



# BE COMPETITIVE IN THE NEW GLOBAL ORDER

INTERNATIONAL  
CONFERENCE

6<sup>TH</sup> EURATEX CONVENTION

---

3 OCTOBER 2017  
**PORTO PORTUGAL**

## CONFERENCE SPEAKERS' BIO

Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



**BE COMPETITIVE  
IN THE NEW  
GLOBAL ORDER**

INTERNATIONAL CONFERENCE  
6<sup>th</sup> EURATEX CONVENTION  
3 OCTOBER 2017  
PORTO PORTUGAL

## OPENING AND WELCOME SESSION

### Paulo Melo

He is 53 years old and was raised in Brito, Guimarães, Portugal. He graduated in Economics at “Universidade Portucalense”, in Oporto in 1989.

Since 1990 he works at “Indústrias Têxteis Somelos, SA.” a textile group in North of Portugal.

He is member of the Board at Somelos Mix, Somelos Tecidos, Somelos Acabamentos, Somelos SGPS, and Fabricgate.

Somelos Group is composed by an universe of 13 companies, is one of the most reputed and important textile group in Europe and worldwide which acts in the segments of spinning, weaving, dyeing and finishing, as well in construction and services on the area of industrial and energy production.

In 1997 – Specialization in cotton classification and marketing according universal cotton standards in middle and long staples in USA.

Since 2016 he is President of “ATP – Portuguese Textile and Clothing Association”, and was its Vice-President since 2009.



### Fernando Freire de Sousa

Born in Porto, Fernando Freire de Sousa holds a PhD in International Economic Relations from the University of Porto and a PhD in Sciences Économiques from the University of Paris I - Sorbonne.

European-wide expert and consultant in internationalization and international management, with various academic and professional positions, both in university teaching and in business management.

President of Norte Portugal Regional Coordination and Development Commission (CCDR-N) since July 2016.

He was also Secretary of State for Competitiveness and Internationalization (1996/97).



### Manuel Caldeira Cabral

Born in Lisbon in 1968.

He is member of the Assembly of the Republic elected by Braga district since October 2015.

He is Professor of Economy in Universidade do Minho since 2004.

He is columnist in Jornal de Negócios since 2007.

He represented the Socialist Party during the negotiation process of European Union financial funds («Portugal 2020») in 2013 and 2014.

He was an invited researcher in World Bank Department of Commerce Investigation and Economic Integration, in Washington, in 2012.

He was economic advisor of the Minister of State and Finance between 2009 and 2011 and economic advisor of the Minister of Economy and Innovation in 2009.

He was member of the Council for the Promotion of Internationalization (2010 and 2011) and of the Coordination Network for the Strategy Europe 2020 (2010 and 2011).

He was appraiser of the Open Budget Questionnaire of Timor Leste (2010, 2011, 2012 and 2013) for International Budget Partnership.

He is Minister of Economy since November 2015.



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



**BE COMPETITIVE  
IN THE NEW  
GLOBAL ORDER**

INTERNATIONAL CONFERENCE  
6<sup>th</sup> EURATEX CONVENTION  
3 OCTOBER 2017  
PORTO PORTUGAL

## PORTUGUESE TEXTILE AND CLOTHING: AN INDUSTRY IN RECOVERY

### Paulo Vaz

Born in Bragança (Portugal), on the 7th March 1962.

Degree in Law at Oporto's Catholic University and post-graduation in Administration and Business (PDE) by AESE / IESE.

Is the General Director of ATP (Textile and Clothing Association of Portugal) since 2003 and before that he was the Secretary-General and General Director of APIM (Portuguese Knitwear Association), since 1988. Formerly he was journalist, lawyer and companies' manager. At present, besides being the General-Director of ATP, he is Vice-President of "Selectiva Moda Association" (organization of international fairs, Board Member of "Fundação AEP". and Board Member of "AGAVI – Promotion of National Gastronomy, Wines, Regional Products and Biodiversity".

He is editor of "T Journal".

He is also auditor of the National Defence. PhD Student at Universidade do Minho.

