



No. 78 – July – August 2022

## MENU

### ITMF NEWS

- > **ITMF Annual Conference 2022 in Davos, Switzerland (Sep 18-20)– more than 250 participants already**
- > **Data collection for the new Cotton Contamination Report has started**

### PARTNER NEWS

- > **PIS: Seoul's International Textile Fair on 24-26 August 2022**
- > **DNFI Award 2022: Application deadline on September 9<sup>th</sup>**
- > **ABIT2022: Brazil's International conference on 3-4 November 2022**
- > **61<sup>st</sup> Dornbirn Global Fiber Congress on 14-16 September 2022**
- > **36<sup>th</sup> International Cotton Conference Bremen on 29-30 September 2022**

### UPCOMING EVENTS

#### INTERVIEW

- > **WTiN and Christian Schindler: Textile manufacturers must innovate**

#### REPORT ON THE 15th ITMF CORONA-SURVEY

- > **Article 1: Business situation turns negative in July 2022**
- > **Article 2: Business will most likely deteriorate until January 2023**

The business situation in July 2022 and business expectations for January 2023 are negative. These are the main results of the latest ITMF Corona-Survey conducted in July.

While the trends revealed by our bi-monthly report on the state of the textile industry have been decreasing for some months already, our indicators turned negative for the first time. Differences between regions and segments exists; learn more about the worldwide situation in Article 1 and 2.

At the same time, the world is re-opening as our Partner News section fills in with upcoming events related to all aspects of the textile industry. The acceleration of change in our industry leads to ever new challenges. We need to understand what's next to be better prepared. As Christian Schindler says in the Interview with WTiN (see Interview): *"So, it's not only about availability of funds, sometimes mindset is important, but I think mindset is going to change. It's not a question of whether but when it's changing."*



**Dr. Olivier Zieschank**  
director, ITMF

## EXECUTIVE SUMMARY

### Article 1: Business situation turns negative in July 2022



The 15th ITMF Corona-Survey shows a negative business situation in July 2022 for the first time since its beginning. This situation is worst in Asia than in the rest of the world. Textile machinery is the only segment in positive territory.

[> read more \(for members only\)](#)

### Article 2: Business will most likely deteriorate until January 2023



Business expectations are negative for the first time since the beginning of the ITMF Corona-Survey series. South-East Asia and South America are relatively more optimistic, upstream segments as well.

[> read more \(for members only\)](#)

## ITMF NEWS

# Registration open for the ITMF Annual Conference 2022 in Davos, Switzerland (Sep 18-20)

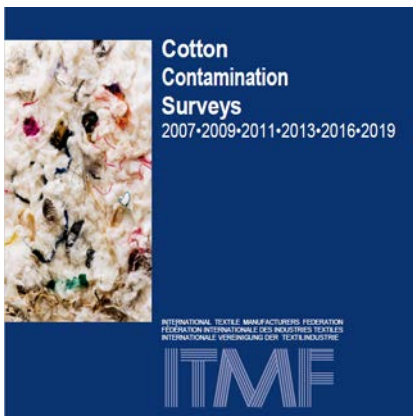


Where: Davos, Switzerland  
 When: September 18-20, 2022  
 Programme: [ITMF Conference 2022-Website](#)

The conference will cover topics about the entire value chain, from fibres to retail, with special focus on how mitigating the textile value chain negative impact on the environment (i.e., Sustainability, Circularity, and Traceability).

Many social events are also organised for spouses/partners, such as chocolate making, going for a herbal hike in the Swiss Alps, or all evening programs. See details on [ITMF Conference 2022 Website](#).

# Data collection for the Cotton Contamination Report has started



In an effort to shed light on spinners' perception of the problem of cotton contamination and foreign matter, the International Textile Manufacturers Federation (ITMF) has conducted regular surveys since 1982 with spinning mills affiliated to its world-wide membership.

By accumulating evidence of contamination and foreign matter at regular intervals, ITMF helps cotton producers, merchants and spinners to better identify problem areas and thus contribute towards their eradication.

Please **help us gather this information** by filling in the survey in the below link if you are a spinner or forward it to the spinners in your network.

Link to the survey: [Survey on Cotton Contamination and Foreign Matter](#)

Please sent back per email to [olivier.zieschank@itmf.org](mailto:olivier.zieschank@itmf.org) by **September 30<sup>th</sup>**.

## PARTNER NEWS

# PIS: Seoul's International Textil Fair



The 23<sup>rd</sup> edition of Preview In SEOUL(PIS) will take place on **24-26 August 2022** is composed of distinctive yarns, eco-friendly & functional textiles, findings & trims, accessories, DTP, digital solution, textile machineries and so on based on the global trend.

PIS 2022 offers numerous events, including the Trend Forum with the latest textiles, 1:1 networking opportunities with global buyers, seminars, trend seminar, job fair and more.

