugal)  
**Ms. Helena Antonia Silva**, Founder & General Director at [Vintage for a Cause](#)
4. [iKLEID](#) (Switzerland)  
**Ms. Marta Waydel**, Cofounder & Creative Director at [IKleid](#)

*End of work*

**30 June 2019**

**Innovate and Digitalize the Fashion System  
The Fashion-Technology Trend**

h. 13:50 -14:00

*Welcome*

Unioncamere Piemonte (Regional Union of the Chambers of commerce of Piedmont Region)  
[Enterprise Europe Network](#) partner | Alps EEN consortium

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h. 14:00 -14:20

How to create an Innovative Fashion brand: Actually, tricks and tips !

*Ms. Bali Lawal*

CEO and Founder [A Coded World](#), fashion brand

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h. 14:20 -14:45

How to protect your IPR in Italy

*Att. Mr. Valerio Capasso*

IPR specialist at [Saglietti Bianco Law Firm Office](#) (Turin)

*Att. Ms. Emanuela Bianco*

Senior IPR specialist at [Saglietti Bianco Law Firm Office](#) (Turin)

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h. 14:45 – 15:15

Innovation Management in a Digital Economy

*Mr. Marco Gorini*

Italian Expert delegate at [ISO Technical Committee on Innovation Management](#)

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h. 15:15 – 15:30

Innovation in Fashion Trade

*Mr. Danny Casimir*

Founder and CEO at [SPLEXS International Trade](#)

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h. 15:30 – 15:50

Italian Department Fashion Store

*Ms.*

[La Rinascente](#) (Torino)

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h. 15:50 – 16:25

Social Media and Digital Marketing in Fashion System

*Ms. Nour El-Mohri*

Founder of [Taam Media](#)

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**Design based consumer goods  
Innovative european platforms \_ case studies**

h. 16:25 – 16:55

E-Biz-4.0

*Mr. Enrique Montiel*

Coordinador eBIZ 4.0 Project (Under COSME European program)

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## Case Study from the Fashion Tech Trend

DressCoders (IT)

**Ms. Serena Taglioli**, CEO at [DressCoders](#)

**Ms. Alessandra Perlino**, CTO at [DressCoders](#)

Optical fiber to create lightning embroideries, trimming hand made garments and accessories.

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Technology connected Fashion **tbc**

**Ms. Tanya James MBA**

Curator at Fashion Tech Week NY

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*End of work*

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**1 July 2019**

### Going International and european funding supports

h. 14:00 -14:15

Welcome

**Mr. Paolo Bertolino**

Secretary General, Unioncamere Piemonte (Regional Union of the Chambers of commerce of Piedmont Region)

[Enterprise Europe Network](#) partner | Alps EEN consortium

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h. 14:15 – 14.45 **tbc**

Presentation of European Commission supports actions' addressed to creative industries and innovative manufacturing companies related to fashion/textile/clothing sectors.

**Ms. Piedad RIVAS**

Project Manager, [European Commission](#), Executive Agency for Small and Medium-sized Enterprises (EASME)

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h. 14:45 – 15:15

Fashion into the Fourth Industrial Revolution. Shaping a new fashion-tech paradigm through the [DeFINE project](#). (Developing a Fashion-Tech Innovation Network for Europe).

**Prof. Paola Bertola**

Project Coordinator, Politecnico di Milano (lead partner of the project)

**Ms. Chiara Di Lodovico**

Research Fellow, Politecnico di Milano

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h. 15:15 – 15:45

How to find technology partners and international business partners for the fashion industry

Presentation of 2 european project related to creative industry: [Worth Project](#) and [Re-FREAM](#)

**Ms. Korina Molla**

International Project Manager at [AITEC](#)- Textile Research Institute

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h. 15:45 – 16:15

Intellectual Property in the Fashion industry: destination Latin America

**Ms. Giovanna Girardi**

IP Expert, [Latin America IPR SME HELPDESK](#)

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## Access to Finance and Woman Entrepreneurship

h. 16:15 – 16:45

Title: Access to finance in the fashion system - European support -

***Ms. Raffaella Bruzzone***

Chair of the Thematic point Access to Finance, Geneva Chamber of commerce [Enterprise Europe Network](#) Partner

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h. 16:45 – 17:00

[Sector Group Woman Entrepreneurship](#) (Enterprise Europe Network)

***Ms. Sanja Popović Pantić***

Chairperson of Sector Group Woman Entrepreneurship (EEN)

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h. 17:00 – 17:15

[FACTS. Fashion Apparel Cluster Serbia](#)

***Ms. Afrodita Bajic***

President of Assembly of Facts

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## Woman Entrepreneurship\_case study

17:15 – 17:30

[AMC Mode Collection](#) (Serbia)

***Ms. Marijana Matic***

Marketing manager of AMC Afrodite Mode Collection

*End of work*

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## TFW 2019 SHOWS

If you wish to attend the TFW shows at Borsa Valori Building (San Francesco da Paola street, n.28, Turin) that starts every day at h. 9:00 pm, **you must use the accreditation link to register.**

(If interested ,please ask to the main organizer).