



GLOBAL FASHION CONFERENCE 2024 PRESS RELEASE

Romania stands as the 15th largest producer and exporter in the European Union having their main markets in central Europe: Italy, France and Germany, but also getting a share on Eastern European countries and some countries of South America.

In this beautiful country and in Bucharest a main trade city, between East and West, textiles and fashion have a legacy worthwhile to know. That is why the first Speaker is Adrian Buga, Art Expert and Advisor to His Majesty King Michael I of Romania.

This year's edition focuses four main topics: Relmaging Sustainability, the Digital Realm, the Future of Work and the Funding of sustainability.

Each of these topics will be addressed in a Round Table or Pannel of Experts and interesting debates will follow.

For the first one a round table will gather Liliana Țuroiu, Ambassador of the European network on cultural management and policy and Member of the International Council of the Creative Industries Federation of London (Creative UK), Raluca Fiser - President of Green Revolution, Catarina Pruteanu – Founder and Promoter of the Romanian Creative Week, and Paola Bertola, Professor at the Polytechnic of Milano, Cofounder of the research collective “Fashion in Process” will highlight how cultural creation may contribute to development, namely the sustainable model of development.

The funding of sustainability will be discussed by Livia Florea, Founder & Chief Executive Magician at Artown Festival · Fundraising Responsible at MARE/Muzeul de. Artă Recentă , Ciprian Dudulea, Founder of the Tech Start up Outfit, and Adriana Ancuța, Co-founder & CEO FLYST

The Digital Realm will be brought to you by a group of experts, Leslie Holden Co-Founder of the Digital Fashion Group, responsible for getting together the most advanced companies using digital fashion into an education project, Vlad Țenu, Architect and Lana Dumitru Founders of the brand Foraeva, and creative Artists who have brought to life many projects where the digital is present, and Caterina Ailiesei CEO at Reginnova. Founder and Owner at Katty Fashion - Ladies Wear Manufacturer which will represent the Romanian Fashion Industry with an expertise of concept development for Fashion brands apart from its own.

Work that makes it all possible, from creation to development, manufacturing, selling, and communicating affecting the lives of billions of people in their everyday life will be approached by Ionuț Țața, Founder and CEO Iceberg Plus - Consulting, Technology, Startups & Digitalisation

in manufacturing, and Júlio Gomes, Senior Researcher in Labour Law. President of the Supreme Court Social Section, Portugal. The evolution and future of the work within the context of the 2030 Sustainable Development Goals and compliance regulation will be open to a stimulating debate.

But at the Global Fashion Conference, Romania will not only present its vibrant cultural life, the Bucharest Academy of Economics also welcomes hundreds of international researchers who will present their own work peer reviewed by the Scientific Committee and many managers from Fashion companies offering opportunities to engage in meaningful conversations, sharing expertise and knowledge and explore possibilities of collaboration.

We are pleased to invite you to come to Bucharest and experience a truly memorable experience, together we promote innovation for sustainability.

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