[> read more](#)

## DNFI Award 2022: Application deadline on September 9<sup>th</sup>



**DNFI Award 2022**  
**Deadline approaching**

Natural fibres offer mechanical strength, low weight, and resilience, as well as renewability and biodegradability, making them ideal partners to high-tech, modern, and sustainable textile applications. The DNFI Innovation in Natural Fibres Award offers **recognition for outstanding design and innovation** in this important textile sector.

[> read more](#)

## ABIT2022: Brazil's International Conference



**ABIT 2022**  
**INTERNATIONAL**  
**CONFERENCE**

The Abit International Conference will take place on **November 3<sup>rd</sup> and 4<sup>th</sup> 2022**. This event will take place in Belo Horizonte, between the 3<sup>rd</sup> and 4<sup>th</sup> of November. During these two days, entrepreneurs from the sector's entire production and distribution chain, experts, and opinion leaders from Brazil and the world will meet to discuss the subject "**Strategies for a more sustainable future**". Align with the main global issues involving the sector, we will promote conversations about solutions that will guarantee a future with best practices for the segment.

[> read more](#)

## 61<sup>st</sup> Dornbirn Global Fiber Congress



The following topics are planned for the next Dornbirn Global Fibre Congress (GFC) at the Kulturhaus in Dornbirn on **14 - 16 September 2022**:

Fiber Innovations | Circular Economy & Sustainability & Recycling  
Nonwovens | Smart Surface Modification | Apparel & Sport

[> read more](#)

## 36<sup>th</sup> International Cotton Conference Bremen



Specialists from the worldwide textile supply chain will come together on **September 29<sup>th</sup> and 30<sup>th</sup>** at the bi-annual International Cotton Conference in Bremen. The conference will provide a forum for scientifically founded and practically useful new insights into key issues surrounding cotton production, cotton quality, textile processing, innovative cotton-based products and the chain connecting all.

[> read more](#)

## UPCOMING EVENTS

### August - September

#### [Preview In Seoul \(PIS\) 2022](#)

August 24-26, 2022  
Seoul, South Korea

#### [GFC Dornbirn](#)

September 14-16, 2022  
Dornbirn, Austria

#### [ITMF Annual Conference 2022](#)

September 18-20, 2022  
Davos, Switzerland

#### [NY Home Fashion Market Week](#)

September 19-22, 2022  
New-York, USA

#### [Innovate: Textile Innovation](#)

September 28-29, 2022  
Amsterdam, The Netherlands

#### [36<sup>th</sup> International Cotton Conference Bremen](#)

September 29-30, 2022  
Bremen, Germany

## INTERVIEW

By Madelaine Thomas, WTiN, 29 July, 2022 [View article also [here](#)]

# Textile manufacturers must innovate

Achieving a sustainable textile value chain is an ambitious but essential goal. As global warming continues and pollution intensifies every industry is forced to look internally at how it can play its part in reducing the environmental footprint. As one of the world's largest polluters and as a huge global industry, the role of the textile & apparel value chain in this sustainable transformation cannot be underestimated.



Christian Schindler, ITMF

Christian Schindler, director general of the International Textile Manufacturers Federation (ITMF) recognises this responsibility. When it comes to developing a sustainable textile & apparel value chain, he exclaims three important words: "Innovation, cooperation and regulation."

### Innovation

When it comes to innovation, there are a number of existing companies within the supply chain innovating in exciting ways. However, the ITMF is also supporting start-ups in innovating. For example, at its Annual Conference taking place on 18-20 September 2022, in Davos, Switzerland, the ITMF is running Start-up Sessions. In this part of the event, the organisation is inviting up to six start-up companies to share their innovations and business models. Engaging with start-ups is an effort to learn from each other and to help identify new solutions that turn challenges into opportunities, the ITMF says.

Schindler comments: "Here we get to see new companies that are working with innovation. It is very encouraging to see. Everything is about circularity, recycling, traceability. And of course, digitalisation also plays an important role."

### Digitalisation

Digitalisation has been instrumental in propelling innovation forward since the outbreak of Covid-19. However, it will now become even more important in creating a more sustainable value chain. Schindler says: "Digitalisation is a must, right? For one simple reason: if you don't have data, you don't know what you are doing within your company." The data gathered from digitalisation allows companies to work smarter and more efficiently, hopefully leading to profit increases – and a

more environmentally friendly footprint. For example, Schindler notes: "If you don't know your greenhouse gas emissions, and you don't measure that and have a system in place that you can work with [you can't seek to improve it]. He adds: "This requires investments across the whole value chain."

However, when it comes to digitalisation Schindler notes that technology companies need to cooperate and develop technologies that can be easily integrated with other functions and processes. He says: "What the industry has to think about in the future is not to overwhelm us producers with all the new technology. There's a jungle of products that are offered from smaller and bigger companies and you don't really know where to start."

He adds that, particularly with the current wave of innovation, it can be confusing for companies looking to invest in digitalisation as it can be difficult to know whether technology is compatible with a company's existing systems. And, whether or not they can be implemented and whether, Schindler says, they will still exist in five years' time – with the current rate technology is evolving.

