



1st International Sustainable Pakistan Conference – Sustainability in the Fashion Industry

Sustainable Pakistan is inviting fashion industry members to an **international conference on sustainability in the fashion industry**. After our presence at the Texworld, Heimtextil and Munich Fabric Start, the conference is an opportunity to introduce Sustainable Pakistan to both European and Asian audiences in a more focussed setting.

The conference serves as a **platform of dialogue** between Europe and Pakistan on partnership opportunities within the fashion industry, which we understand to include apparel, home textiles, footwear and leather goods.

Originally planned to take place in Lahore, the conference has been converted into a digital format. This allows for a wider audience and more diverse participants than previously anticipated, thanks to being accessible online.

The conference will take place on **17 September** and feature many **renowned speakers** sharing their insight and expertise with the audience. The conference will be split into three sessions to provide room for focussed exchange regarding **Footwear and Innovation, Cooperation and Development** and the **Future of Sourcing**. The conference will provide enticing insights into current trends and ample room for stimulating conversation.

Event Name: 1st International Sustainable Pakistan Conference

Date: 17 September 2020, 11:00 – 13:15 (Germany) / 14:00 – 16:15 (Pakistan) / 17:00 – 19:15 (Hong Kong)

Location: Online

Participation is free, but registration is required. Only limited seats available.

Sign up before 15 Sept: <https://showcasepakistan.styleexpress360.com/SPRegistration>

Background

Manufacturers in Pakistan present valuable opportunities for European brand and retailers to **diversify their sourcing portfolio, enhance sustainability or launch innovative projects**; Western buyers present opportunities for **growth and international exposure**. Both sides have the chance to be part of an innovative movement leading the way towards sustainability in the fashion industry.

The global fashion industry is undergoing profound changes that pose challenges to brands and retailers. **Sustainability and digitisation** are becoming topics not just appreciated by consumers, but required by new regulations, expected by shareholders and necessary in the constant quest for competitiveness. As China's manufacturing sector is restructuring, buyers are readjusting their sourcing activities and exploring new manufacturing markets, including Pakistan.

Pakistan offers unexpected solutions to many of these challenges. Be it locally sourced, sustainable materials, business leaders ready to innovate, or transparent and compliant factories that can provide relevant details of their process, Pakistan already possesses the means to take on challenges of the 21st century.

About Sustainable Pakistan

Sustainable Pakistan is a long-term industry initiative providing sustainable, innovative and digital solutions for the global fashion industry. It is based on projects developed and run by the German Development Agency GIZ, in particular the project to improve labour standards in Pakistan's textile industry. The initiative's mission is to create and realise innovation in the fashion industry while promoting Pakistan as excellent sourcing partner for sustainable fashion.

Moderators

Aalia Jafar, ICCIA
Zubair Bandukda, CSI
Max Gilgenmann, Kaleidoscope

Host

Karl Borgschulze, CSI

Speakers

Manfred Junkert, HDS/L
Lutz Dietzold, German Design Council
Susanne Paß, DTB
Ralf Hellmann, MaxTex
Candice Wang, PFI
Gerhard Nickolaus, PFI
Hajra Sami, Samad Apparel

Meike Kern, Heimtextil
Mali Stelzer, NKD
Romina Kochius, GIZ
Nadeem Mazhar, Pakistan Textile Journal
Abid Omar, Syntech Fibres
Hamed K. Lateef, tti
Services Industries Lahore (Servis)



Schedule and Speakers

Host: Karl Borgschulze, Managing Director of Consulting Service International



Consulting Service International (CSI) is an international advisory firm and the organiser behind Sustainable Pakistan. Their international team of consultants supports clients from the private and public sector with sustainable developments in the textile and leather industry.

Karl Borgschulze is drawing on years of experience and his extensive network in Pakistan, Europe and the World, he designed sustainable sourcing solutions for the global textile and fashion industry. Working directly with factories, tanneries and dye manufacturers in important procurement markets for more than 30 years, Mr Borgschulze has comprehensive expertise in the optimisation of value chains and international sustainability management. Due to his well-founded industry knowledge and global commitment, Karl has an extensive network of international NGOs, companies, government institutions and media circles. In recent years, he has increasingly focused on the development of industry solutions, such as Sustainable Pakistan.

