



**WORLD
LINEN
FORUM**
PARIS • 2020

PRO GRAM

PROGRAMME
日程安排
プログラム

FEBRUARY 09-10 2020
9-10 FÉVRIER 2020
2020年2月9日-10日
2020年2月9,10日



**PAVILLON CAMBON,
46 RUE CAMBON, 75001 PARIS**



8:00-8:45AM REGISTRATION & WELCOME COFFEE

WELCOME MESSAGE

— Elodie PALASSE-LEROUX, Moderator

OPENING SPEECH

— Bart DEPOURCQ, CELC President

CONSUMERS' EXPECTATIONS & NEW BUSINESS MODEL: WHICH OPPORTUNITIES FOR THE LINEN INDUSTRY?

LINEN AS A MARKETING LEVER

— Amandine DE SOUZA, BHV MARAIS CEO

(GALERIES LAFAYETTE GROUP)

— Moderated by Marie-Emmanuelle BELZUNG,
CELC General Manager

CHINESE BRAND, GLOBAL APPEAL: NATURAL FIBERS AS THE ESSENCE OF FASHION

— Isabelle CAPRON, ICICLE Vice-President

DNVBs / DNSVBs BUSINESS MODEL

— Alban GERARD, EXPERIENCED CAPITAL Investment Director

TESTIMONY ON DNSVB BUSINESS MODEL

— Geoffrey BRUYERE, BONNEGUEULE Founder and CEO

DIALOGUE: THE SUSTAINABLE TEXTILE & FASHION MOMENTUM

— Chantal MALINGREY, PREMIERE VISION Marketing Director

— Marie-Emmanuelle BELZUNG, CELC General Manager

DATA LINEN ON THE PODIUM

— Alexandra VAN HOUTTE, TAGWALK Founder and CEO

30' COFFEE BREAK

FROM STORYTELLING TO STORYPROVING: LINEN MARKETING FOR ALL

2019 FLAX CROP & AMBITION FOR THE FUTURE

— Bert WOLFCARIUS, FLAXBOX President

— Guillaume HEMERYCK, TERRE DE LIN & TEXNORD President

FLAX & LINEN REMARKABLE PROPERTIES

— Julie PARISET, CELC Technical & Innovation Manager

— Marie DEMAEGDT, CELC Textile & Sustainability Manager

EUROPEAN FLAX® + MARKETING TOOLS

— Pascal PREVOST, CELC Promotion President

2 EUROPEAN FLAX® TESTIMONIES

— Aimin WEI, YIXING SUNSHINE President

— Satyaki GHOSH, LINEN CLUB CEO

OFFICIAL PICTURE

12:30AM LUNCH

2:15PM ECONOMY MONITORING: PREPARING OUR FUTURE

KPIs / LINEN MATRIX

— Damien DURAND, CELC Economics Manager

LINEN MARKET IN INDIA

— Thomas VARGHESE, LMA President

HEMP AND NATURAL FIBERS : CHALLENGES

— Laurent AUCOUTURIER, GHERZI Partner

TEXTILE HEMP TESTIMONY

— Weiming REN, KINGDOM Chairman

ISO STANDARD FOR BAST COMPOSITION TESTING & NEWEST JAPANESE LINEN MARKET

— Churaku YOSHINAGA, for ASABO, TEISEN General Manager

A SECTOR IN MOTION: A GLOBAL AGENDA FOR LINEN

TOWARDS A SHORT FIBERS STANDARDISATION

— Chunxing DONG, CBLFTA President

SHORT FIBERS TESTIMONY

— Comments on European Action Plan by

Frédéric DOUCHY, CELC Commerce Section President

TOWARDS A LONG FIBERS STANDARDISATION

— Bertrand DECOCK, DECOCK President

— Christophe VESTRI, R&D VISION Expert

15' COFFEE BREAK

"A COMMON LINEN AGENDA" PANEL DISCUSSION

— Moderated by Bart DEPOURCQ, CELC President

— Harish Kumar CHATTERJEE

— Pierre D'ARRAS

— Pierluigi FUSCO GIRARD

— Weiming REN

— Alex VANNESTE

— Thomas VARGHESE

— Aimin WEI

5:30-6:30PM CLOSING COCKTAIL