



MILANO UNICA 30th EDITION | AGENDA

February 4.5.6, 2020 - Rho Fiera Milano

- The workshops will be held in the Conference Room of the Milano Unica Press Office in Hall 12.
Entrance allowed until the maximum capacity of the room is reached.

TUESDAY, FEBRUARY 4

h 2.30 pm

Workshop: Linen – The identity of Linen, increasingly green and innovative

Organized by the SMI Linen Section in collaboration with CELC

SPEAKERS

- **Michela Secchi - Centrocot** – The LCA Study result presentations
- **Marie Demaegt - CELC** – Masters of Linen® certification of the European traceability of flax from fiber, to yarn to fabric
- **Ornella Bignami - CELC** – Linen Dream Lab: Research & Innovation for Linen

CASE STUDIES

- **Pierluigi Fusco Girard – Linificio e Canapificio nazionale** – Green by Nature – linen and sustainability
- **Stefano Albini – Cottonificio Albini** – When the Environmental Crisis Becomes an Opportunity for Progress – Linen as Innovation
- **Severino Graziano – Fratelli Graziano** – In the Arms of Morpheus: linen as wellness
- **Frank Michel – ZDHC Foundation** – Linen: The positive impact of doing things right

(Workshop in Italian)

h 5.00 pm

A journey towards sustainability in the supply chain. The choices that trigger changes.

Workshop on PEF Sustainability

SPEAKERS

- **Ing. Irma Cavallotti** – Sole Director and Head of Engineering at ICA Srl, Chemical Engineering Company for the Environment

(Workshop in Italian)



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WEDNESDAY, FEBRUARY 5

h 1.00 pm

Startups, the textile industry suits up with innovation

Organized by Fondazione del Tessile Italiano, in partnership with Startupbootcamp

INTERVENTI

- **Ercole Botto Poala** – President of Milano Unica
- **Nazzareno Mengoni** – Co-Fondatore of Startupbootcamp Italia

(Workshop in Italian)

h 4.30 pm

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SPEAKERS

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(Workshop in Italian)

h 5.30 pm

The African continent: challenges and opportunities of the markets of the future

Organized thanks to the collaboration with ITALIAN TRADE AGENCY - ICE

SPEAKERS

- **Ercole Botto Poala** – President of Milano Unica
- **Maria Maddalena del Grosso** – Manager – Consumer Goods Office – Italian Trade Agency – ICE Roma
- **Ruth Akutu Maccarthy** – Vice President AFRO Fashion
- **Paul Roger Zenam** – Fashion Designer

(Workshop in Italian and English)

Cocktails will follow