He continues by saying compatibility is a 'big issue across the board'. This, according to Schindler, is where cooperation again comes in. He refers to tech giants Microsoft and Apple which, after many years of competition, agreed to make their programmes compatible with one another. Thus, both companies became stronger once they worked together, rather than against each other.

Despite these complications, companies must start somewhere. Schindler continues: "They can't wait until the final product that everybody is going to use in the future is available. Make your own experience and work your way through. Don't wait too long but get started with small projects and have a learning process."

### Net zero

With the mention of greenhouse gas emissions, it is hoped that digitalisation will help companies within the textile & apparel value chain – particularly textile manufacturers – to achieve 'net zero'. When a company achieves net zero, it means they are completely negating the amount of greenhouse gases they produce. Dr Ashley Holding, in his recent article on WTiN.com (hyperlink: [Apparel from air: Making synthetic materials from GHG](#)) notes: "With a truly carbon negative material, an increase in its production would mean a net lowering of global

*[continues]* carbon emissions." However, currently in the textile & apparel value chain, there has been minimal success with this concept. The industry achieving complete carbon neutrality at this point in time, seems impossible – thought it's still important to try. Schindler says: "It's necessary to work to get as close as possible to net zero."

He adds: "There are so many different stages in the textile industry, starting from fibres. It's very difficult, probably impossible to have everybody agree on one definition of what net zero really means and how to compensate. But one thing is for sure, we have to go for renewables energy and recyclable materials and companies need to do this – and are increasingly – wherever possible."

---

### Financial challenges

---

Like all industries though, the textile & apparel value chain – and its sustainability bid – is facing many challenges. Ultimately, cost drives everything. If a material is more sustainable but costs double the amount and the manufacturer is unable to carry this cost on to the buyer and consequently the end consumer, the switch to the sustainable material will not take place. The same goes for moving to more sustainable manufacturing technologies. If a manufacturer cannot see a return on investment (ROI) within an allotted time period, again the change will not take place (unless legislation dictates it).

The energy crisis is instilling this notion of cost being a key driver. Schindler notes that with this, regulation is of high importance: "When regulation is written all the costs have to be factored in. For example, fossil fuels – carbon price is starting to be tacked on to using fossil fuel energy," he says.

Europe is particularly impacted by the ongoing – and still worsening – energy crisis. Schindler explains: "At the moment, companies, like consumers, are just trying to survive – especially those in Europe where gas prices are highest."

He adds: "At some point, the prices will come down, but the question is whether manufacturers [and other companies in the value chain] can ride out the storm."

And Schindler has seen just how much the energy crisis is impacting manufacturers. He says: "It's affecting companies really badly - especially in Europe, Western Europe, wherever the prices are higher. It's just very difficult for them to pass on these costs. It's hurting them."

Depreciating currency is also negatively impacting many textile manufacturers. For example, Schindler notes, in Turkey – home to many traditional textile manufacturers – the currency is depreciating rapidly, even faster than the European currencies.

Schindler says, as a result: "It's difficult for Western European producers from Spain, Portugal and France, or from North Africa, to compete with these costs."

Aside from the energy crisis, capital remains a barrier to investment in new technologies required to make the textile value chain more sustainable. Schindler says: "There's always a need to invest in new technology but at the moment the need is even more urgent. That's always a problem unless you have deep, deep pockets."

As a result, he continues, many textile manufacturers may find themselves in a difficult position. Especially now with rising interest rates. "It's not getting easier," Schindler adds. "The textile industry wants to invest. Good companies always want to invest in the latest technology. It's not as if they don't want to become more sustainable. In the end, it has to pay off."

However, Schindler notes that manufacturers need to, if financially possible, think about investments as medium or longer-term, rather than expecting short-term ROI – otherwise investment will stall.

He says: "We need a mindset change. If a manufacturer invests in let's say solar panels or wind power, for example, the ROI may not be two years, three years, but maybe five or six years. And if a company doesn't have this perspective, it isn't going to invest."

He adds that some may be too scared to invest because they don't know whether they will still be in business in six years' time. "So, it's not only about availability of funds, sometimes mindset is important, but I think mindset is going to change. It's not a question of whether but when it's changing."

And when this shift does come, mindset must also be open to cooperation. Schindler says: "You can't do everything on your own."

---

### ITMF Annual Conference

---

Cooperation will be an important part of the aforementioned ITMF Annual Conference 2022 in Davos. The theme of the event is Climate Change and a Sustainable Global Textile Value Chain and Swiss Textiles and Swiss Textile Machinery are co-hosts.

A strategic event rather than technical, Schindler explains what makes it unique is that it covers the whole of the textile value chain: "It will cover from fibres to the brands, retailers, machinery, people, chemicals and, of course, the textile manufacturers themselves."

For more information on the conference visit [Annual Conference 2022](#).

**Have your say. Tweet and follow WTIN @WTiNcomment**