Speaker in several seminars, across the globe and is the author of the books "Dressing the Future" (Macro tendencies in the Textile and Clothing Industry), "One Contribution for a Strategic Plan for the Portuguese Textile and Clothing Industry" (2002, 2007 and 2014 editions), "Does Tradition have a Future? – The Portuguese Textile and Clothing Sector on a Development Change Paradigm", "20 Years of Textile Associativism – Building a Strategic Speech for Textile and Clothing Industry" (2009) and "Dressing the Future" (2010, an edition dedicated this time to microtrends in fashion business). Last book "The Crisis after the Crisis", dated September 2013 is about the Financial Crisis that affected Portugal 2011-2013.

Was the founder and is the coordinator of the "Textile Industry's Forum", national conference on the Textile Sector's prospective, which is one of the most important in Europe.



## THE EU TEXTILE & CLOTHING INDUSTRY NEW COMPETITIVE PATH

### Klaus Huneke

Klaus Huneke, President of EURATEX (2017-2018) has an extensive international experience in the textile industry. He made a remarkable career at Heimbach, a large technical textiles producer in Germany. Having started his path as an engineer in the petrochemical industry, in '90s he joined Heimbach where he was a CEO until his retirement. Mr. Huneke has been engaged in numerous actions aimed to advance German industry, especially been the Vice-President of the German textile employer's association since April 2000. Klaus Huneke has also been actively involved in representation of textile and clothing industry at the European level, acting as a Board Member since 2013 and Vice-President Treasurer of EURATEX (2015-2016).



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



**1<sup>st</sup> SESSION**

**THE (NON) COMPETITIVENESS OF THE EUROPEAN UNION; FACTS; CAUSES; AND SOLUTIONS**

**Jorge Vasconcellos e Sá**

Besides two undergraduate degrees one in Economics and one in Business Administration and a graduate degree in Macroeconomics, Jorge Sá has a master's degree from the Peter F. Drucker Graduate School of Management in California, where he studied with Peter Drucker (who offered letters of recommendation and endorsements for his books), and a doctorate (PhD) in Business Administration, from Columbia University, in New York, where he was a student, research and teaching assistant. He finished first in his class and always in the Dean's list.

Awarded the Jean Monnet Chair by the Jean Monnet Foundation at Brussels (the highest European academic award), with several distinctions including Fulbright fellowships, Beta, Gamma, Sigma, etc., Jorge Sá is currently a professor at the University of Lisbon, Swiss Business School (Zurich) and at AESE/IESE of Barcelona.

He published twenty three books in twelve languages and have received endorsements, among others, from Peter F. Drucker, Cecily Drucker, Philip Kotler, Al Ries (author of the bestsellers Marketing Warfare and Positioning), Don Hambrick (Professor at Columbia University and at The Pennsylvania State University), Karl Moore (Professor at Oxford and McGill University), Luiz Moutinho (Professor at Glasgow University), Peter Starbuck (President of the London Drucker Society), etc.

Addressed conferences and gave seminars at several international universities and institutions including TED USA (<https://youtu.be/S0kjPVi1Fts>), Drucker School, London Business School, IESE, Glasgow Business School, ESSEC (France), ESSAM (European Consortium of Business Schools), Oxford, Manchester Business School, George Washington University, University of São Paulo School of Economics, Institute of Experimental and Technological Biology, Liberty Forum (Brazil), University Jorge Amado, American Chamber of Commerce Luxembourg, Foundation Idea/Chamber of Commerce Luxembourg, European Centre For International Political Economy, Timbro, European Commission, Marketing Institute Estonia, etc. He also addressed conferences and presented articles in several academic meetings, namely Academy of Management, Western Economic Association, Peter Drucker Society of Europe, etc.

