



EURATEX ISTANBUL CONVENTION
12. ISTANBUL FASHION CONFERENCE

2-3 October 2019
Çırağan Palace Kempinski

FINAL REPORT

**BETTER
TOGETHER**

OPENING MESSAGES

TGSD president Hadi Karasu gave information about the content and context of the conference that would last the whole day after welcoming. Saying that İstanbul Fashion Conference which convened for 12 time has grown one more step in global scale, Karasu stated that the theme of the conference which convenes under the roof TGSD was “Better Together” this year, emphasising textile and ready-wear sector are better together and, reminded that as appropriate for this theme, İstanbul Fashion Conference is prepared with collaboration of 4 important sectoral establishments and European Apparel and Textile Confederation (EURATEX) this year.

Karasu also emphasised that another importance of this collaboration is, along with the conference, hosting EURATEX Congress. Karasu said “EURATEX is extra important for Turkish Textile and Ready Wear for being a reference non - governmental organisation which European Commission consults to frequently for decisions about the sector”, thanked EURATEX President Alberto Paccanelli, Executive Board, and Professional team and continued the speech as follow:

Our theme this year is a continuation of Sustainability theme last year. In this marathon that will last for two whole days, we will emphasise the importance of collaboration for our sector to become fully sustainable. Presentations, speeches, and discussions here are in fact will be regarding circular economy and digital transformation which are in the agenda of textile, fashion, and ready wear sector in Turkey daily and being talked about more frequently with each passing day. Another big organisation that has become an indispensable part of the conference is the continuing B2B meetings on the following day. This year, our 100 companies have made appointments with around 50 acquisition groups. With B2Bs, hundreds of new collaborations are being founded on each year and we complete another mission of ours.



I believe jointly happening Fashion Conference and EURATEX Convention will be beneficial for us all in this sense. I want to underline a point to use the time economically. Turkish Textile and Ready Wear Industry which does not shy away from discussing the topics that shape the world and take responsibility in these topics, is one of the two countries along with China that has an integrated capabilities with all supporting industry branches, has a strong ecosystem, and has a strong infrastructure for sustainability. So as Turkey, with our capacity and vision, I believe we will have a much larger and stronger voice in World Fashion Industry in the near future. I am proud to be representing Turkish Fashion Industry in the World due to for its contributions to our country and the world.”

While ending his speech, Karasu thanked each of EURATEX, İHKİB, İTHİB, TTSİS professional teams who contributed to the organisation and TGSD Conference Work Group and Executive Board which has their sign under each line separately.

Then taking the stage, TTSİS **Union Executive Board Chairman Ahmet Hamdi Topbaş** emphasised that the Union has facilitated peace of business between the employers and the employees in textile and ready wear industry since its founding in 1962. Pointing out that along with this important mission, it provided support for all projects that aim to protect the fully integrated structure and to increase additive value in textile and ready wear industry, Topbaş underlined that “Social compliance”, “protection of employee rights”, and “sustainability” topics that big brands we supply to are giving importance to today are the foundations of organised working conditions the Union have been defending for years. Saying that we need more collaboration in our sector with business models changing with the unprecedented pace of the technology in our sector, Industry 4.0 adaptation period, new norms in business life, Topbaş finished his speech by reminding that the organised EURATEX convention and İstanbul Fashion Conference has shown a very good example of this collaboration.



Then taking the stage, İTHİB Chairman Ahmet Öksüz,

Stated that ready wear could not be separated from textile, just like ready wear, textile industry is also in a change and transformation period, as İTHİB with more than 4 thousand members this period for our country is being monitored closely. Pointing out that to increase our market share even more we have to follow the innovations, to foresee the paths the world evolve into and to produce projects according to these, Öksüz said that “Sustainability” and “technical textile” are the two important headlines that would determine our future. Öksüz continued his words by saying that; “sustainability” that we also follow closely is important for both using the resources efficiently and for being on the top of the main arguments of commerce. We get the most successful and value added outputs of R&D and innovation activities from our technical textile product group. Because the world is not talking about nanotechnological smart textile products. Technical textile is used in many different fields from construction to medical, automotive to defence industry. In this process, the knowledge we will obtain from EURATEX İstanbul Congress and İstanbul Moda Conference will shine the light on our sector and enlighten our future.

I believe that these two organisations will present the new trends and different perspectives in the world together. And finished his speech.

With this belief, I present my love and respects for you all.

Taking the stage last, İHKİB President Mustafa Gültepe stated that ready wear sector has left its mark on Turkish economy in the past and promises to do the same in the future, he said that the sector is a “Global Player”.

Gültepe continued his speech as follows: We are a brand in Production; the leader country in Fast Fashion.

