

The Bangladesh Fashionology Summit, now at its 2nd edition, and the 10th edition of the Bangladesh Denim Expo bring to the table new possibilities for apparel industry.

Two successful events made in Bangladesh where fashion and innovation have, once more, come together to champion change and foster sustainability.

Bangladesh has a mission: to fetch its share in the global 130 billion dollars market of smart apparel by 2025. To reach this goal, the country aims to foster modern, innovative, technology-driven apparel manufacturing and to constantly engage in supply chain conversations.

A fitting stage for these conversations was the 2nd **Bangladesh Fashionology Summit** that took place on day 1 of the Bangladesh Denim Expo – held on **02-03 May 2019** at the **International Convention City Bashundhara**. This was a platform for thinkers, innovators, experts, educators to share innovative ideas on this edition's main theme: **"Digitalization – the Next Destination"**. Sessions were provided to learn more on how innovation, specifically digitalization, fits in the world of the fashion industry.

Further to an increase in cost of production, the industry is even more compelled to focusing on finding added value for products. Here is where the smart clothing market comes in, an opportunity on which a thriving community of thinkers will commit to lead the "current-generation" garment production into the "next-generation" apparel manufacturing by using latest digital technology.

The Summit has also provided a **Tech Innovation Zone (Tech Innovators: Trustrace, Shimmy Technologies, Infinited Fiber, Seachange Technologies, Reverse Resource) in collaboration with Fashion For Good**, a platform for innovators to meet with the other components of the eco system, and an **Exhibition Zone (Exhibitors: Pivot88, Lectra, Sindabad.com, Pacific Associates, Earlycavehuman, Foursource Group GmbH, A2i-Access to Information, GoBlu, Rudholm Group, QuizRR, BRAC, SNV, SR Asia, Swiss Contact)** for companies to showcase their latest innovations, paying special attention to information sharing.

Five learning sessions – dealt with by **41 speakers from 13 countries** – explored the many ways technology can support the fashion industry, specifically:

- Digitalization of supply chain – to cut costs and reduce lead times
- Transparency in global supply chain
- Innovation in the era of the fourth industrial revolution
- Technology for decent work and environment
- Policy dialogue on future skills development

Topping it all off was a **Digital Tech Runway Show** curated by **LABELED BY** – featuring the first time ever tech outfit made in Bangladesh – where smart wearable by world's renowned fashion tech designers were showcased.

"The shift from producing basic to smart clothing will not be so easy and it has to be done gradually with proper planning and preparation. The objective of the **Bangladesh Fashionology Summit** is to facilitate the shift" said **Mr. Mostafiz Uddin, Founder and CEO of Bangladesh Apparel Exchange (BAE)**.

The event turned out to be the ultimate platform for the discovery of new business opportunities, learning upcoming business rules and providing inspiration for possible steps into the future.

Bangladesh Denim Expo

The 10th edition of the Bangladesh Denim Expo has come to an end, having quenched the thirst for knowledge that the participants had arrived with, whilst providing endless possibilities of networking. The expo set to create a space where **63 exhibitors from 11 countries** represented the very best from the local and international denim community.

Considering the times we live in, this year's theme, **circularity**, was extremely important as it tackles an ongoing issue that the fashion industry, especially, must confront in order to create a new scenario where **environmental impact is reduced to a minimum**.

The Bangladesh Denim Expo calls for a **circular business model** that can only be achieved by instigating change in the whole process of the supply chain, from design to production to communication, in other words, throughout the product life cycle.

"We are living in a world where the apparel industry generates a great amount of garments which can be recycled or reused" said Mr. **Mostafiz Uddin, Founder and CEO of Bangladesh Apparel Exchange and Bangladesh Denim Expo**. "Circularity has been emphasized in this edition of the expo because it is the right way to a sustainable future."

Agenda

The expo provided a 2-day packed event that included informative seminars, stimulating workshops and engaging round table discussions on circularity. Here is the full schedule:

DAY-1: 2nd May 2019

Seminar: 1 | **THE LYCRA COMPANY SUSTAINABILITY AGENDA**

Ms. Rebecca Li, Commercial Director for Rest of Asia of The Lycra Company

Seminar: 2 | **WHITE & GREEN**

Mr. Marco Nava, Global Sales Director, Garmon Kemin Group

Panel Discussion: **CIRCULARITY: WHAT IT MEANS FOR THE BANGLADESH RMG INDUSTRY, THEIR CUSTOMERS AND END CONSUMER.**

Distinguished Panellists:

Mr. Anwar-ul-Alam Chowdhury (Parvez), Chairman of Evinco Group & President of BCI.

Mr. Arshad Jamal (Dipu), Chairman of Tusuka Group & Vice President, BGMEA.

Mr. Jacob Kahl Jepsen, Head of Trade Section/ Commercial Counsellor, Embassy of Denmark in Bangladesh.

Mr. Sharif Zahir, Managing Director of Ananta Group & Director, BGMEA.

Ms. Sabine Kühnl, Chief-in-Editor of Sportswear International.

Mr. Tanveer Ahmed, Chairman of Elegant Group.

Mr. Ziaur Rahman, Woven Supply Chain Manager of H&M.

DAY-2: 3rd May 2019

Seminar: 4 | **CIRCULARITY IN JEANS FINISHING. UTOPIA OR REALITY?**

Mr. Jordi Juani, Division Director Asia of Jeanologia SL.

Seminar: 5 | **RECYCLING IN DENIM INDUSTRY**

Mr. Besim Ozek, Strategy & Business Development Director of Bossa T. A. S.

Seminar: 6 | **THE MEASURE OF TRANSPARENCY**

Ms. Alice Tonello, R&D Director of Tonello SRL

Panel Discussion: **INNOVATION AIDS CIRCULARITY: WHAT ADVANCES SHOULD THE BANGLADESH RMG INDUSTRY EMBRACE TO DEVELOP A CIRCULAR ECONOMY?**

Distinguished Panellists:

Khalilur Rahman, Country Manager, Groupe Carrefour.

Mr. Miran Ali, Managing Director, Bitopi Group & Director, BGMEA.

Mr. Syed M Tanvir, Director of Pacific Jeans Limited.

Mr. Syed Nurul Islam, Chairman & CEO of Well Group.

Ms. Sabine Kühnl, Chief-In-Editor of Sportswear International.

Mr. Shovon Islam (Shawn), Managing Director of Sparrow Group.

Ms. Mahjabeen quader, senior policy advisor of the economic affairs and CSR team of the Netherlands embassy.

Denim was certainly in the spotlight in many of the seminars that had as their focus the **binomial denim-circularity**. Additionally, the traditional indigo fabric was the center of attention of live demonstrations on how to machine & hand repair jeans, transforming them into works of art.

About BANGLADESH DENIM EXPO

Bangladesh Denim Expo is a non-profit, non-governmental organization, specifically established to act as a hub where key denim industry players can congregate and share their passion for denim. Launched in November 2014 by the visionary idea of Md. Mostafiz Uddin to create an international cutting-edge denim community in Bangladesh, the Expo takes place two times each year and has shown an incredible and constant increase in numbers since then.

Visitors have increased from 2,601 the first year to 5,540 registered for the 9th edition (November 2018). Participating companies have increased from 843 the first year to 1,018 in the 9th edition (November 2018).

Constant updates on exhibitors and events on:

BDEXPO official FACEBOOK PAGE: <https://it-it.facebook.com/bangladeshdenimexpo/>