

B2B TORINO FASHION MATCH 2025

TALK DAY PROGRAM

3 JULY 2025

GreenPea Retail Park
Via E. Fenoglietti, 20 10126 ,Turin, IT

THE EVENT WHERE CULTURES, INNOVATIONS AND KEY PLAYERS FROM THE FASHION AND TEXTILE WORLD COME TOGETHER TO SHAPE A SUSTAINABLE FUTURE!

We are excited to unite thought leaders, innovators, and enthusiasts from around the world for three incredible days filled with networking opportunities, thematic talks and engaging debates featuring renowned international speakers, captivating showcases, and fashion shows !

8.45 – 9.00 AM:
Welcome Coffee

9.00 – 9.15 AM:
Welcome Greetings and Introduction of Activities by the Organizer Unioncamere Piemonte

9.15 – 10.15 AM

Global Fashion Dialogues: Innovation, Heritage & Ethics in the Future of Fashion

Unites tradition, technology, and activism across different domains: a flexible, inclusive umbrella for a diverse, cross-cultural exchange.

- The challenges for scaling up in circular fashion **ONLINE**
 - Valentina Nardi , Business Manager at [ESTIA Tech](#) (ESTIA INSTITUTE OF TECHNOLOGY) , Bidart (FR)
- Sportswear: from tradition through industry innovation, new technological and industrial trends **ONLINE**
 - Aude PENOUTY, [EUROSIMA](#) (European Sports Action Manufacturers Association)
- Author and fashion activist (UK) - **ONLINE**
 - Orsola De Castro, Author and fashion activist (UK) , London (UK)
- The Heritage of tailoring: How to preserve an Art
 - Fabrizio Modina, President and Art Director at [M-CUBE Foundation](#)

- **Crafted in Cameroon: A Journey of Culture, Community and Conscious Design**
 - *Mireille Mouto*, Fashion Designer & Founder at Mouto Design (CAMEROON)
Mouto Design Cameroun celebrates the cultural soul of Cameroon through bold, innovative design. Driven by a deep respect for local heritage, our team of skilled artisans and visionary designers creates distinctive pieces that fuse time-honored craftsmanship with modern aesthetics. Sustainability is at the heart of everything we do—we proudly use locally sourced materials and reinvest in our communities to create long-term impact.
- **Threads of Thai Soul: Tradition in Motion TBC**
 - *Linda Charoenlab*, Creative director / founder of [Lalalove co., Ltd](#) (THAILAND)
 - i. Blending heritage with a modern edge, Lalalove offers a vibrant reinterpretation of Thailand's beloved weaving traditions. The brand has reinvented the traditional Thai loincloth, *Pa Kao Ma*, into a bold and playful ready-to-wear collection that honors this time-honored craft. At the heart of the label is Linda, whose deep appreciation for local textiles and community-rooted products informs every design. She seamlessly integrates traditional craftsmanship into contemporary fashion, celebrating cultural heritage with authenticity and flair.

10.15 -11.15 AM:

Internationalization In Action: Build, Grow & Thrive Worldwide

- **The Enterprise Europe Network**
 - *Federica Leonetti*, International business Advisor for SMEs dealing with Creative and Textile industry and chair of the Sector Group Textiles within the [Enterprise Europe Network](#) at Unioncamere Piemonte (regional Union of the Chambers of Commerce of Piedmont Region, Turin, IT)
- **INDIA**
Connecting Indian circular textile and fashion industry to the EU and international markets: Results and Impact of the India Circular Innovation Cohort Program implemented by GBI
 - *Tishya Thomas*, Consultant - Textiles & Fashion, Global Business Inroads at [Global Business Inroads](#) (India)
- **USA**
Trump's tariffs are reshaping international trade, disrupting supply chains and creating challenges for businesses. How could this impact your company? And what can you do to adapt to evolving regulations?
 - *Sven C. Oehme*, LL.M. (Fordham Graduate School of Law) President & CEO European-American Business Organization, Inc., member of the Enterprise Europe Network USA.
- **THAILAND**
Connecting Worlds: Thailand's Energy Sparks New Global Collaborations!
 - *Giacomo Iobizzi*, Secretary General at [THAI Italian Chamber of commerce](#)
 - *Piliwan Pimpoolad* Manager Director at [Respect Model Management](#). (Face of David Beckham's Fragrance Global Launch "Respect" (2017); Face of Central Beauty Awards (Central 2023); Founder of **Respect Group** and **Pili International Academy**
 - Pili Opal is a Thai model and entrepreneur who has challenged traditional beauty norms and risen to international recognition. Believing in the power of education and inner strength, she has become an influential figure in the fashion and empowerment spheres in Thailand and beyond.
- **SENEGAL**
Italy-Senegal, the journey begins: New international projects on sustainability and zero waste with FUORIMODA and ESSEMME Studio, alongside innovative Senegalese initiatives
 - *Luca Brunet* Co-Founder and Graphic Designer at [Essemme Studio](#) and Graphic Designer at La [Fuorimoda](#) (the Aim of the association is to develop innovative techniques and strategies to promote the recycling and reuse of unused clothing and accessories or materials from production waste. e aim is to bring significant benets to the protection of our planet. e association's mission is, in fact, to reduce the environmental impact of the fashion industry by promoting long-term sustainability through the recycling and reuse of textiles)

