



## The future of the new textile industry: a dialogue between Xinjiang, China and Europe

Santex Rimar Group together with Leading Group Office for Development of Employment-Centered Textile and Apparel Industry in Xinjiang Uygur Autonomous Region and China Textile Information Centre, present **FUTURE TEXTILE ROAD - The future of the new textile industry: a dialogue between Xinjiang, China and Europe**, a Forum which retraces the Silk Road to open a new dialogue between the Asian continent and the Mediterranean Sea.

The Forum will take place on May 16<sup>th</sup>, 17<sup>th</sup> and 18<sup>th</sup>, 2017 and will be held in Urumqi. International textile business leaders and famous creative influencers will explore the growth of cutting-edge textile industry from Xinjiang through the new Silk routes. Together, speakers will focus on textile business, garments and home textiles industries and sustainable development.

Forum speakers revealed, with more to come, include:

- **Giovanni Bonotto**, Creative Director, Bonotto
- **Francesco Dalla Rovere**, President, Sinv Holding
- **Arthur Huang**, CEO and Founder, Miniwiz
- **Pietro Pin**, Head of New Technologies Research and Development, Benetton Group
- **Cristiano Seganfredo**, Artistic Director, Krizia
- **Calvin Woolley**, Global Supplier Development Leader - Textiles Category Area, Ikea
- **Gao Yong**, The Party Committee Secretary and Secretary-General, CNTAC
- **Liang Yong**, Deputy Secretary-General of People's Government of Xinjiang Uygur Autonomous Region, Director of Leading Group Office for Development of Employment-Centered Textile and Apparel Industry In Xinjiang Uygur Autonomous Region

### BONOTTO

The BONOTTO SPA is a textile manufacturing, and the property is managed by one single family of business men now in its fourth generation. The total area of the BONOTTO Group's plants in Italy is about 25.000 square meters with 200 employees. The mill consists of 3 production units: the Style Centre in Molvena (Vicenza, Italy), whose staff is continuously engaged in researching and creating new kinds of performances, producing more than 1000 new fabrics every year; the Slow Factory, where blankets, samples and production pieces are manufactured. Slow as the contemporary development of the Renaissance's atelier, that reevaluates the culture of craftsmanship and then the dyeing and finishing plant, where tradition and knowledge with research permit to research and carrying out continuously new processes adapted to the enriching of material, giving them new looks, performances and touches. The bind between art and business, creativity and innovation is the heart of Bonotto. A creative space for experimentation and contamination in which art pollinates the enterprise, where the work of an artisan and of an artist has the same value.

### SINV

Sinv is an Italian company founded in 1975 and specialized in ready-to-wear apparel. It first came to market with its own brand, Daily Blue, developed with Adriano and Rossella Goldschmied, but, after 10 years, its focus changed to the newly-borne licensing business. In 1985 it started collaborating with Krizia for the launch of Krizia Jeans, and since then has partnered with fashion houses such as Moschino, Cavalli, Valentino, Alexander McQueen, Chloè, Donna Karan, Yohji Yamamoto and many others, to market their diffusion lines. The specific nature of these licensing agreements calls for Sinv to invest in both manufacturing and distributing infrastructures, leaving the Maisons to concentrate on the stylistic proposals and the communication strategy and allocation. Currently the company is in charge of the Love Moschino and Dirk Bikkembergs brands, while owning a minority stake in both of these licensors' business, has the worldwide license of Stella Jean, and, since 2015, markets its own brand, Piazza Sempione. Sinv's headquarters is in Schio (Vicenza, Italy), it employs 200 people, its sales volume is around 70m euros, and it is wholly owned by the Dalla Rovere family.

## **MINIWIZ**

Miniwiz exists to make the circular economy a reality in everyday consumption by turning recycled material into high-performance applications. In applying circular economy design and engineering principles to post-consumer plastic waste, packaging waste, food waste, and electronic waste, Miniwiz creates high-value raw materials, turnkey architecture and interiors, building modules, customizable consumer goods, and for the first time, luxury performance fabrics.

The great enabler of its goals is its ability to demonstrate the financial feasibility of environmentally serving technologies, which often outcompete less sustainable technologies. Miniwiz is based in Taipei with subsidiaries in the EU (Berlin, Germany) and Beijing, China.

## **BENETTON GROUP**

Founded in 1965, Benetton Group is one of the best-known fashion companies in the world, present globally with a network of about 5,000 stores; a responsible group that plans for the future and lives in the present, with a watchful eye to the environment, to human dignity, and to a society in transformation. The Group has a consolidated identity comprised of color, knitwear and social engagement: these values are reflected in the strong, dynamic personality of its brand United Colors of Benetton featuring clothing collections for women, men and children. Aside from apparel its offering also spans from elegant accessories to eyewear, and from fragrances to luggage.

From state of the art knitting technology developed in its laboratories in Castrette, (Treviso, Italy) comes Benetton's TV31100, a new concept in pullovers. The fashion company's new essential is a concentrate of Italian manufacturing expertise and tradition with an eco-sustainable touch and an ageless, cosmopolitan spirit.

## **CRISTIANO SEGANFREDDO**

Innovator and a creative entrepreneur. He has taught Aesthetics in Fashion Design at Politecnico di Milano and he has been Scientific Director of Corriere Innovazione of Corriere della Sera. Columnist for several newspapers and magazines for luxury, innovation and fashion. He has worked as strategic and artistic consultant for different fashion and design brands. Director of the Progetto Marzotto. He is the artistic director of Krizia. He is on the advisory Board Italy of Unicredit bank and Santa Margherita Spa.

## **IKEA**

IKEA history crosses over six decades and shows how IKEA went from the woods of southern Sweden to being a major retail experience in 40 countries/territories around the world. IKEA is guided by the vision: "creating a better everyday life for the many people". The IKEA business idea is to offer a wide range of home furnishings with good design and function at prices so low that as many people as possible will be able to afford them. From the beginning, IKEA has taken a different path and have decided to side with the many. That means responding to the home furnishing needs of people around the world: people with many different needs, tastes, dreams, aspirations and wallet sizes; people who want to improve their homes and their everyday lives.

Purchasing within IKEA has always been an important contributor to realising our vision and business idea. IKEA is constantly taking steps in how they work and grow together with their suppliers, with a common goal to optimise the value chain, resulting in better products at lower costs and at the same time create a positive impact for both people and the environment. IKEA has purchasing teams located around the world and works with suppliers in more than 50 countries. The purchasing teams finds new suppliers and evaluate and develop existing ones. Together, they ensure optimal production conditions, capacity, product quality and availability. IKEA also actively supports suppliers in their work to improve working conditions and minimize negative environmental impact.

The IKEA Category Area Textiles is constantly working to implement innovative solutions in materials and techniques and to improve the supply chain, one such example of this is our conscious sourcing of sustainable cotton. After a decade of diligent work, IKEA has succeeded in implementing 100% Cotton from More Sustainable Sources in the entire supply chain, including full traceability from customer to farm level.

**For more information, visit**

[www.santexrimar.com.cn](http://www.santexrimar.com.cn) or write to [rsvp@santexrimar.com.cn](mailto:rsvp@santexrimar.com.cn)