We can deliver an order in 3 weeks. More importantly, we want to present at least 5 brands in global scale. We have come to this point with collaboration of all the shareholders and “shared wisdom”. We aim to be World’s 3rd biggest supplier with value added, branded production. We believe this goal as sector components who came together for İstanbul Fashion Conference. We have the support of public authority.

So as sectoral and public authority we are locked on the same target. In the following process, Industry 4.0 and sustainability will determine the rules of the game. Corporate social responsibility; We have a strong infrastructure regarding Sustainability. As it is in the theme of the conference we are “better together”. I care about the contribution EURATEX provides to our sector components greatly.

Mustafa Gültepe finished his speech by thanking EURATEX President Alberto Paccanelli and his team for their contributions.



Alberto Paccanelli, Chairman of EURATEX, said that he is profoundly proud to be in Istanbul and to cooperate with the Turkish garment industry. Reminding that EURATEX has created a turnover of 180 billion Euros with 170 thousand companies and approximately 1.7 million employees, Paccanelli continued as follows:

“Turkey is the EU's third largest supplier in textile and apparel. Economic and commercial relations between the two parties have been growing for the last 10 years. A strong partnership between the EU and Turkey is very important for the development of their economy. There is a Customs Union between Turkey and EU, but it is not sufficient in the present circumstances. An updated Customs Union can make for a new progress with mutual benefits in our relations. As the textile industries of EU and Turkey, we agreed that the fight against technical barriers to trade is a priority. However, we are sad that the political concerns on both sides have stopped this modernization process. We urge our leaders to put the

economy first; it is the economy that produces wealth and creates jobs. Turkish and the EU textile industry have to work harder and more efficiently, and without restrictions.”



TRADE AND INDUSTRY SESSION



Session moderator **EURATEX General Coordinator Dirk Vantughem** started the first session of the day by saying “welcome” to all participants and continued: “I will leave the stage to panellists after sharing some details with you. As said before, textile is a sector that has a global value chain. This, of course, requires global rules. There is the BREXIT story which will have important impact on the sector in Europe, and we closely monitor the situation between USA and China which will also impact the sector. I have an article that I happened upon

by luck this morning which investigates the impact of these current situations on global commerce. This article foresees a fifty percent reduction in global commerce volume in the next year. In short, we have to say that we are once again faced against a challenging period regarding world commerce.” Then turning to panellists, Vantughem started the panel by asking: That the World Commerce Organisation has declared a growth of 1.2% for this year, and along with this in a period of world where commerce wars increase how the textile and ready wear sector will be affected.

International Apparel Federation President Han Bekke started his speech by emphasising the friendship of more than 30 years with TGSD. He reminded that the first IAF conference in Turkey in 1996 with one of the former presidents of TGSD, Hasan Arat and after than this conference repeated for the second time during Presidency of Umut Oran. Stating that Turkish ready wear and textile has improved greatly in 30 years, Han Bekke



pointed out that there is a commerce war today between USA, Turkey and China, and we are entering a period when the discussions about climate change are rapidly increasing and there is also the tension in Gulf region.



Han Bekke stated in speech that in the upcoming period, financial difficulties would be felt increasingly more in the global scale, and that there is the important topic of how the increasing population will be fed and clothed when we reach 2050. On the other hand, reminding that while there is political and financial problems, the growth also continues, Bekke reminded that IMF expects a global growth of 3.5%. While the growth in India is expected to be 7%, a growth lower than 2% is expected in EU and USA. 2020 growth of USA is expected as around 1.9% and because of this President Trump wants FED to lower interest rates. The goal here is to increase consumption.

When the weakening export markets are looked at, USA and China are contesting for dominance with regards to geopolitical and political power. As it is known, USA has a role in founding of Economy organisations like IMF, WB and WTO. A new approach is dominant in the international deals and according

to this, agreements based on power are prominent. Thus, like the taxes USA have put in place to restrict the China import, uncertain topics like BREXIT are increasingly becoming a part of the agenda. It is possible that these uncertainties will result in protectionism. At the point we have reached, while China is losing ground in USA, this situation could offer new markets for countries like Turkey but on the other hand, China can gain power in EU which should be watched out for. This situation would have impact on sanctions. In this uncertain space, buyers also need to decide on where to address their needs. Uncertainty has become a new norm. When we look at the commercial space regarding the industry, we see that the impact of sustainability on commerce policies and buying decisions is gradually increasing. If we start with the fact that ready wear and textile sector has an important impact on pollutions, country policies and brands are working on some initiatives on this topic with increasing rates.

It can be seen that the ready wear and textile sector will be affected the most by the new balance.

Also a movement in production from Far East to Europe can be seen. A new capacity is forming in Portugal. In fact I, personally, think that production will return back to Netherlands and this return will be due to new production techniques. When what is done in retail is looked at, you will see the old and familiar structures are disappearing. New period requires a good collaboration for supply chain too. Reaching the market with haste will be even more important. Turkey's geographical position is notable in this and it creates an advantage. Bekke addressed the hall and said "As you can see, the future is not bleak at all for you".

