



Italian Trade Commission (I.C.E.)  
Trade Promotion Section of the Italian Embassy

## Two days Training & Information Seminars

**Four Seasons Hotel - San Stefano**  
**Alexandria, 10<sup>th</sup> – 11<sup>th</sup> November, 2008**

### PROGRAMME

**First day : 10<sup>th</sup> November 2008**

#### *Technology Transfer and Innovation*

09.30 - 09.45 Registration

10.00 - Opening by Italian and Egyptian Authorities

- Introduction by Antonino Mafodda  
Director of Italian Trade Commission - Cairo

10.15 **Lecturer: Mr. Aleardo Furlani**  
Expert in Business Strategies & Int'l marketing

#### **First Session**

*Topics:* - The Technology Innovation as a competitive factor  
- Financial mechanisms to foster Innovation & Technology  
Transfer. The Start-ups business models

11.45 Coffee Break

12.00 - The Technology Transfer models with reference to the Textile and  
Manufacturing Sector

13.0 Lunch buffet - break

14.00 **Second Session : Case- study**

14.45 Working Group Session

15.30 **Lecturer : Ms. Cecilia Gilodi** – Director of the Study Dept. of SMI “Sistema Moda Italia  
Italian Federation of Textile & Fashion

**Topics:** - Italian Textile & Fashion Industry : trend and new Challenges

16.15 Questions and Answer Session

17.00 **Conclusion**



**Second day : 11<sup>th</sup> November, 2008**

**QUALITY IN THE TEXTILE INDUSTRY**

09.45 - 10.00 Registration

10.15 **Expert : Mr. Enrico Ottolini**

**First Session**

- Topics:* - **Quality and its cost**  
- **Quality as management tool**

12.00 Coffee Break

12.15 **Textile & Clothing quality chain**

- Technical parameters (the main characterizing parameters of textile Semi-finished and final products)
- Yarn, fabric, garment specifications, the use of specification (useful or useless Tool to establish commercial relationships?), optimizing textile products (the added value characteristics to improve the textile performances)
- The new non-conventional textile applications (Technical textile classification)
- The existing technical reference-tools to evaluate the textile quality level.  
The function of a textile & clothing enter (advantages and disadvantages of the outsourcing approach);

13.30 Lunch buffet - break

14.30 **Second Session**

- The role of a testing department: the assets (the link with industry, the way to capitalize the testing know-how)
- Apparatus & equipment

- **Quality recognition**

16.00 Questions and Answer Session

16.30 **Conclusion**

*All sessions will be held in English language*