



# SUSTAINABILITY

## A DRIVER FOR BUSINESS GROWTH

NOVEMBER 4-5, 2009  
FOUR SEASONS HOTEL | BUDAPEST, HUNGARY

## CONFERENCE AGENDA

### Wednesday, November 4

|              |               |  |
|--------------|---------------|--|
| Introduction | 14:30         | <b>Welcome Remarks</b>   |
|              | 14:35         | <b>Keynote Presentation – Hamish McRae</b><br><i>Sustainable Growth in the World Economy</i>   |
| Session I    | 15:30 – 16:40 | <b>Defining and Understanding Sustainability</b><br>Ensuring that everyone has the same definitions of sustainability is a key element for fruitful discussions. This session will strive to define some of the “green” terminology which has entered our dialogues in recent years, and to address some of the myths and misunderstandings about the terms of bio, eco, organic, sustainable and conventional cotton. |
| Session II   | 16:40 – 18:00 | <b>Review and Outlook of Sustainable Production and Processing for Apparel &amp; Home Textiles</b><br>An insightful review of the technological advances made in the production and processing of cotton and the new technologies on the horizon. A panel representing each segment of the supply chain will share the impact that these technologies have had on their current and future business.                   |
|              | 19:30         | <b>Welcome Reception and Networking Dinner</b>   |

### Thursday, November 5

|             |               |  |
|-------------|---------------|--|
| Session III | 09:00 – 10:30 | <b>Economics and Logistics of Sustainability</b><br>Learn about the costs and benefits of incorporating sustainability into your supply chain. Leading companies will discuss their motivations and experiences in implementing sustainability, providing a model of a sustainable supply chain. |
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## Thursday, November 5

|            |               |   |
|------------|---------------|---|
|            | 10:30 – 10:45 | <b>Networking Break</b>   |
| Session IV | 10:45 – 12:00 | <b>Track and Trace Sustainability</b><br><p>One of the challenges of sustainability is tracking products through the supply chain while understanding and trusting the numerous certifications and accreditations that pop up on a daily basis. The limitations of current accreditations and the level of importance consumers place on them will be discussed along with strategies to best track sustainability through the supply chain.</p>  |
|            | 12:00 – 13:30 | <b>Networking Lunch</b>   |
| Session V  | 13:30 – 15:00 | <b>Marketing Sustainability</b><br><p>Market uncertainty makes it critical to understand customers' needs and wants. This session looks at how fashion sells, with a review of consumer research designed to probe into what consumers want, what they expect and what they are willing to pay for. We then look at effective communication and marketing of the sustainability message to your customer base. Leading brands and retailers will share their experiences on the road to sustainability.</p> |
|            | 15:00 – 15:15 | <b>Networking Break</b>   |
| Session VI | 15:15 – 16:45 | <b>Sustainability – A Driver for Business Growth</b><br><p>Leading companies in the sustainable textile supply chain (from mill through to brands and retailers) will discuss how they successfully develop strategies and business plans to drive growth through sustainability.</p>   |
|            | 16:45 – 17:30 | <b>Summary Session</b>  |
|            | 19:30         | <b>Gala Dinner</b>  |