

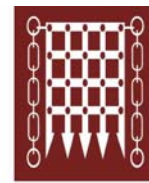
Westminster Media Forum Keynote Seminar:

Next steps for the British fashion industry - intellectual property, manufacturing and talent

Timing: Morning, Tuesday, 15th October 2013

Venue: Rutherford Theatre, 76 Portland Place, London W1B 1NT

Agenda subject to change



WESTMINSTER
MEDIA FORUM

- 8.30 - 9.00 Registration and coffee
- 9.00 - 9.05 **Chairman's opening remarks**
Baroness Young of Hornsey, Chair, All-Party Parliamentary Group on Ethics and Sustainability in Fashion
- 9.05 - 9.15 **The value of fashion**
In the context of the CMS Select Committee inquiry - 'Support for the creative industries' - what are the emerging options for the British fashion industry to demonstrate its value to the economy as well as its contribution to culture and the UK economy?
John Miln, Chief Executive, UK Fashion and Textile Association (UKFT)
- 9.15 - 9.30 **What next for the British fashion industry?**
With British fashion highly regarded internationally but with increased and renewed competition as emerging markets begin to create their own brands and designs, how can the UK stay ahead? What steps can industry and Government take to secure continued domestic and export growth? What part can the fashion sector play within the Government's wider growth agenda?
Caroline Rush, Chief Executive, British Fashion Council
- 9.30 - 10.20 **British fashion, international opportunities - making the most of the competitive edge**
Is the British fashion industry making the most of its competitive advantages in the international fashion market? How is British fashion design perceived internationally - particularly compared with France, Italy and the US? In the context of strong sales of, particularly, luxury brands in Asia, how well placed are UK fashion houses to exploit the emerging opportunities that exist? What are the options for supporting apparel manufacturing in the UK? In the context of concerns regarding the use of sweatshop labour and poor working conditions, what are the options to derive competitive advantage for goods manufactured in the UK? With increasing standards of living driving up labour prices in India, China and other international apparel manufacturing centres, what does the UK need to do to compete for business?
Sally Britton, Partner, Mishcon de Reya
Ian Maclean, Managing Director, John Smedley
Barbara Wilson, Fashion Sector Specialist, UK Trade & Investment
Questions and comments from the floor with **John Miln**, Chief Executive, UK Fashion and Textile Association (UKFT) and **Caroline Rush**, Chief Executive, British Fashion Council
- 10.20 - 10.25 **Chairman's closing remarks**
Baroness Young of Hornsey, Chair, All-Party Parliamentary Group on Ethics and Sustainability in Fashion
- 10.25 - 10.50 Coffee
- 10.50 - 10.55 **Chairman's opening remarks**
Damian Collins MP, Chair, All-Party Parliamentary Fashion and Textile Group
- 10.55 - 11.05 **Talent and skills in British fashion**
What skills and talent are needed to meet the future challenges facing the UK's fashion industry, and what needs to be put into place by government, the manufacturing and education sectors and others?
Kate O'Connor, Executive Director and Deputy Chief Executive Officer, Creative Skillset
- 11.05 - 11.50 **Fashion talent - internships, models and diversity**
What are the options for the industry, Creative Skillset, and schools and colleges, to highlight the diverse career paths available within the Fashion sector? How is the industry preparing to bring through the next generation of talent - including the designers able to compete on a world stage and the entrepreneurs able to lead the sector forward? What impact is the prevalence of unpaid internships having on the cultural and ethnic diversity in the fashion industry? In the context of campaigns by Models Alliance in the US and British Vogue signing up to the 10 point plan for model rights, what are the implications of unionisation for the fashion industry as well as modelling as a career?
Hilary Hadley, Head of Live Performance Department, Equity
Karen Dennison, Principal, Fashion Retail Academy
Ben Lyons, Co-Director, Intern Aware
Katia Elizarova, Model, Actress & Brand Ambassador
Questions and comments from the floor with **Kate O'Connor**, Executive Director and Deputy Chief Executive Officer, Creative Skillset
- 11.50 - 12.05 **Case study - rights protection, design and fashion**
A designer sets out the challenges facing members of the British fashion sector in maintaining and securing their rights both in the UK and internationally.
Julie Deane, Founder and Owner, The Cambridge Satchel Company
- 12.05 - 12.55 **IP challenges for the fashion industry**
How far is the importance of securing design rights and intellectual property protections understood by SMEs, start-ups and others in the fashion industry? Does the current design rights system offer designers adequate protection of their rights? What would be the likely effect of a move to the Hague System for international design registration? What impact are 'fast-fashion' outlets having on designer ability to realise the value of their designs? Do 'knock-off' products act positively for the industry - maintaining the original in aspiration status from individuals without the financial means to purchase genuine goods? What will be the impact on the fashion business of the Intellectual Property Bill's proposals to maintain unregistered design rights as well as the move to make designers 'first owners'? What are the next steps for protecting unregistered designs?
Annabelle Gauberti, Founding Partner, Crefovi
Dids Macdonald, Chief Executive Officer, ACID (Anti Copying in Design)
Varinder Rehal, Senior Commercial Lawyer, Asda Group
Questions and comments from the floor with **Julie Deane**, Founder and Owner, The Cambridge Satchel Company
- 12.55 - 13.00 **Chairman's and Westminster Media Forum closing remarks**
Damian Collins MP, Chair, All-Party Parliamentary Fashion and Textile Group
Thomas Raynsford, Senior Producer, Westminster Media Forum