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Italian Trade Commission
Trade Promotion Section of the Italian Embassy

البعثة التجارية الإيطالية
قسم تنمية التبادل التجاري في السفارة
الإيطالية

12.10.2008 Our Ref. 001597/TA

Messrs

**Subject: Training Seminar on Technology Transfer and Innovation & on Quality
in the Textile Industry.**

Dear Sirs,

As you may know the Institutional mission of the Italian Trade Commission is to promote trade, business opportunities and industrial co-operation between Italian and foreign companies, also by organizing the participation of Italian firms in fairs, exhibitions, workshops and bilateral meetings all over the world.

The Italian Trade Commission operates through 100 offices in over 80 countries in the world and helps foreign and Italian companies to get in touch and develop business opportunities. In Egypt Italian Trade Commission Office, known also as Italian Trade Centre, operates since 1972.

Among its 2008's activities the Italian Trade Commission is now organizing a two days seminar on the textile and ready-made sector in Alexandria, addressed to companies manager and businessmen acting in this sector.

On the first day of the Seminar Mr. Aleardo Furlani, an expert in Business strategies and Int'l marketing, will acquaint the audience about "**Technology Transfer and Innovation**"

The main subject will be : technology innovation and knowledge transfer to SMEs to promote and enhance their internationalization through the R&D partnership creation; analysis of technical and management complexity concerning the introduction and the implementation of product and process innovation within SME, followed by case-studies.

The second day the lecture entitled "**Quality in The Textile Industry**" will be held by the sectorial expert Mr. Enrico Ottolini

The main topics will be :

- Quality and its cost
- Quality as management tool
- Textile & Clothing quality chain
- Quality recognize

The aim of the Seminars is to awaken participants to the topics above, and create the opportunity to develop industrial & commercial relationship with Italy.

The two days seminar will take place at the Alexandria Four Seasons Hotel – San Stefano on the 10th and 11th of November 2008, it will be only in English language. The participation is free of charge. Registration will start at 09.45.

The two Experts have a strong professional experience in research, consulting in business strategies and Int'l marketing and they gave many lectures in Seminars in Italy and in other countries.

Please find attached the Program for the two days.

For further details please feel free to contact Ms. Teresa – Senior Trade Analyst
Phone : 02/2731734 – 27357218 – Fax. 02/27350501.

Waiting to receive your confirmation, by filling the attached form, please accept our best regards.

The Director
Antonino Mafodda