Session 1 - 11:00 – 11:45 (CEST) / 14:00- 14:45 (PKT)

Footwear and Innovation

Moderator: Zubair Bandukda, Consultant at CSI



Zubair Bandukda is Consultant at CSI. He holds a PhD in Textile Engineering from the University of Manchester (UK). He has 25 years' experience in innovation, research, and training in the fashion industry thanks to his long association with the Textile Institute of Pakistan (TIP, Karachi). Zubair has in-depth knowledge of Pakistan's textile and garment businesses, coming from a family that has been involved in the sector for over 60 years. As part of the CSI team in Pakistan, Zubair is responsible for supporting Sustainable Pakistan and developing further innovative initiatives to capitalize on available resources (both material and human) in this emerging South Asian nation.

Manfred Junkert, General Manager of HDS/L



The **HDS/L Federal Association of the German Footwear and Leather Goods Industry** supports, represents and protects the common interests of German footwear manufacturers in the areas of social and economic policy. It is a federation of six regional shoe industry federations with altogether 120 members. The HDS/L actively advocates the business interests of its members towards political institutions and the public sphere and represents these in national and international committees.

Manfred Junkert joined the shoe and leather industry in 2007 and has since then led the HDS/L with innovative ideas and vigour, extending the federations networks and cooperation, as well as driving changes towards sustainability and environmental responsibility in the industry.

Nadeem Mazhar, Publisher and Managing Editor of Pakistan Textile Journal



Pakistan Textile Journal is the leading monthly magazine for the textile industry of Pakistan with almost 70 years of history. The journal keeps their readers up to date with technology, equipment, raw materials and pressing issues related to energy, environment and economy. They provide insight and in-depths analysis of latest technical innovations in the fields of natural and synthetic fibres, spinning, weaving, knitting, nonwoven, embroidery, dyeing/finishing, printing of fabrics, garments and knitwear.

Services Industries Lahore (Servis)



Servis is the largest footwear exporters of Pakistan, contributing half of Pakistan's total footwear exports. With customers in more than 30 countries spread across the globe, Servis receives unique insight into worldwide fashion trends as well as developments in Pakistan's supplier market over the last 50 years. Servis is a frontrunner in sustainable and ethical business practices and will share a supplier's perspective on the current situation and latest developments in the global footwear industry.

Gerhard Nickolaus, Managing Director of PFI Hong Kong



PFI is a quality assurance and consulting firm with more than 60 years of experience in the footwear, leather and consumer goods industry. PFI is represented in Germany, Hong Kong, Mainland China, Vietnam, Bangladesh, and Pakistan. Its team of quality, chemical and sustainability experts engage in testing, quality inspections, factory audits, sustainability consultancy, and certification.

Dr. Gerhard Nickolaus has more than 40 years of experience in production facilities in Asia and in safe and sustainable chemical management. With four decades of experience in analytical testing and quality inspections of footwear, he has exceptional expertise in chemical management, identification of hazards and implementation of solutions, and highest expertise of physical and chemical testing procedures. He is the founder of the International Shoe Competence Center (ISC) and has established testing, training and education centres in Asia. His former positions include university lecturer and Chairman of German, European and international standardisation commissions such as ISO and EN.

Candice Wang, Managing Director of PFI Hong Kong

Candice Wang is the key intermediary between PFI Germany and Asia. She has 17 years of experience in the footwear industry and expert knowledge in product inspection, factory audit and consultancy services. Her career is founded in quality, testing and inspections in the footwear industry. She also has focussed knowledge of applying digitalisation in business and management.

Abid Omar, Director of Business Development at Syntech Fibres



Syntech Fibres is the market leader in polypropylene fibres and yarns, located in Karachi. Syntech Fibres manufactures polypropylene yarns and fibres, downstream products, such as innovative filter cartridges, upholstery fabrics and digitally printed textiles. Syntech Fibres is uniquely committed to research and development. Over the years, Syntech Fibres has built up unique know-how and expertise in the production and processing of polypropylene fibres and yarns and continuously seeks out new innovations and applications.