He has also worked as private consultant, has been a non-executive director or has taught in the executive programmes of multinational companies such as: Coca-Cola, SHELL, Unisys, IBM, Price Waterhouse, Klynveld Peat Main Goerdeler, Glaxo, British Petroleum – BP, Dun & Bradstreet, Deloitte & Touche, Makro (Metro group), Système U, I.F.A, Intermarché, Mini Prix Bonjours, Accenture, Watson Wyatt, Cap Gemini, Cesce, Scottish & Newcastle, Sara Lee, Microsoft, Total, Johnson & Johnson, Pfizer, Logica, Indra, Grandvision, Jafep, Euler Hermes, Cosc, Pestana Group Hotels, Tivoli Hotels & Resorts, Millennium Bank, Julius Baer, SGG, Henkel, Abencys, Broadbill, Volkswagen Group, McDonald's, MiTek, United Steel Products, Base Group, UnitedHealthcare, Inapa, Vodafone, etc. That, besides all companies where his office (Vasconcellos e Sá Associates) acted as advisor in M&A operations.



**Vital Moreira**

Born in 1944, Vital Moreira is full professor at the University of Coimbra (Portugal), where he got his degree in Law, as well as the master's degree, PhD and aggregation in Public Law. He is also professor at the Universidade Lusíada/Norte since 2015.

He has lectured or held conferences in several universities abroad, both in Europe and elsewhere, particularly in Brazil.

Prof. Moreira is chairman of the Research Centre for Public Law and Regulation and deputy chairman of Jus Gentium Conimbrigae - Human Rights Centre at the University of Coimbra; he is co-coordinator of the post-graduate course on Human rights and of the post-graduate course in Public Regulation at the same University.

He was also involved several times in the political sphere: member of the Constituent Assembly (1975-76), member of the Portuguese Parliament in two occasions (1976-82 and 1996-97), member of the European Parliament (2009-2014). He chaired also the official committee for the preparation of the 1st Centenary of the Portuguese Republic (1910-2010) and wrote its report to the Government (2008).

He has published extensively on Public Law and other topics.



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



**BE COMPETITIVE  
IN THE NEW  
GLOBAL ORDER**

INTERNATIONAL CONFERENCE  
6<sup>th</sup> EURATEX CONVENTION  
3 OCTOBER 2017  
PORTO PORTUGAL

#### **Gonçalo Lobo Xavier**

Adviser of the Board at AIMMAP – Association of Portuguese Metallurgical, Mechanical Engineering and Similar Industrial Companies, since January 2013. Previous: Executive Director of RECET- the Portuguese Technological Centres Network. He has a long term experience in managing R&D+i international projects with partners especially from Spain, France.

He is a designated member by CIP – Industrial Portuguese Confederation for the RESEARCH & TECHNOLOGICAL INNOVATION WORKING GROUP at BusinessEurope.

Lobo Xavier is a Group I member appointed by CIP at the EESC – European Economic and Social Committee since 2011 and is interested in Employment, Social Affairs; Single Market, Industrial Production; R&D+innovation issues.

He is also “National Delegate for Innovation on SME’s and Risk Finance for the Horizon 2020 programme”.



#### **Robert Antoshak**

He has more than 30 years of experience in the fiber and textile industries. He has held executive positions with the Fiber Economics Bureau as editor of the Fiber Organon, American Fiber Manufacturers Association as Director of International Trade, American Textile Manufacturers as Associate Director of International Trade, Trade Resources, Inc., as President, Werner International as Vice President. Most recently Mr. Antoshak was Managing Director of the Fibers & Textiles Division of INTL-FCStone, LLC.

Currently, as Managing Director of Olah Inc., Mr. Antoshak supervises the firm’s global cotton marketing and consulting programs. Widely published, Mr. Antoshak is a regular contributor to just-style.com.

In addition to an extensive background in marketing, mergers & acquisitions, sourcing, information services, and strategic planning, Mr. Antoshak has strong experience in trade negotiations and worked as an FBI-cleared industry advisor to the U.S. government on numerous bilateral quota trade agreements, NAFTA, the MFA and the WTO.



#### **Francesco Marchi**

He is of Italian nationality. He has a Master’s degree in Economics from the Catholic University of Louvain (Belgium). He began his professional career as Marketing Researcher and Assistant Product Manager in 1983 in, one of the three largest Belgian textile groups.

