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Planet Textiles – NEW sustainability event, Hong Kong 2010

Planet Textiles is a new international event on eco-textiles that will be launched in Hong Kong alongside the Interstoff Asia Essential fabric exhibition that aims to address the very latest issues on sustainability throughout the textiles and clothing supply chain.

Taking place at the Hong Kong Convention and Exhibition Centre on 18 March 2010, the theme of the first event is 'Changing the Culture – Placing Sustainability at the Heart of the Organisation.' Planet Textiles is jointly owned and organised by the publisher of Ecotextile News, Messe Frankfurt and The Society of Dyers and Colourists (SDC) and aims to move annually to different locations around the globe in conjunction with Messe Frankfurt exhibitions.

"We are delighted to announce the launch of Planet Textiles", said Tracy Cochrane, Marketing Director of the Society of Dyers and Colourists. "This new international event is dedicated to improving the environmental and social impact of the global textile and clothing supply chain. It is already being supported by leading industry organisations and international clothing retailers."

What makes Planet Textiles unique is that the first edition of the event runs alongside Interstoff Asia Essential (17–19 March 2010), the leading trade show for eco-textiles and functional fabrics in Asia. Delegates can listen to the presentations, join in the discussion, and at the same time visit around 200 textile manufacturers, most of them offering sustainable textiles, which are identified with Messe Frankfurt's eco-textile labelling system – a tiered colour coded scheme featuring green, brown, blue and silver labels fabric labels which are backed up with the relevant certification.

No other conference or sustainability conference offers this unique platform which allows delegates to also visit a major established textile trade event at the same time.

Highlights of Planet Textiles include: keynote presentations on corporate social responsibility and sustainability in textiles from leading industry retailers and brands; case studies from manufacturers and retailers – what are the realities of implementing sustainability? This will be followed by a networking reception to give delegates the chance to network and meet key speakers in person.

Planet Textiles will also offers delegates an opportunity to learn from best practice and pick up practical advice with a focus on the positive environmental developments and changes in the textile industry.

Wendy Wen, Director of Trade Fairs, Messe Frankfurt HK Co Ltd explained, "The idea of Planet Textiles is to back up the increasing environmental focus of our apparel fabric exhibitions with a first class conference on sustainability. The event will outline the most recent hot topics on eco-textiles with presentations from leading industry speakers and offer practical advice to the industry."

Booking opens soon. For further information on booking and sponsorship, and to join the Planet Textiles mailing list, please visit www.planet-textiles.com, or email info@planet-textiles.com.

Notes to editors:

Description of SDC

SDC is a member-based charity located in Bradford, England. Since its beginnings in 1884 it has been active in developing understanding of colour and how colour is applied in industry. Nowadays it is involved in a range of activities, including promoting colour education, the professional status of the colourist, developing new ideas and testing procedures for the industry, communicating information on colour through publications and events. It's members – over 2000 in 60 countries – are working in areas such as dye and pigment production and application, research, education, and in both service industries and the retail sector. Recently, SDC included the concept of sustainability in the Society's statutes.

Description of Mowbray Communications Ltd (MCL)

MCL is the UK-based publisher of high-quality magazines, newsletters, guidebooks and online news portals for the global textile industry. Founded in 2004 MCL currently publishes Ecotextile News, Knitting Trade Journal, The Textile Dyer, EcoComposites and the annual Eco-Textile Labelling Guide (supported by Messe Frankfurt). In Spring 2009 MCL and Messe Frankfurt co-organised the Ecotextile Asia Panel Discussion on "Can Sustainability Survive the Global Credit Crunch?" joined by major international brands and retailers.

Description of Messe Frankfurt

Messe Frankfurt is Germany's leading trade fair organiser, with 424 million euros in sales in 2009* and more than 1,500 employees worldwide. The Messe Frankfurt Group has a global network of 28 subsidiaries, five branch offices and 52 international Sales Partners, giving it a presence for its customers in more than 150 countries. Events "made by Messe Frankfurt" take place at more than 30 locations around the globe. In 2009*, Messe Frankfurt organised more than 90 trade fairs, of which more than half took place outside Germany.

Messe Frankfurt's exhibition grounds, featuring 578,000 square metres, are currently home to ten exhibition halls and an adjacent Congress Center. The company is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at: www.messefrankfurt.com

* *preliminary numbers (2009)*