Abid Omar, Director of Business Development at Syntech Fibres, follows a digital transformation strategy. Previously, he worked at Oerlikon Manmade Fibers, a leading Swiss-engineering company. Mr. Omar will give insights into Syntech Fibres' success and the potential of innovation in Pakistan.

Session 2 – 11:45 -12:30 (CEST) / 14:45 - 15:30 (PKT)

Cooperation and Development

Moderator: Aalia Jafar, Director of International Relations at ICCIA



ICCIA (Islamic Chamber of Commerce, Industry & Agriculture) is an affiliated institution of the Organization of the Islamic Cooperation (OIC), representing the private sector. The Chamber works to enhance cooperation among its member states in the fields of trade, industry, and information technology, promoting investment opportunities and joint ventures. Key theme areas include Green Economy, Digital Transformations and Microfinance.

Aalia Jafar has been working in the Fashion Value Chain for over 18 years. She has extensive local and global experience in International Marketing, leading Product & Process Innovation and Branding. Aalia strongly believes in the important role of the Private Sector and the impact of Quadruple Bottom Line for all stakeholders. Currently, she is working with ICCIA as Director of International Relations, where she continues to build on her passions on a global scale.

Romina Kochius, Project Leader of GIZ Labour Standard Programme



GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit) is a service provider in the field of international cooperation for sustainable development and education commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ). The GIZ has been active in Pakistan with various projects for a sustainable Pakistan.

Romina Kochius is a textile enthusiast by birth and expert by training. She manages the GIZ Labour Standard Programme, promoting safe working conditions and environmental good practices in the textile and garment industry of Pakistan. She and her team support home textiles, denim and knitwear producers, manufacturers of shoes as well as football producers in enhancing their compliance with labour and environmental standards, as well as boosting productivity through a unique change management technique.

Lutz Dietzold, Managing Director of the German Design Council



The **German Design Council** is Germany's leading authority on design and brands and one of the world's leading centers of excellence for communication and knowledge transfer in the design, innovation and branding sector. Currently, more than 320 companies, associations and institutions belong to its foundation. It pursues a wide range of international activities with a single goal: to promote awareness of how to increase brand value on a sustained basis through the strategic use of design.

Lutz Dietzold has been managing director of the German Design Council since 2002. He has extensive experience in the areas of design communication and strategy and has been member of the advisory council and management of numerous foundations and associations. Mr. Dietzold publishes articles on a regular basis and gives national and international lectures relating to design. He is also a member of numerous juries as well as of the project advisory board of the German Federal Ecodesign Award.

Susanne Paß, Manager of DTB



Dialog Textil-Bekleidung (DTB) is an innovative knowledge network of the German fashion and textile community, focussing on quality, sustainability, sourcing and digitalisation. Prominent members include Hugo Boss, Gerry Weber, Lenzing, Swarovski and many more.

Susanne Paß has 40 years of experience managing dialogue processes between the textile and apparel industries. She will give insight of the general mood and latest developments in the German textile and apparel industry.

Hajra Sami, Samad Apparel



Samad Apparel is an experienced supplier of woven garments and denim for leading European brands with vertically integrated production facilities in Lahore. Samad Apparel is fully conscious of their social and corporate responsibility. They know that corporate success and sustainability go hand-in-hand.

Hajra Sami graduated from the University of Toronto in 2016 with a major in Cognitive Science, Philosophy and Anthropology and completed a Marketing certification in the fall of the same year. She returned to Pakistan to join the family business as a Marketing Executive and use her diverse background to contribute to the company through a different lens. She saw a dire need for educating colleagues and employees on sustainability, leading her to introduce Lean Management principles and pushing for the installation of an ETP. Her goal for Samad Apparel and Pakistan is to become as green as possible and to be at the top of the textile world both in quality and respect.