11.15 - 11.30 AM
COFFEE BREAK

11.30 AM - 12.30 PM :

Reimagining Fashion: Sustainability At A Critical Juncture

As attention shifts to more pressing geopolitical risks, there is a risk of fashion companies deprioritising sustainability. This shift, however, comes at a time when new sustainability-related laws, especially in the EU, are about to become effective. In this context, fashion players need to rethink their business models, as volume sales are under threat.

- **Why Repair and Thriving Local Craftsmanship Are the Backbone of a Sustainable Future in Fashion – Insights from the German Market**
 - Dr. [Monika Hauck](#), Founder & CEO of [Repair Rebels](#) **ONLINE**
- **Waste: Redressing the cause, not the symptom**
 - [Simon Iddon](#), Founder & CEO, [at be Retail Social](#), London (UK)
- **Interweaving Fashion & the European Union: Gain a better understanding of the EU to benefit from it (10 min)**
 - [Margot Aleix Mata](#), Consultant at [Faire Salon](#) (Belgium)
- **Holistic approach to sustainability: creating value and driving change**
 - [Veronica Bovo](#), Chief Sustainability Officer, Industrial Holding Company & [Holding Moda](#)
- **The RiVestiTO project: a pilot in Turin for a more circular and transparent textile collection**
 - [Elena Ferrero](#), CEO and o, CEO & Co-founder [Atelier Riforma](#)
- **International collaboration between startups to innovate in circularity: the case of Atelier Riforma and Textilooop**
 - [Niko Bucalo](#), [Textilooop](#)
 - [Elena Ferrero](#), CEO and o, CEO & Co-founder [Atelier Riforma](#)
- **The Price of Sustainability: Why it doesn't have to Cost More**
 - [Nicholas James Betts](#), Founder, CEO at [ZERØTEC](#), London (UK)

12.30 – 1.00 PM

From Vision To Venture: Fashion, Innovation and Women at the Helm

- **Innovate, invest, inspire: women powering entrepreneurial change**
 - [Giulia Sirigu](#), Innovate UK Business Growth Scaleup Director and Women Entrepreneurship Thematic Group member, Enterprise Europe Network UK
- **Weaving Culture into Couture: How Fashion Can Empower Women and Preserve Heritage in a Global World**

[Khun Supaporn Eldredge](#), Managing Director at [SUPA East Choice](#), a high-end Thai fashion brand known for its elegant, modern interpretations of traditional Thai silk (committed to sustainable design and empowering women through fashion, she believes Thai silk is not only a fabric, but a symbol of national identity and global relevance), THAILANDIA
- **Real Motors Design**
 - [Trent Dingman](#), AD at [Real Motors Design](#)

1.00 PM- 2.00 PM
LUNCH BREAK (at own expense)

2.00 - 2.30 PM

Closing The Loop: A Dynamic Conversation On Circular Fashion

MODERATOR:

Prof. Pier Giuseppe Monateri

- Sara Ongaro , Sustainability & Account Manager at [Renoon](#), Milan (IT)
- Nicholas James Betts , Founder, CEO at [ZERØTEC](#) , London (UK)
- Massimo Perucca., Managing Director at [Project Hub 360](#) : driving sustainability and innovation for businesses, supporting the implementation of long-term ESG strategies. They develop sector-specific tools for Life Cycle Assessment (LCA), Life Cycle Costing (LCC), and Sustainable-by-Design (SSbD), while assisting companies with digital and AI-powered solutions for product eco-design and sustainability management.
- Dario Casalini, CEO at Maglificio Po srl [Oscalito](#) and [Slow Fiber](#)
- Matteo Basei Fantolino, IUC Slow Finance Research Fellow
- Margot Aleix Mata, Consultant at [Faire Salon](#)

2.30 - 3.15 PM

Beyond the Thread: Slow Fiber & Slow Finance Shaping the Future

*Regeneration, not just sustainability: the enterprise as a cultural agent A conversation beyond the **concept of responsibility toward a “spherical” vision of innovation.***

From reconnecting economy, territory, and human value to adopting concrete tools that generate measurable impact—how can an organization today become a true driver of cultural transformation?

