You are cordially invited to

**Spring 2015**

**Talking Trade @ FIT**

**Ethiopia’s Strategy for Harnessing Supply Chain Textile Opportunities in East Africa**

*In partnership with US Department of Commerce and US Commercial Service in Ethiopia*

Friday, 27 February, 2015
10:30 a.m. - 12:00 p.m.
John E. Reeves Great Hall, Marvin Feldman Center, 27th St. between 7th and 8th Avenues or online at fitnyc.edu/itm

**Moderator:** Prof. Josh Green, Chief Executive Officer and Co-Founder, Paniva and ITM Advisory Board member

**Panelists:**
- Mr. William McRaith, Chief Supply Chain Officer, PVH Corp.
- Hon. Patricia M. Haslach, US Ambassador to Ethiopia
- Liya Kebede, Model and Proprietor of Lemlem (invited)

The panelists will explore success tools for doing business in Ethiopia, focusing on supply chain and logistics strategies for the textile industry. The panel will highlight innovative branding, partnership, and trade promotion techniques for doing business in Ethiopia. A panel of distinguished speakers will discuss how duty considerations drive fabric development, garment and shoe design/construction, and increase the profitability of fashion companies.

**New Era of Global Sourcing**

*In partnership with Sourcing Journal Online*

Thursday, 23 April, 2015
6:30 p.m. - 8:30 p.m.
Morris and Fannie B. Half Auditorium, 2nd Floor, Marvin Feldman Center, 27th St. and 8th Avenue or online at fitnyc.edu/itm

**Speaker:** Ms. Karen Murray, President of Sportswear Coalition; VF Corp, Nautica, Kipling and John Varvatos

As the fashion business evolves into a more global and mobile business, so too are the skill sets required to keep the more than one trillion dollar industry moving forward with innovation and newness. The Future of Fashion, presented by Fashion Institute of Technology’s Library & Department of International Trade and Marketing and Sourcing Journal is an evening dedicated to shining a spotlight on the vast opportunities that extend beyond the runway available to the next generation of fashion leaders.

**China’s Super Consumers: Changing China, Changing the World**

*In partnership with the New York District Export Council at World Trade Week*

Wednesday, 6 May, 2015
3:30 p.m. - 5:00 p.m.
Katie Murphy Amphitheater, Pomerantz Center, D405. Attend online at fitnyc.edu/itm

**Master of Ceremonies:** Thomas Pollak, President, Tally-Ho Creations, Pollak Import/Export Corp. and ITM Advisory Board member

**Speaker:** Mr. Michael A. Zakkour, Principal, Technomic Asia, a Tompkins Company and co-author of book, China’s Super Consumers

Our distinguished speaker will discuss how marketing to China has been transformed, how China’s consumers themselves are influencing marketing around the world, and how companies can enhance their sales and exports to the burgeoning Chinese market.

All events will be available for attendance in person or online at www.FITnyc.edu/ITM
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Laura Jones, founder of United States Association of Importers of Textile and Apparel
Frank X. Kelly, Kelly & Associates
Paul Magel, Computer Generated Solutions
Alice L. “Bonnie” Mairs, formerly with International YMCA
Phil Marsom, VF Corporation
William McRaith, PVH Corp.
Kate McShane, Citigroup Global Markets Inc.
Dwight Meyer, formerly with The Warnaco Group Inc.
Abby Parsonnet, FTI Consulting
Robert Chin Quee, OHL International
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