Session 3 – 12:30 – 13:15 (CEST) 15:30 - 16:15 (PKT)

Future of Sourcing

Moderator: Max Gilgenmann, Creative Strategist & Content Director at Kaleidoscope

KALEIDOSCOPE

Kaleidoscope Berlin offers strategic advice and creative communication formats all around sustainability for textile and consumer goods industries. Kaleidoscope advises individual professionals, corporate teams or representatives of public institutions like the UN when looking into a more sustainable and fashionable future, viewing themselves as translators and networkers between different cultures and environments in an internationally interconnected world

Max Gilgenmann is Creative Strategist and Content Creator at Kaleidoscope. Additionally, Max acts as Content Director of Messe Frankfurt's NEONYT trade show hub and has been heavily involved in its evolution over the last nine years. He co-founded the NGO Future Fashion Forward that coordinates the global Fashion Revolution campaign in Germany. After completing his fashion design studies, he worked internationally as consultant for sustainability along textile and fashion value chains and gained expertise on criteria defining sustainability in different sectors of the industry, and on strategic communication and 'glocal' understanding of sustainability.

Meike Kern, Director of Heimtextil

heimtextil

Heimtextil is the world's largest trade fair for home and contract textiles, attracting almost 3,000 exhibitors from 65 countries and 63,000 visitors in January every year in Frankfurt. As the first trade fair of the year for its sector, it is a climate and trend barometer for the new business year. With enthusiastic visitors, unique exhibits and inspiring conversations, Heimtextil is a decisive way to boost business activities of exhibitors from all around the world.

Meike Kern has been the brains behind Heimtextil for the last 12 years. As director of the Heimtextil trade show, Ms. Kern has witnessed the changing trends and landscape of home and contract textiles. Heading the largest trade fair of this sector also leaves her with unique experience and insight of trade fair organisation in the current global climate.

Mali Stelzer, Head of Sustainability and CSR at NKD

NKD

NKD is a value retailer of fashion and home accessories and one of the leading textile retailers in Central Europe. NKD has around 1,850 stores in Germany, Austria, Italy and other countries and are highly valued by their customers. With a successful turnaround and its positioning as a value retailer for the whole family, NKD provides quality at affordable prices.

Mali Stelzer heads CSR at NKD and is a member of the advisory council of amfori. Social responsibility is an essential part of NKD's business conduct and Ms. Stelzer has been successful at implementing sustainable initiatives while remaining price competitive by initiating sustainable development processes with suppliers. As a member of the Partnership for Sustainable Textiles and amfori, NKD actively contributes to developing working standards and social standards in the international supply chain as part of the BSCI.

Ralf Hellmann, Vice President of MaxTex



MaxTex is an international association of manufacturers, service providers and research partners promoting corporate responsibility and sustainability in textile value chains. Through intensive cooperation between the members in the development of best-practice solutions and business projects, in the expansion of competence, and in joint work on sustainable textile innovations, MaxTex demonstrates that sustainability is possible throughout the entire supply chain and can be economically successful. MaxTex is setting new standards in the textile industry through target-oriented and trusting cooperation, with the long-term goal to achieve a 100% recycling economy.

Ralf Hellmann has been active in the textile industry for over 30 years. Mr. Hellmann is also CEO of Dibella, the experienced partner of Europe's textile services, leaving him with extensive experience in CSR in Europe's textile industry. He is actively promoting environmental and social responsibility both in Dibella's global supply chains as well as industry wide through MaxTex. His experience includes exporting, sourcing and management with a focus on yarns.

Hamed K. Lateef, tti



Tti is a world class, globally recognized and accredited testing facility and inspection body and the first lab approved by US consumer product safety commission (CPSC) for consumer safety testing in Pakistan. Tti has a country-wide network of labs and customer centres including a modern purpose-built main testing facility in Lahore as well as liaison offices in five cities.

Secure your place now by signing up via the link below!

<https://showcasepakistan.stylexpress360.com/SPRegistration>

We look forward to seeing you at the conference.



Sustainable Pakistan – CSI Ltd. - 43/F, AIA Building - 183 Electric Road - North Point – Hong Kong