

Ethics and Economic FORUM

between Hanoi and Ile-de-France concerning the **textile** sector and **fashion** accessories - Thursday November 4th - Hanoi

A millennium and two hundred years of cooperation: Hanoi and Ile de France celebrate their anniversaries

Within the framework of Hanoi 1000-year-celebration, the Ile-de-France region and the People's Committee of Hanoi are also commemorating 20 years of mutual cooperation by organizing one-week of encounters and gatherings between Vietnamese and French textile and fashion representatives that will take place from November 2nd to November 6th 2010. The spotlight of this week will be the sharing of expertise and know-how of each territory.

A Vietnamese-French fashion show in the Opera of Hanoi will be also taking place the night before the Ethic and Economic Forum.

For whom?

Scheduled on **Thursday November 4th**, the Ethics and Economic Forum has the ambition of becoming **a venue for encounters, debates, and exchange of ideas** between French and Vietnamese companies in the textile and fashion sector.

Representatives of the region of Ile-de-France and the Hanoi People Committee will assist the Forum, as well as delegates from the French Pôle emploi international, NGOs and academic institutions. **Around 70 and 80 participants will attend the forum.**



Why?

The textile industry has become the first sector in the Vietnamese economy to reach international markets. It is a crucial segment to the countries' economic growth producing diverse fabrics for the biggest international brands, selling all over Europe, Japan and the United States.

Nowadays new markets are emerging, building an opportunity for Vietnamese companies to begin to position themselves between the big international brands. Can reinforcing the cooperation between French and Vietnamese companies contribute to upscale their competitiveness?

Purposes

Better understanding of the opportunities and challenges of sustainable development in the textile sector.

Get together between French and Vietnamese companies wishing to establish economic links.

Enable Vietnamese companies to **share with the French Pôle emploi international their needs in human capacity** in the perspective of future opportunities of French transfers of competent human resources.

Reinforce cooperation between Hanoi and Ile-de-France around a cluster of excellence such as fashion business.

Fashion skills, an expertise for Ile-de-France region

Companies attending the Forum

Participants in the Forum represent the diversity and creativity in the French design industry, gathering together a young brand of eco-fashion with prestigious traditional firms, children and adults prêt-à-porter... their work will be displayed in the fashion show preceding the Forum.

Present in more than 15 countries and characterized by its attention to detail, **Charabia** is one of the most creative brands in the Children Fashion market, from 0 up to 16 years old. www.charabia.com

Born in 2009, the ethic brand **Ambrym** is already present in three continents making clothes and accessories for women with an ethnic inspiration for urban settings, using first quality and long-lasting materials. www.ambrym.fr

For the last decade **Dormeuil** designs and produces prêt-à-porter men collections and tailored suits that are sold globally. www.dormeuil.com

The brand **Inès de la Fressange** was born in 1991 designing from women and children prêt-à-porter and stylish sportswear to accessorize and household linen.

Christophe Josse Couture has become synonymous with elegant sensual creations. He offers the sophisticated dynamic woman of today unique silhouettes which are both, modern and timeless, seductive and essentially wearable. www.christophejosse.com

ALL represents the spirit of the mix of cultures of its creators, an American living in Paris and a French living in Vietnam. ALL designs are also the results of working with best quality fabrics and in partnership with ethical workshops. www.allparis.fr

Sông clothing are designed in France and produced in Vietnam. As members of Global Compact and the World Fair Trade Organization the brand fully endorses responsible and eco-conscious collections. www.asiasongdesign.com

Jean-Luc Francois designs clothes for all women with a very personal style. Suggesting urban daywear and glamorous evenings with an original style that is both classic, contemporary and comfortable <http://jeanlucfrancois.blogspot.com>



The Pôle emploi international assistance to firms

The Pôle emploi international is a French public agency of international employment offering a wide range of services to both, French and international companies who are wishing to contract foreign staff.

The Pôle emploi international will offer potential employers a free, personal and confidential support in employment issues and legal assistance. The Vietnamese companies will become familiarized with its services and will be able to raise questions and comments on their needs in these issues.

For more information: www.pole-emploi-international.fr

Provisional Agenda - November 4th 2010*

8h30- 9h: Register and welcome from Madame Janine Maurice-Bellay, Regional Advisor of Ile-de-France Region in charge of cooperation with Hanoi and a representative from HBA - Hanoi Business Association.

VENUE: Press Club Hanoi (59A Ly Thay To, Hoan Kiem; Hanoi)

9h – 10h30: Round tables on following topics:

- Challenges and opportunities for Vietnamese and French companies dealing with sustainable development in textile and fashion industry
- In what way can Pôle emploi international be a useful tool to upgrade competitiveness of textile and accessories companies in Vietnam?

10h30 – 10h45: Coffee break

10h45 – 12h15: 10 to 15 caucus discussion groups of participants will be organized on following topics:

- Can Pôle emploi International help with textile and fashion industry's current needs?
- B2B (companies meet potential clients, clients meet potential suppliers)
- Actors in sustainable development in Vietnam

12h15 -13h30: Cold lunch

13h30- 18h: Visits to companies, industries, workshops ... list to be determined in response to participant's interests. Shuttle transport will be provided.

Vietnamese-French translation will be provided throughout the event.

**Provisional agenda subject to changes*

Members of the French delegation assisting the Forum:



DORMEUIL



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