Moderator gave the stage to **USA Fashion Industry Association President Julia Hughes** after Bekke.

Taking the stage, Julia Hughes gave a speech about what is happening in USA commercial policies and its impact on fashion brands, retail, and manufacturers. Hughes emphasised that international organisations have lost their old function. She said that whether the current commerce policy of Trump government is a negotiation tactics or a policy is frequently discussed within USA public.



Julia Hughes pointed out the commercial agreement between USA - Japan near the end of September and reminded that the negotiations related to this agreement had started long ago and reached to a point while emphasising that this is how the tradition of negotiating between the countries go. Hughes have noted that there is no negotiation process behind the commercial war between China and USA. And stated that this is an unorthodox method in international relations. On the other hand, she said that due to the reduction in import from China and due to increase in customs tax from the imports pleasing the high authority of USA, they are content with the way this commerce war is going. Indeed, she informed that due to Trump commercial policies an additional 38 billion dollars of taxes were obtained by the middle of September in customs tax collection. 29 billions of this collection consists of imports from China.

Julia Hughes emphasised that when this situation is looked at from the perspective of business world, increasing costs due to commerce wars are worrying the companies and pushing them into a search. While companies are struggling with protectionism on one hand, on the other, they have to tackle the increasing costs. If we add the increasing costs in Vietnam and Bangladesh to the current situations, the reason for increasing number of stores closing in USA in 2019 can clearly be seen. As a result, closing stores reflect on the suppliers. Hughes stated that this situation where there is a destruction globally is an opportunity for tighter connections between USA and Turkey.

Stating that Turkey is an important supplier for USA, Julia Hughes noted that the prominent topics of USA companies are the speed of reaching the market and, flexibility and agility in costs. Saying that she loved the "Better Together" theme of the conference, Julia Hughes underlined that as USA brands, they wish to form long term business collaborations with Turkish suppliers.



Taking the stage after her, **Germany Textile and Fashion Industry Confederation Brussels Office Representer Ralph Kamphöner** stated his speech by saying: "I am here today to talk about European perspective and representing German textile industry. And here I am talking about high technology manufacturing because 60% is formed of technical textile. As you know, we are in a very competitive sector". Saying that there are heavy negotiations in every stage of the production and this is also true for the manufacturing countries, Kamphöner said that this situation becoming manageable now is

pushing him towards optimism. Also touching the Brexit topic, Kamphöner said that they are closely following this process which will also directly affect international commerce regulations, and that he believes this new process will be over with a quick adaptation period.

Speaking lastly, **EU Turkey Delegation Economy Department President Bartosz Przywara** said that the theme of the conference being Better Together is a very sound decision. "We are also trying to emphasise collaboration in all. Textile sector is one of the most important sectors for both Turkey and Europe. Proceeding in this sector requires strong relations between the two sides. EU is positioned as the biggest market in Turkey's apparel production". Przywara continued his

speech as follows: "Turkey, while keeping the position of being the manufacturer for many of the European countries' brands, also managed to create own brands in the international field. Textile and automotive sectors can be counted amongst the two of the biggest success stories of the two sides. While the political relations between Turkey and EU has always had its ups and downs, economical and commercial relations are proceeding prosperously".



ECONOMY SESSION

 **Garanti BBVA**
Sponsored by



In this session, **Garanti BBVA Vice General Manager Selahattin Güldü** took the floor first. Starting his speech with the words “I hope this conference in which we will focus on the ready-wear sector, locomotive of Turkey, will be efficient and beneficial to us all” Güldü underlined that in 2018, 16% of export in Turkey was from Textiles and Ready-Wear. Stating that 6% of the working population is employed in this sector and 25% of manufacturing industry is formed of this sector, Güldü once again underlined the position and importance of this sector for the economy of the country. Güldü, stating that they have many customers in this sector, said that they will not only offer financial consulting services, but they will also offer all kinds of consulting services for the companies about expanding into new markets.

Taking the floor after that, **Garanti BBVA Turkey, China and Big Data Lead Economist Alvaro Ortiz Vidal-Abarca**

said that he will talk about economical improvement in Turkey. Abarca stated that 2018 will be a hard year but Turkish economy was rapidly getting rebalanced after the crisis last year. He stated that the country which started 2018 with a growth of 7% which can be count as high, have entered a great recession period after the crisis and both consumers and companies are affected by this recession. He said that rebalancing process was continuing this year and a growth of 3.5% was expected in the last quarter of this year. Abarca said that this improvement in economy was accompanied by decline in inflation and these numbers were very significant. Abarca also said that with the help of decreasing of the interest rates by Central Bank, an increase in demand is expected and that they foresee that this improvement would also cover the next year.



