

5th EURATEX Convention
24 November 2016, Lyon, France

CREATIVE INDUSTRIES an asset for Europe

Organising Partners :



With the support of :



Morning

- 9:30 **Registration and welcome coffee**
Moderator : Frédéric Ferrer
- 10:00 **OPENING SESSION**
- **Welcoming words**
David Kimelfeld, *Vice-President, Lyon Métropole Representative of Auvergne-Rhône-Alpes region*
Eric Boël, *President, Unitex*
Gérard Ravouna, *President, Mode Habillement Auvergne Rhône-Alpes*
 - **Textile and clothing industry in France : what perspectives in a fastly changing environment?**
Claude Miserey, *Vice-President, UFIMH*
Yves Dubief, *President, UIT*
 - **Europe at the service of the creative industries**
Serge Piolat, *President, Euratex*
- 10:40 **HOW TO ENCOURAGE & PROTECT CREATION?**
-  Maître Paola Gelato, *Cabinet Jacobacci*
Lucien Deveaux, *Deveaux SA*
Maître Emmanuelle Hoffman, *Cabinet Hoffman*
- 12:00 **HOW TO FACILITATE ACCESS TO FINANCE FOR SMEs ?**
-  Lutz Walter, *Euratex*
Jacques Tankéré, *Texinov*
Corinne Farace, *Techtera Cluster*
Isabelle Ginestet-Naudin, *BPI*
- 13:00 **Lunch buffet**

Afternoon

- 14:00 **How the Auvergne-Rhône-Alpes region is supporting creative industries?**
- 14:15 **HOW TO MAINTAIN EUROPEAN EXCELLENCE IN FASHION AND CREATIVITY?**
-  Laurent Schimel, *Maison Zilli*
Pierre-François Le Louët, *President, Fédération Française du Prêt à Porter Féminin*
Pascaline Wilhelm, *Première Vision*
Anne Chapelle, *UCWHY & BVBA Atelier Haider Ackermann*
- 15:30 **PRESERVE, TRANSMIT AND UPGRADE SKILLS OF CREATIVE AND CULTURAL INDUSTRIES: A CHALLENGE FOR ALL EUROPEAN COMPANIES**
-  Eric Boël, *President, Unitex*
Luca Vignaga, *Marzotto Group*
Agnieszka Wojdyr, *DG GROWTH, European Commission*
Manfred Junkert, *Gesamtverband der deutschen Textil- und Modeindustrie e. V.*
- 16:45 **TEXTILE AND LABOR-INTENSIVE INDUSTRIES : HOW POLITICS ARE GETTING INVOLVED**
- Joëlle Huillier, *Member of the French Parliament, Member of the Study group « Textile and labor-intensive industries »*
Bernard Gérard, *Member of the French Parliament, President of the Study group « Textile and labor-intensive industries »*
- 17:15 **CONCLUSION**
- By a Special Guest
& Serge Piolat, *President of Euratex*
- 18:00 **Visit of the Marché des Soies (Silk market)**
- 20:00 **Dinner at Musée des Tissus - Musée des Arts décoratifs de Lyon with Maximilien DURAND, Curator**

T How to encourage and protect creativity?

Creativity, skills and individual talents are essential ingredients that enable creative and cultural industries (CCIs) to develop goods and services with a high content of intangible assets. Designs, models, copyrights are vital to our industry and only Intellectual Property can help preserve them. How to promote and anchor in these companies the protection of creation in an international environment shaken by the digital revolution?

T How to facilitate access to finance for SMEs?

SMEs are the main source of the innovations put on the market by the textile and fashion industry and represent more than 99% of the businesses and 79% of the EU workforce. It is essential to give them the means to develop, invest, recruit, innovate, etc. SMEs in the creative and cultural industries suffer specific handicaps when facing the financing partners: a strong seasonality, often an inadequate financial culture, an «economic model» built around intangibles assets, etc. What are the solutions anticipated by the EU and BPI to remedy these shortcomings?

T How to maintain European excellence in fashion and creativity?

The EU is the world luxury leader in the fields of ready-to-wear, perfumes, leather goods, shoes, etc. with more than 2/3 of global brands. The EU luxury industry suppliers, designers, new emerging brands, etc. nourish the creativity and contribute to making the EU the indisputable world fashion centre. What are the key factors that will enable the EU to maintain its leadership in a world where creation is without borders and where production can easily be relocated?

T Preserve, transmit and upgrade skills of creative and cultural industries: a challenge for all European companies

«*There is no wealth or power other than men*» wrote Jean Bodin in 1576. This is confirmed in the CCI due to precious and complex skills and expertise that are preserved and modernized, thanks to new technologies (ICT, digital printing, robotics, etc.) implemented by employees. Talented skilled employees are crucial for our industry and until 2025 nearly 600.000 job openings are anticipated in the textile and fashion industry. What are the most effective ways to attract talent, raising the level of competence and qualification in SMEs facing increased and globalised competition?

Practical Information

24 November 2016
Hôtel de Ville, 1 Place de la Comédie
Lyon, France

Registration

Please fill in the forms and register by email **before 10th November 2016**.

Contact : Paulette Wilde
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Venues

- **Euratex Convention** : Hôtel de Ville, 1 Place de la Comédie, 69001 Lyon, France
- **Silk Market** : Palais de la Bourse, 2 Place de la Bourse, 69002 Lyon, France
- **Musée des Tissus** : 34, rue de la Charité, 69002 Lyon, France

All convention sites are located in the Lyon city center at walking distance.

Accommodation

Reservations have been made at two hotels within walking distance of the venue.

- SOFITEL Lyon Bellecour, 20 Quai Gailleton, 69002 Lyon
- MERCURE Lyon Centre Beaux-Arts, 73-75 rue du Président Herriot, 69002 Lyon

Hotel rooms need to be booked **before September 29th, 2016** to benefit from the preferential rate and ensure availability.

Please visit the convention website at www.euratex.eu to download hotel registration forms and place your booking.

Coming to Lyon

By plane : Lyon-Saint Exupéry airport offers direct flights to more than 115 destinations.

Fully interconnected, the airport is a multi-modal hub which can be easily and rapidly reached

- by motorway (40 mn from Lyon city centre)
- high-speed train (TGV) , (Lyon Part-Dieu station located in the city centre)
- and the Rhônexpress tram shuttle service (journey time of less than 30 minutes - www.rhonexpress.fr)

