



SOUTH AFRICAN CONSULATE-GENERAL : MILAN
CONSOLATO GENERALE DEL SUDAFRICA: MILANO



the dti
Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

seda
SMALL ENTERPRISE DEVELOPMENT AGENCY
an agency of the dti

Gli stilisti emergenti rilanciano l'industria tessile in Sudafrica ***Emerging Designers Reviving South Africa's Textile Industry***



(Installation by Black Coffee at South Africa Fashion Week/Image: Melissa Jane Cook)

LUNEDÌ 2 LUGLIO 2018/MONDAY 2 JULY 2018
(Ore 10.30 - 13.30/10.30 – 13.30 hrs)
Sala Sella
Torino Incontra, Centro Congressi
Via Nino Costa 8 - Torino

South African Textile Sector: A Bright Future and Open for Investment

Since 2010, the South African textile, clothing, leather and footwear sector has experienced a resurgence after almost being brought to its knees by an influx of cheaper imports. The revival of the sector is linked to the introduction of the Government's Clothing & Textiles Competitiveness Program (CTCP), and focus of the Industrial Policy Action Plan (IPAP) which has given local industry players a much-needed platform from which to launch a competitive sector.

The sector has significant potential for job creation, not only at factory level, but also in the downstream value chain where small-scale farmers supply processed input materials such as cashmere (from indigenous goat wool), sheep wool, wild silk and cotton.

The industry is unique in many ways, one of which being that four out of five workers are women. Additionally, a major challenge is the inability to compete with countries such as China, India and Vietnam which are able to produce much cheaper goods. Participating in the sector requires not just capital, but requisite skills and research capabilities.

The South African Government has released its 10th Industrial Policy Action Plan (IPAP), with a sharp focus on deepening industrial development, speeding up radical economic transformation, and increasing the ability to produce value-added products. The revival of the clothing and textiles sector is an integral part of this Plan.

As part of this strategy, a delegation of twenty-two emerging South African designers are participating at the Torino Fashion Week 2018 to find new markets, expose their brands and talent, and meet potential partners to improve and innovate their manufacturing skills and take the South African fashion industry forward.

PROGRAMMA/PROGRAM

10.30 WELCOME COFFEE / *WELCOME COFFEE*
Arrivo e registrazione / *Arrival and registration*

Moderatore / *Moderator*
Centro Piemontese di Studi Africani
Mr. Federico Daneo, *Director*

11:00 Benvenuto ed apertura dei lavori / *Welcome and opening remarks*
Consulate-General of the Republic of South Africa in Milan
Ms TSD Nxumalo, *Consul-General*

Unioncamere Piemonte
Avv. Paolo Bertolino, *Secretary General*

11:30 *Small Enterprise Development Agency (SEDA)*
Ms Mandisa Tshikwatamba, *CEO*
Opportunità per le aziende italiane nell'industria tessile sudafricana / *Opportunities for Italian companies in South Africa's textile industry*

11:50 *Centro Estero per l'Internazionalizzazione*
Ms Annalisa Gamba, *Manager Foreign Markets and fundraising*
Il Centro Estero per l'Internazionalizzazione a sostegno delle PMI / ***The Piemonte Agency for Internationalization in support of SMEs***

12:10 *Small Enterprise Development Agency (SEDA)*
Ms Lebogang Maleka, *Specialist: Programme Implementation*
Introduzione degli stilisti emergenti sudafricani al Torino Fashion Festival / *Introduction of the South African designers at the Torino Fashion Festival*

12.30 *Pavia e Ansaldo Studio Legale*
Avv. Gabriele Girardello, *Counsel*
La protezione dei diritti degli stilisti nel settore moda / ***Protection of designers' rights in the fashion industry***

13.00 Q&A / *Q&A*

13:30 Colazione Buffet-Networking fra i partecipanti / *Finger Lunch-Networking among participants*

La conferenza è in lingua inglese senza traduzione / *The language of the conference is English without translation.*