MODERATOR:

Prof. Pier Giuseppe Monateri

SPEAKERS:

- Matteo Basei Fantolino, IUC Slow Finance Research Fellow
- Dario Casalini, CEO at Maglificio Po srl [Oscalito](#) and [Slow Fiber](#)
- Oscar Di Montigny , President at [Grateful Foundation](#) & Managing Partner di Grateful Sphere Società Benefit. Oscar di Montigny
- Francesco Aglieri Rinella, Turin Municipality, Vice President at Constituency 3, Labour Policies/Local trade.

3.15 - 4.15 PM

Intellectual Property Right :Training Session

IP-Driven Business Models – Lessons from the Luxury Industry Manufacturing Scandal

Session Description:

This interactive session will explore the strategic role of Intellectual Property (IP) in building resilient and competitive business models worldwide — and what can go wrong when IP is overlooked or poorly managed.

We'll examine a real-world case study highlighting the risks and consequences businesses face in markets where branding, exclusivity, and craftsmanship are core to value creation, but where IP can be undermined through unauthorized manufacturing, subcontracting, or counterfeiting.

Speakers and Topics:

- **Federica De Curtis** – International IP SME Helpdesks (moderation and introduction)
- **Elio De Tullio**, on behalf of the **China and South-East Asia Helpdesk**
 - Introduction to IP-driven business model
 - Best practices for securing IP rights (e.g., registration)
- **Inês Monteiro Alves**, on behalf of the **Africa Helpdesk**
 - Identifying vulnerabilities in supply chains and business models lacking integrated IP protection.
- **Luca Valente**, on behalf of the **India and Latin America Helpdesks**
 - Ethical and commercial implications of weak IP enforcement and informal manufacturing
 - Real case studies and discussion

4.15 - 4.45 PM

Driving Change: Case Studies From European Initiatives

- **REGIOGREENTEX Project** : Results and outcomes
 - *Paola Fontana*, Project Manager at [Po.in.tex](#), Textile Innovation Cluster, Città Studi Biella (IT)
- **How Not to Fall on the Catwalk: Intellectual Property and the Creative FLIP (Creative Europe program: Intellectual Property in the new Creative FLIP Project)**

The Creative FLIP project calls on European creators to share their success stories on intellectual property (IP), showcasing how their IP practices pave the way for their success and inspire others.

 - *Onur EMUL*, Deputy Manager | International Cooperation at the [Institut de la Propriété Intellectuelle Luxembourg G.I.E.](#)

4:45 - 5.15 PM

AI-Powered Fashion: Transforming Marketing, Sales & Customer Experience

With the stabilisation of e-commerce, the focus of e-commerce development has shifted towards improving services to retain customers. Companies are investing not only to enhance digital engagement but also to deliver personalised experiences and optimise operations from design to fulfilment and transition towards a more sustainable future.

Solutions that employ advanced algorithms to generate personalized and targeted content. Enabling businesses to deliver tailored marketing campaigns and create meaningful interactions with customers.

Voices & Perspectives, a Discussion with:

- **AI, fashion - two worlds that shall not fall apart** (AI is sometimes seen as a threat, sometimes as an opportunity. it is bound to be both; and we have to handle it with due diligence. Let's share a few tips of good practice)
 - [Emanuela Truffo](#) , Partner at [Jacobacci Avvocati](#) (Contemporary IP Lawyers)
- **The Scripor alphabet**
 - [Tudor Paul Scripor](#), Inventor of the tactile standardization of colors for the blind - the Scripor alphabet, at [Scripor Alphabet \(Romania\) tbc](#)
- **TRAINS - Textile Recycling supported by Artificial Intelligence in Spinning**
 - [Carlo Perassi](#), CTO at [OctopusLab](#) (IT)
- **Make it traceable. Make it credible. Building trust through products stories**
 - [Edoardo Calia](#), Manager at [Wiseside srl](#)
- **ADONE Project**
 - [Matteo Barale](#), CIO at [Tecnocad Engineering & Design S.r.l.](#)

Thank you for participating!

See you in #2026 !!

#eencanhelp!

#eensectorgrouptextile

NOTES:

- The sessions will be held in English.
- A coffee station will be available and open throughout the entire day.

For additional information you can contact :

Federica Leonetti

International Business Advisor at Enterprise Europe Network
Chair of the Textiles Group of Experts at Enterprise Europe Network

Unioncamere Piemonte

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This event, managed by [Unioncamere Piemonte](#), (the Regional Union of the Chamber of Commerce of Piedmont, Turin, Italy) is supported by the [Turin Chamber of Commerce](#), both members of the [Enterprise Europe Network](#) (EEN), and by the network's Textile Sector Group (the group of EEN sectoral experts is dedicated to bringing together international fashion and textile producers to enhance opportunities and foster commercial partnerships).

The Enterprise Europe Network (EEN) is the world's **largest support network for small and medium-sized enterprises (SMEs) with international ambitions**, co-financed by the European Commission, EEN is active in +40 countries operating through + 500 local partner organizations selected by the European Commission committed to help entrepreneurs to grow and to innovate internationally.