GLOBAL BRAND AND SOURCING SESSION



Mavi Giyim CEO Cüneyt Yavuz, who was the Session Moderator, gave the first word to **Ralph Lauren** Executive Board Vice President Halide Alagöz. While defining the brand, Alagöz underlined that Ralph Lauren is an “iconic USA brand”. Since the 52 year - old brand is built upon “timelessness”, the manufactured produce can be transferred across the generations. Ralph Lauren, which has 7 billion dollars of company volume, exports to more than 60 countries. When designing the products, Ralph Lauren prioritise a thought line that cares more about style instead of acting on the fleeting fashion, because the style is lasting, fashion is fleeting. Because of that, sustainability is the path Ralph Lauren follows since 1970. The brand which produces in 40 countries hold Turkey in an important place in supplier list. This is because Turkey is an agile country with technical information, innovation and technology infrastructure.

Moderator then gave the word to **Frederico Pagnetti, COO of Citizens of Humanity brand**. Pagnetti: Said that brand was founded in 2003. And that during the first years of the brand which positioned itself as a premium denim segment, there were no problems related to sales. The brand could sell at everywhere in premium jean segment but many things have changed since then. The company also offered new brands to the market. After the management team bought the company from the founder, the change and transformation process of the company has started. Pagnetti pointed it out that in the business model employed by the brand, production and design are made within the company and manufacturing is also made in the company’s own facilities. One of the manufacturing facilities is in Çorlu, Turkey.

Pagnetti, who said that access to technology and know-how is a very important advantage in Turkey, also stated that Turkey is very successful at Washing activities. Turkey also has a very good infrastructure regarding raw materials, thus the brand acquires the raw materials from Italy and Turkey.

WOOLMARK COMPANY



Woolmark Company Global Strategy Advisor Peter Ackroyd said in the Woolmark sponsored presentation **“Wool, A Positive Addition to Environmental Perfection”** that when talking about eco-balance in the world, new generation is very sensitive about it and young people check the labels before buying to see whether they are harmful to environment or not. Ackroyd points it out that with the polyester entering our lives in 1960s and 70s and taking the places of wool and natural fibres, this created a significant cost to environment. At the point we are today, Peter Ackroyd underlines that 178 millions tones of the 220 million tones of merinos wool produced in Australia is being processed in China and consumption per person is 0.6 kg in Germany, 0.44 kg in Italy, 0.37 kg in Japan, 0.4 kg in England while 1.9 kg in USA.



COTTON COUNCIL



In the Cotton Council sponsored presentation, Marsha Powell relayed an important message about the prices in world cotton market. Powell, who remarks that a steady growth can be seen when we look at the production of cotton - a natural material - over the years, shared some statistical data with the participants. According to this; both production and consumption of the cotton in the world is increasing. The stock status in China, the biggest consumer in the world, takes up a defining role in both production and consumption. When we look at it, we see that the stocks are getting lower in China and this situation hints us that the demand will increase in the next period. On the other hand, we can see that trade wars of China and USA is impacting the cotton price. It is estimated that China will need 3.5 million tones this year while this number was 1 million tone last year. USA is in the position of biggest

cotton exporter in the world with 38%. Brazil is up right after it. 40-50% of the cotton important by Turkey comes from USA. Powell says that cotton production in USA also invests in sustainability and 18 thousand farmers will be included in the protocol with Cotton Assurance Protocol and environmental footprints have started to be recorded with this protocol. It is expected for this measurement to be completed next year.



COLLABORATION SESSION



After thanking all the participants, moderator of the session, fashion designer **Mehtap Elaidi** started her speech with the words “We want to talk about layers of fashion here today. What happens behind the curtains while fashion presents colourful sights on shop windows and magazine pages, and since designer and brand collaborations happen in different ways, we will talk about two very important collaborations here today”. Elaidi, who presented her first question to fashion designer Bora Aksu, asked how business collaborations starts and where they lead to.





Taking the stage, **Bora Aksu** said that: “I can say that the foundation of this collaboration has started in 2014-2015. My partners in Italy and China has brands not only in garment sector, but in other sectors as well. In 2014, they have decided to carry a brand in Europe to Pacific and they wanted this to be a personal brand. Because of this, they came to London and met with about eight couturiers including me. And we have decided to work together in about May 2015”. He said that after a year of planning process, first Bora Aksu store was opened in May 2016 and right now the number of stores have risen to 38.

Elaidi, who directed her second question to **Ismail Kutlu**, owner of Gizia Gate company, told that they had the very brave decision to go with Turkish couturiers in a period when Turkish couturiers were not prominent and asked him to share this story. After Elaidi’s question Ismail Kutlu took the stage and said: “I actually have two hats; first is our own brand Gizia, the other is Gizia Gate which includes 137 couturiers. There is one thing I have always said about Gizia Gate, Gizia Gate is not just ours, it has 137 owners apart from us”. Kutlu, who have said that they have chosen the hard way when going on this path, said they have started with a concept that was not tried in Turkey or the World and they started without foreseeing what can be gained. Kutlu stated that they received very good feedback when they had presented this concept to couturiers and said: “We asked six couturiers we first met with to talk with one other person they would share this project with and we set on this path in July 2015 with twelve couturiers”.



