

LINGERIE INDUSTRY FORUM IN LATVIA

25 - 28 November, 2015

Liepāja Concert Hall "Great Amber" Radio street 8, Liepāja



25th November

Arrival in Riga International Airport

Check in at the hotel *Tallink Hotel Riga* (Elizabetes 24, Rīga)

12:30 Departure from the hotel to factory visits (*transport arranged by LIAA*)

13:00-15:00 **Visits to lingerie manufacturing sites in Riga** (*guests are split in 2 groups*)

13:00-14:00 New Rosme

13:00-14:00 Amoralle

14:00-15:00 Amoralle

14:00-15:00 New Rosme

15:00 Return to hotel (*transport arranged by LIAA*)

26th November (Brand building, retail, networking)

8:00 Departure to Liepāja (*transport arranged by LIAA*)

12:00 Lunch hosted by Liepāja City Council at Restaurant *Upe* (Lielā iela 11, Liepāja)

13:30 Check in at the hotel *Europa City Amrita* (Rīgas 7/9, Liepāja)

14:15 Departure to Liepāja Concert Hall GREAT AMBER (*transport arranged by LIAA*)

14:30-15:00 Registration, coffee

15:00-15:20 **Opening of the conference**

Mr. Uldis Sesks, Chairman of Liepāja City Council

Mr. Andris Ozols, Director of Investment and Development Agency of Latvia

Moderator Dīvs Reiznieks

15:20-15:40 **Insight into lingerie industry in Latvia**

Mr. Jurijs Hadarovičs, Chairman of the Board of Association of Latvian Lingerie Manufacturers

15:40-16:20 **Overview of different markets: market leaders and market opportunities**

Keynote speech by Ms. Francesca Spinetta, Co-owner and Editorial Director of INTIMA magazines

16:20-16:50 **Lingerie market in Russia - current situation and future prospects**

Mr. Mikhail Uvarov, CEO of the publishing *БИК МЕДИА ГРУП*, editor in chief of *БИК МЕДИА ГРУП*,

President of the Association for support of manufacturers and retailers of underwear and pantyhose

16:50-17:10 Coffee Break

17:10-17:40 **How to make your brand successful in Western markets and how to attract agents**

Mr. Anton Dell, Founder & CEO of The ANTON DELL Fashion Consultancy

17:40-18:10 **Technical design innovations in intimate apparel/identifying future business for Latvian lingerie companies**

Mr. David Morris, Technical Design Innovations in Intimate Apparel, IA Technical magazine, www.iatechnical.com

18:10-18:50 **Style has no size especially with a help of fitting lingerie - the view of stylist and blogger
The role of social media in brand building: power of a blogger**

Ms. Edith Dohmen, fashion blogger and stylist, www.stylehasnosize.com

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- 18:50-19:20 **Challenges to the UK Lingerie market as a manufacturer or a brand**
Mr. Jonathan Jacobs, Owner of the Jon Jacobs Consulting
- 19:20-19:30 **Eurovet: trade shows connecting international talents to identify new keys and places for business growth, inspire enthusiasm and rebuild confidence worldwide**
Ms. Maria Peterson, EUROVET Sales Manager
- 19:30-19:50 Coffee Break
- 19:50-22:30 **Lingerie catwalk**, drinks and fingerfood, music
Venue: Concert Hall GREAT AMBER, hall "Civita Nova" (6th floor)
- 22:30 Return to hotel (*transport arranged by LIAA*)

27th November (Production, Networking)

- 8:15 Departure from the hotel to factory visits (*transport arranged by LIAA*)
Participants leaving Liepāja on the evening of 27th November should take their luggage upon leaving the hotel
- 08:30-12:30 **Factory visits** (*guests are split in 2 groups*)
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|-------------|----------------|-------------|----------------|
| 8:30-9:20 | Lauma Fabrics | 8:30-9:20 | Orhideja |
| 9:30-10:20 | Lauma Lingerie | 9:30-10:20 | V.O.V.A. |
| 10:30-11:20 | V.O.V.A. | 10:30-11:20 | Lauma Fabrics |
| 11:30-12:20 | Orhideja | 11:30-12:20 | Lauma Lingerie |
- 13:00-18:00 **Networking session with Latvian brands, lingerie producers, lunch, coffee**
Translation is not provided
- 18:00 Departure to Riga or return to hotel in Liepāja (*transport arranged by LIAA*)

28th November

- 9:00-10:30 Excursion in Liepāja City
- 11:00 Departure to Riga, Riga International Airport (*transport arranged by LIAA*)

Intima

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информационно-деловой портал

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EIROPAS SAVIENĪBA