From 1989 he was Senior Economist for Comitextil (Coordination Committee for the EC textile industries) and joined EURATEX (the European Apparel and Textile Confederation) in 1996 as Director of the Economic Affairs responsible for the trade and economic department and was also appointed as the representative of the Clothing and the Knitting industries interests within the EURATEX body.

He took over the position of Director General of EURATEX in May 2009 and is, among others, active in the field of social and education (skills development) activities and managed number of projects related to capacity building, CSR or the Textile, Clothing and Leather Skills Council setting-up.

He is also Board member of the: International Apparel Federation (IAF); European Technology Platform for the Future of Textiles and Clothing; Textile-Clothing-Leather-Footwear European Skills Council; Centre d’Information Textile-Habillement (CITH); Advisory Board of Texprocess Fair (Messe Frankfurt). He is member of the Alliance for a Competitive European Industry.



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional





**BE COMPETITIVE  
IN THE NEW  
GLOBAL ORDER**

INTERNATIONAL CONFERENCE  
6<sup>th</sup> EURATEX CONVENTION  
3 OCTOBER 2017  
PORTO PORTUGAL

## 2<sup>nd</sup> SESSION

### INDUSTRIAL COMPETITIVENESS IN THE INNOVATION AND TECHNOLOGY PARADIGM

#### Braz Costa

Born in Portugal in 1962, António Braz dos Santos Costa graduated in Mechanical Engineering from the University of Minho in 1989 and in Advanced Public Management from the National Institute of Administration in 2008.

Since January 2000, he works as General Manager at CITEVE – Portuguese Technological Centre for Textile and Clothing Industries. CITEVE is a European reference institute that provides technological support and services to companies acting in the textile and clothing business. Product design and development, prototyping, testing and applied R&D oriented to innovative applications are included in its service portfolio that also includes consultancy, training and fashion intelligence.

Braz Costa lead the creation in 2003 and, since April 2012, is the CEO at CeNTI – Centre of Nanotechnology and Smart Materials. CeNTI is a research institute specialized in nanotechnology, functional materials, smart materials, printed electronics and additive technologies applied to several sectors, mainly developing solutions for Automotive & Aeronautics, Architecture & Construction and Health, Security & Wellbeing.

He is President of Textranet, the European Network of Textile Research Organizations, since 2010. Also Vice President of Textile ETP, European Technological Platform for the future of Textiles and Clothing since 2013. Between 2001 y 2016, Braz Costa was the president of AFTEBI – Technological School for post-secondary technology based courses. Between 2007 and 2015 Braz Costa was President and Board Member at CEiiA – Centre of Excellence and Innovation for the Automotive and Aeronautics Industries, as well as leader of the Portuguese Mobility Cluster steering committee. Between 2005 and 2009 Braz Costa was Board Member at IAPMEI (Portuguese Public Agency for Competitiveness and Innovation) specialized in innovation areas.



#### Hélder Rosendo

Graduated in Textile Engineering, at Beira Interior University, Portugal; Specialization degree in fibre processing technology, at the École Nationale Supérieure des Industries Textiles de Mulhouse (ENSITM), Haute Alsace University in France; Innovation and Industrial Property Management Executive Programme, at WIPO (Genève);

Presently General Manager of P&R Têxteis, a Competition Sports Apparel Developer & Manufacturer; Former Vice General Manager of CITEVE - Technological Centre for the Textile & Clothing Industries of Portugal with responsibilities as Business Development Manager and CRM Manager between 2009-2015 and as General Manager between 2005 – 2008; Project manager of several national and International R&D projects; Team Manager on several industrial projects; Member of the European High Level Group For The Textile & Clothing Sector; Member of The High Level Group of the Portuguese Textile & fashion Cluster; Former Co-leader of the working group on Research & Technological Development of the EUROMED DIALOGUE ON TEXTILES & CLOTHING; Former Chairman of the Textile Innovation panel within the EUROPE INNOVA initiative; Member on the Thematic Expert Group (TEG) on Novel Special Fibres and Fibre Composites for Innovative Textile Products of the European Technology Platform on Textiles & Clothing; ISPO Textrend Forum Jury member between 2012 and 2015; Former iTechStyle Innovation Business Forum Coordinator; Former President of RECET - The Portuguese Association of Technological Centres.