CIRCULAR ECONOMY



Session moderator **Purpose - Sustainable Ideas Founder Dilek Bil** has started her speech by thanking the presidents and participants. Thanking to TGSD President Hadi Karasu for the event she has been a moderator to for the second time this year, Bil invited Global Compact Turkey President Ahmet Dördüncü to the stage first and asked him how Global Compact, founded by United Nations and arriving Turkey at 2002, benefited the business world of Turkey. In response to this question, Dördüncü started his speech by saying that Global Compact was realised by then general secretary of United Nations Kofi Annan and continued: "At the beginning of 2000s, late Mustafa Koç lead the initiative arriving Turkey and in the first meeting, Kofi Annan himself came to Turkey, stood ready, and gave the necessary support for this initiative to settle in Turkey. Global Compact is formed of more than ten thousand participants around the World. Alongside this, more than three thousand non-governmental organisations and academic organisations are also in this organisation. When asked what Global

Compact is, GC sets some principles for organisations to be good citizens and nearing the sustainable development targets of UN. For example, paying similar wages for similar works, being careful about woman-man equality, not having child workers and such principles that humanity itself should accept internally are underlined.



Seeing Ahmet Dördüncü off, Bil invited other panellists to the stage and asked her first question to **Levi Strauss & Co. Global Sustainability Senior Director Manuel Baigorri**. While answering the question of how Levi's' sustainability is formed, Baigorri stated that firstly they focus on supply chains and continued: "Of course there are different ways of this. There are also customer behaviours topic that needs to be regarded. When focusing on this topic, you may find maybe more than forty points. We have defined twenty four different points and focused on these".

Then, turning to **Neutral Co-Founder Lars Bech**, Bil asked him why Neutral certificate was important. Taking the stage, Bech said that supply chain is a very long and hard to manage process, and when looked from the outside, the customer did not know the hardship of this process and how the product reaches them. And he stated that they experienced this when they built their first factory twenty years ago, and noticed the stages of production process that cause problems for nature. Saying that in this sense, production process needs a template, a routine it needs to follow and this is how the idea for a certificate first came into existence.





Asking the next question to **Jeanologia CEO Enrique Silla**, Bil said that Jeanologia created a revolution and asked them to tell the story of their technology which fully removes the use of water. Responding to the question, Silla emphasized that the water was a topic that was there from the beginning of the production and thought to be essential, and here they arrived with an amazing, very radical idea from hundred to zero. Saying that “this is where the revolution begins”, Silla stated that with the technology they formed, that created a different platform for each product and in each of them related elements according to the product and they manage these reactions without the need for water to reach the final result.

Then Bil, after thanking Silla, turned to **Marchi & Fildi S.p.A CEO & Euratex Executive Board Member Massimo Marchi** to ask about information on their sustainability strategies as a brand. Responding to this, Marchi stated that we have a very big and all inclusive nature, and to protect it, they have adopted improving approaches in their production processes. Stating that this process needs time and is time consuming, they prioritised lowering the energy consumption as much as possible and they have improved a lot on using the water efficiently.





Asking the next question to **Lenzing Group Global Textile Business Management Vice General Manager Florian Heubrandner**, Bil asked what can be said about developments for sustainability on the side of fibres. Heubrandner started his speech by noting that every fibre is tree based and they produce fibres that return to nature in 14-16 weeks. Heubrandner also said that due to production principles being in this way, products could also be returned back to fibre if they are needed to.

Lastly, turning to **HM Europe Regional Sustainability Manager Julia Bakutis**, Dilek Bil started her speech by stating that HM is one of the pioneers in the field of transformational economy regarding both creating awareness and application. She stated that as one of the first companies to lean on this field with many collaborations, have done many studies and asked Bakutis this question: “Even with all these intensive studies, when looked at Pulse of Fashion Report, the numbers are going well but a slowing growth can be seen. What do you think the reason for this is and what do you want to say in general?”

Taking the stage, Bakutis started her speech by saying that they have offered products that were formed of 60% sustainable materials in 2018. Bakutis: “Of course this is a process and there are some challenges while continuing this process. First of these is the topic of design. Circular design; different thinking, different measuring, different knowledge pool and designers possessing these. Therefore a new way of thinking and innovation is needed and this is a time consuming process”.

Bakutis also stated that another important topic is raw material and process management, and said that there could be technical and financial topics at this point. She also said that these could of course be managed but they are also time consuming processes.



