

Shaping the Future Together

08:45 ● Welcome & Opening Speech

09:15 SEQUENCE 1 — ECONOMIC OUTLOOK & FIBRE INNOVATION CHALLENGES

- **Tax Policies and Trade Barriers: impacts on the Flax-Linen Industry?**
EXPERT KEYNOTE Marco FUGAZZA, *Economist at the United Nations Conference on Trade and Development [UNCTAD]*
- **Flax-Linen and Hemp Observatory: Key Figures**
- **Unleashing the Growth Potential of Masters of FLAX FIBRE™**
- **ROUNDTABLE** Toward a Masters of FLAX FIBRE™ standard with «Flax Description Project»

10:45 ● Break

11:30 SEQUENCE 2 — ECONOMICS OUTLOOK, TEXTILE & FASHION OPPORTUNITIES

- **Linen in India: Market Insights, Key Data & Growths Challenges by LMA**
- **Linen in China: Market Insights, Key Data & Growths Challenges by CBLFTA**
- **Linen on the Catwalks: A new era(s) for Linen**
EXPERT KEYNOTE Alexandra VAN HOUTTE, *Founder & CEO TAGWALK*
- **Consumers Expectations & Brands' perspectives**

12:45 ● Official Photo Group

● Lunch

14:30 SEQUENCE 3 — PREFERRED FIBRES: THE NEW CHALLENGES

- **Flax-Linen Certifications: The Key to Market Trust and Access**
- **Digital innovation**
EXPERT KEYNOTE Amit GAUTAM, *CEO & Founder of TextileGenesis™*
- **Hemp Textile: Opportunities & Creative Territories in Fashion & Lifestyle**

15:30

SEQUENCE 4 — COLLECTIVE SOLUTIONS



OPEN CONVERSATION

Different Views, Shared Goals: Collective Solutions for a Sustainable Future



Empowering the Next Generation

— Designers

— Kick Off: LINEN YOUNG LEADERS

16:30



Together: Closing Happening

17:00 to 19:00

MEET & CONNECT:



Certification & Traceability with team of **TextileGenesis & Bureau Veritas**



Flax Fibres Description with teams of **Alliance & Arvalis**