#### Christian Dalsgaard

Christian Dalsgaard, Founder and CTO at Ohmatex ApS in Denmark will discuss how micro-electronics and textile technologies can be merged into products that are suitable for the high-end market within wearables. Ohmatex ApS is one of the few companies that has demonstrated a successful business approach to this segment that, despite many predictions to the contrary, is still in its infancy. This is caused, not least, by a lack of understanding of the complexity of manufacturing these textiles, washability issues and cost. This debate will explore innovation processes that support a true cross-sectional supply chain development.



#### Mário Jorge Machado

Born on 05.06.1962.

Degree in Polymer Engineering at University of Minho and post-graduation in Administration and Business (PDE) by AESE/IESE.

Is president of the board of Adalberto Estampados and entrepreneur in textile business.

Vice president of ATP (textile and Clothing Association of Portugal).

Large experience in textile industry where the technology and the innovation assumed a key role in the competitiveness.



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



## IMPROVE OR DISRUPT, WHICH PATH FOR LONG-TERM BUSINESS PROSPERITY?

### Jorge Portugal

Born on 4/27/1964, Oporto; married, one daughter.

Since 2016, Jorge Portugal acts as general manager of COTEC Portugal, the leading business association for promoting technology and innovation collaborative networks. Jorge served for 10 years as advisor on innovation, entrepreneurship and competitiveness for the President of Portugal. Previously, he served as consultant for the Portuguese Government on innovation in public services. Jorge accumulated extensive corporate management experience in innovation projects in retail, banking and information technology sectors. Back to 1993, he founded a pioneer firm on geo-location systems for business management. After ending his graduation studies in mechanical engineering, he worked for a decade as a researcher and lecturer at Instituto Superior Técnico, University of Lisbon and published academic work in the area of modelling of environmental contaminant dispersion. During that period, he gained considerable experience in transnational projects of scientific and technological cooperation. He usually lectures in several universities and post-graduation courses on management subjects as entrepreneurship, business strategy, international business, marketing and innovation. He acts in several advisory bodies for public and private organisations.

Jorge earned his graduation, MSc and PhD studies in mechanical engineering from Instituto Superior Técnico, University of Lisbon. He earned a MBA from NOVA School of Business and Economics.



## CONCLUSIONS AND CLOSING SESSION

### João Peres Guimarães

Born in Oporto, in May 7th, 1952.

Graduated in Electronic Engineering in 1975 by the Engineering College of Oporto University, specialized in Computers and Digital Systems.

Post graduated in Environmental Engineering in 2002, by the same college.

Director of Motêxtil (textile company producer of fabrics for shirts) from 1975 to 2000. Administrator of VERACA (textile finishing and dyeing company) from 1979 until 2007. Administrator of João Pereira Guimarães, Lda (knitted fabrics), from 2003 until today.

Board member of several textile associations (ANITAF, APT, ATP) from 1985 until 2006, with responsibilities in the fields of vocational training, energy and environment. Administrator of CITEX, Training Centre of the Textile Industry, from 1989 until 1995.

Advisory Council member of the ATP since 2006.

EURATEX Board Member (representing ATP), since 2010.

Advisory Council Member of ERSE, representing the industrial consumers of electricity in MV, HV and EHV, since 2012.

Active participant in the definition of various BREF's for the textile industry.

Participating as a speaker and moderator at various seminars dedicated to environment and energy.



## MASTER OF CEREMONIES

### Gregor Küpper

German by birth, Italian at heart and European by conviction. 30 years of managing international projects - trade fairs, exhibitions and events - as well as international business development.

Promoting understanding of the Biotic Principles of Growth to allow people, organisations and brands to increase in value and prosper. By increasing their degree of in-exchangeability.

Founding member of the Federation of African, Caribbean and Pacific press clubs.



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional



Partner:



Cofinanced by:



UNIÃO EUROPEIA  
Fundo Europeu  
de Desenvolvimento Regional