3D TECHNOLOGY SESSION



Moderator of the session, **Başak Tulga Önen**, started the session with the question of what 3D technology added to the sector and continued:

“Firstly, 3D provides savings with a direct impact on total and unit costs. It becomes prominent by using less paper on design, lowering the sample production, allowing less costly communication, improving the collaboration and fast feedback within the company. We can offer the designs to our customers a lot faster. We take the revision demands a lot faster and can offer digital fashion shows.”



Then Assyt International **Sales and Fashion Director Thomas Baur** took the stage and said:

“With today’s technology, we now have the opportunity of 100% control in digital design for the duration of product development. Now it is really hard to differentiate the photograph of a real product and an image of digitally produced produced. This is a journey of technology and the question is not whether to be on this train or not, it is whether to start this journey now or later? And we strongly advise you to not to miss this train. While the process in the design stage of product to turn into order is very intensive, arduous and lasting for months; this process can be completed as digital in four main stages as product design, deciding on a virtual sample, decreasing the real sample stage and 3D product development stages”.

Then taking the stage **CLO General Coordinator Kerem Kadiroğlu**, underlined that starting with the recent years, digital transformation and sustainability topics are in deman this year too and that 3D technology services both of these topics directly. Emphasizing the the real success story of their collaboration with LC Waikiki, Kadiroğlu left the stage to Candan Gülmez Kaya to share the details of this story.





LC Waikiki Design Manager Candan Gülmez Kaya started her speech by emphasizing the importance of speed and change in fashion world. She stated that they wanted to include 3D technology in their process for a long time and became acquainted with Turkey distributor of CLO software, Masterkey, one and a half years ago. She said that the biggest reason for them to choose CLO was the user-friendliness of the software and that it updated itself constantly and continued: “The need for this technology has two main dimensions. The first of these is that we, as LC Waikiki, require a very high number of samples and for each of the high number of models we have sampling process has come to a very challenging point. The ease of offering products with alternative to design and advantage of hastening by using the digital technology and our sensitiveness to sustainability in manufacturing has rapidly led us to this technology. The second is the side related with CLO. Along with being user friendly, CLO has a structure improves and makes you improve. The fact that its consultants were known was very important for us. We can get support 24/7 and at the same time, it has a very strong benchmark

regarding user experience. Also, having university collaborations is very important for us because, we are also in very valuable collaborations with universities on the corporate academy side of our company.

Taking the stage at last **Ergin Aydın, owner of Blok Moda**, said these:

“As Blok Mode we are a company that exports to prominent brands in Europe for 24 years. About five year ago, we thought that we should manufacture this many samples and we should make efficient designs, so we took our first steps towards 3D. Two years ago we had seen that we were having a hard time with presentation methods and started a partnership with Prosoft, and thanks to this we developed VR showrooms. With this technology we have the possibility to enter the virtual showrooms with customers in different locations at the same time and to discuss the models together”. Stating the savings they made by using 3D technology, Aydın added that while doing 1200 models per year, they have carried 50% of this to digital and according to the calculations based on these 600; 24000 metres of fabric, 9000 EUR energy and 2400 tonnes water savings is made.



DIGITAL TRANSFORMATION AND TECHNOLOGY SESSION



Starting with the definition of the digital transformation as “companies using the digital technologies in value chain steps to lower unit costs or increasing the unit cost by offering more benefits to the customers”, **moderator Başak Tulga Önen** said that “doing this has many ways including internet of things, data analytics, cloud computing, additive manufacturing or artificial intelligence, and we will talk about these technologies and their applications in the sector in this panel” and gave floor to.



Polytropon Automation Systems General Manager Anastasia Koutso:

Starting her speech with the words “today I will give you examples on how artificial intelligence and machine learning technology can help with cost reduction and time saving fields”, Koutso stated that with artificial intelligence and machine learning technologies’ ability to analyse very big data packages, identifying patterns, and noticing and pulling out meaningful data; improving the accuracy of decision and rate of decision making in decision making period has been affected positively.

Then taking the floor, **Centric Software CEO Chris Grove** pointed out that there are more than three hundred and forty prominent customers as both brands and buying offices around the world and these had suppliers from all around the world in different regions and every link in the chain was in a digital transformation process. He continued his words by saying “this is a journey and this journey has steps that are needed to be taken within the process. This is a transformation management process and each organization has to define and improve their ability to manage this transformation process”. He stated that PLM system including all stages of production and distribution from the design and raw material acquisition, and it makes a great difference in efficiency point.





After Chris Groves, **Tor-Mec CEO Thomas Ambrosi** took the floor. Ambrosi: "In this session we have talked about data and its importance, we know that the data is key to the future. We have noticed the importance and need for our customers to understand the environment, situation, and the conditions and we developed a module that can be harmonised with every type of sewing machine and thanks to this, we manage to obtain new and detailed information. We make it a meaningful data by combining the information obtained from the machine and the information obtained from the operator".

Lastly, Itelligence **Turkey Sales Manager Sibel Mersin** took the floor and said that not only supply and manufacturing, but also many fields like ERP, CRM, acquisition and supply chain applications, business analytic and human resources solutions should also enter digitalisation process and continued: "Textile sector is very important for our country because it's the locomotive sector and therefore very important for us. Thus we also have been working in this field for years. In our application, this sector which we have categorised in four groups as fibre and cloth manufacturers, apparel manufacturers, ready-wear retailers, and technical textile manufactures, we provide services to many companies working under each category.



FOYER AREA



PHOTOS FROM CONFERENCE



Re-Made EXPOSITION

by Deniz Sağdıç



B2B PLATFORM

B2B business to business negotiations platform is organized with the support of the Ministry of Trade on October 3, 2019; around 1500 B2B business meetings were held between 100 manufacturers and 53 sourcing offices. These meetings are expected to contribute \$ 150 million to the domestic market and \$ 250 million to exports.

Sourcing offices and representatives of brands from Germany, UK, Spain, USA, Italy, the Netherlands, Scandinavian and Middle Eastern countries participated the event and these companies sources 75 million pieces and imports around \$ 5 billion per year from Turkey.

As a result of 5 years increasing trend of Turkish apparel exports to the United States; brands from US showed special interest into B2B meetings, preparing to increase their import of 600 million USD up to 1 billion USD. Manufacturers also showed great interest in making appointments for companies that make purchases on behalf of US brands. Manufacturers make their own appointments in online B2B system, these meetings continued for full day and additional interviews were held for some brands.



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B2B AREA



12th ISTANBUL FASHION CONFERENCE BY NUMBERS

1500

Attendees

53

Buying Offices

1500

B2B Meetings

7

Panel

20

Invited
Speakers

37

Speakers

40

Sponsors

WHAT DID THEY SAY?

We congratulate, notably Mr. Hadi and you, whole TGSD family, and other shareholders who had a part in organising this successful conference, Bless your work. If we had any contribution in it, we are very pleased by this, With our wishes for continuation next year, with compliments, and regards.

Güçlü Karavelioğlu General Manager / YKK

Please bring our sincere gratitude to your President, Mr. Hady Karasu for inviting LS&Co to the 12th Istanbul Fashion Conference. I hope our contribution supported to advance the Sustainability agenda in the Turkish Textile Industry. Best,

Manuel Baigorri, Senior Director of Global Sustainability

As Novateks we thank Mr President Hadi Karasu and his valuable team,
I would like to state that we plan to join the event next year too.

With regards,

Şerife Boz / Executive Board Member / Novateks

I thank you for your kind consideration and invitation for my Purchasing Office Company. We had a very efficient B2B Meeting. With my foreign customers, we visited 2 Companies we have met during the meeting and from the First: We prepared a collection to present to Spain and Mexico, from the other we are making Price study for a group of orders.

These 2 companies we have visited are manufacturer who; have potentially strong production capabilities, providing products for domestic store groups with numbers but want to export due to recent economical conditions and who wants reliable sources to teach them exporting and letting them export. As purchasing office, we will do everything in our power to provide technical support for these kinds of manufacturers.

I thank you once again for your interest, As a 19 year-old Purchasing Office, we will also do the maximum collaboration we can with the manufacturers met during the conference, for all the potential orders, and stay in contact.

With regards

Merih Ergin / Ant Dış Ticaret

WHAT DID THEY SAY?

It was very enjoyable for me to be together with you in this platform.

Sincere regards

Candan GÜLMEZ KAYA / Design Manager / LCW

I wish to sincerely congratulate everyone who contributed to the organisation of the 12th Fashion Conference this year.

I consider this year's organisation very successful regarding content, B2B programmes, invitee/participant profiles. Notably, the inclusion of fabric suppliers who are the most important component of apparels have been satisfactory for us.

The professionalism of B2B organisation have allowed for meetings to become efficient, I would like to report that this year we have met with a total of 45 manufacturers. (We strived to accept every manufacturer that hasn't registered to our list but wished to meet with us.)

I would also like you to know that we are in contact with some of the companies from our list and we have made company visits.

In this regard, I would especially like to congratulate TGSD Executive Board members and TGSD president. Wishing for many more succesful conferences.

Thank you

Eda Togan / Superdry

We thank you for creating these successful organisations.

With regards,

Banu Yumrutaşı / Newtimes group

Thanks to Mr Hadi and all TGSD team members for an efficient and effective organization.

The event was a huge success.

Congratulations..

Halide Alagoz - Ralph Lauren / EVP, Chief Supply Chain and Sustainability Officer

WHAT DID THEY SAY?

I am greatly honoured to be a part of this very important and just as successful organisation for our sector. Starting with President Hadi, I thank all the executive board members, with regards.

İsmail Kutlu / Gizia

Please give my congratulations for the great success to the president and to all who was there for the organization of the event. Please consider me as speaker also for future events.

Thanks for your commitment.

Best regards

Thomas Ambrosi / Tormec Ambrossi Group

We thank TGSD management and team very much for this beautiful organisation and your valuable work. With faith in having good results

Thank you, best regards

Fahri Şahin / Tandem

We thank you for for the organisation and your support as Başak Tekstil, bless your hands, your mind. Best regards,

Orhun Başaran

Business Development & Marketing / Basak Tekstil San. ve Tic. Ltd. Sti.

As Mogul Tekstil we thank you all, starting with Mr. Hadi and his valuable colleagues, for this beautiful organisation. We also thank you for the support you have provided for Eskişehir Technical University faculty and students.

We hope it will be an organisation with efficient results for all the participants.

We hope to meet again.

Best regards

Fatih Budak / Mogul Tekstil

Thank you. We hope to meet again next year

Best regards

Fatih Aslaner / RSR

WHAT DID THEY SAY?

I would like to thank all TGSD team, starting with Mr. Hadi, for giving me a place in this summit.
I hope a good working day.
With love and best regards,

Başak Önen / Mentoro Platformu / Platform Manager

Thank you for giving us this opportunity. We have started getting returns.
We will notify you of the results.
Thank You.

Pınar USLU / Marketing / Development Merchandiser
Grup Helin Tekstil İth. İhr. San.ve Tic. Ltd. Şti.

We thank TGSD for these very efficient 2 days. To meet again the next year!
Best Regards

Özlem Levent / Country Manager - French Connection Türkiye Liaison Office

Thank you very much. Until we meet in the next conference, best regards,
Suat Küçüker / Permess

As always a beautiful creation B2B.
I wish for the continuation of your success.
Hasan Songur / Managing Director / Songur

I thank you very much in the name of my company. As each year, we thank TGSD family for kindly inviting us and creating these professional organisations at this level.
Best regards
Cenk Yerlikaya / Varner

WHAT DID THEY SAY?

We thank you for this opportunity.
Best regards

Sinan Ilgaz / Gaia-sourcing

Through you we thank whole TGSD management for organising such an organisation.
Best regards
B.regards

Mehmet Tokatlı / Comab SRL

Thank you very much.

We watched very good presentations, had the opportunity to meet with your guests, met with the sector. Bless your hands and heart. I sincerely wish for future organisations to be as successful and enlightening.
Best regards

Deniz Dikmen / Vice President / LF Sourcing PBS Agency

We thank you very much for us being invited to such a meeting. B2B meeting was very efficient, thank you very much.
We would always like to join such meetings.
We wish for the continuation of your success.
With regards

Nuran Varoglu

Country Manager | Asmara International Ltd., Representative Office in Turkey

12Th İstanbul Fashion Conference and B2B meetings in 2-3 September have been very efficient regarding their goals and we thank everyone who had a role in it.

Biz Temsilcilik

WHAT DID THEY SAY?

It was my pleasure. Many thanks for the invitation and lively discussion.

Best,

Julia Bakutis / H&M

We thank Mr. Hadi, TGSD, and everyone who had a role in this. Generally speaking, we can say that the meetings were efficient. Of course the upcoming days and results of the meetings will show this more clearly.

Best

Nilay Topcu / General Manager / S.Oliver

Dear Mr. Karasu,

On Behalf of EURATEX we wish to congratulate the Turkish Clothing Manufacturers' Association on the very successful EURATEX Convention and Istanbul Fashion Conference and extend a heard - felt thank you for your warm hospitality. It was a pleasure to be able to participate in the event, impeccably organized in a wonderful setting. The Conference was certainly an important opportunity to hear from international experts and exchange views on the priorities for the sector, such as trade, sustainability and new technologies. We believe that on this occasion we have further strengthened the positive relationship between our associations. Consolidating the partnership between the EU and Turkey is of crucial importance for EURATEX and we look forward to our future collaboration.

Sincerely,

Alberto Paccanelli / President

OUTSIDE ADVERTISEMENT



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BU SENE İŞBİRLİĞİ MODA!



2-3 Ekim
Çırağan Palace
Kempinski




































EURATEX İSTANBUL KONGRESİ & 12. İSTANBUL MODA KONGRESİ
BU SENE İŞBİRLİĞİ MODA!
2-3 Ekim
 Çırağan Palace Kempinski



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12. İSTANBUL MODA KONFERANSI**

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12. İSTANBUL MODA KONFERANSI
12. İSTANBUL FASHION CONFERENCE
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**12. İSTANBUL
MODA
KONFERANSI**

**12. İSTANBUL
FASHION
CONFERENCE**

2 - 3 EKİM / OCTOBER 2019
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