



In collaboration with



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World of Garment - Textile - Fashion

is organizing an

International Conference

On **Steering Mature Business**

A leadership challenge
to the

Textile Industry

A Unique management conference focusing on
Textile & Apparel industry

Venue:
New Auditorium
Ahmedabad Management Association,
Ahmedabad

3rd & 4th
October 2009

www.intexcon.com



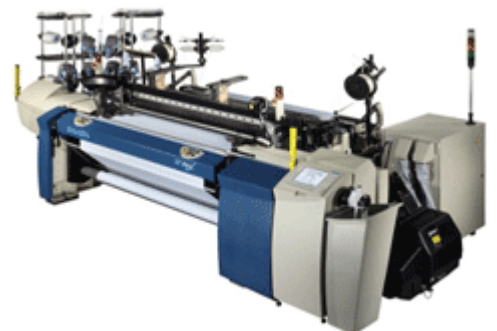
Textile, being the 'Mother' industry of all has been experiencing ups and downs since its inception in India. It has been able to demonstrate its holding power under varying conditions, be it pre-independence or post-independence period. One of the major factors contributing to such an ability to withstand has been that the industry held a prime position singularly amongst others, practically being unchallenged over a fairly long period of time, in terms of revenue generation and employment potential.

In the recent decades, the organized textile industry lost much of its significance to the decentralized sector, due to various Government policies and measures. Also due to its own stubborn resistance to change, till radical economy and trade policy changes came in, in the form of integrating Indian economy with the global market economy and subsequently with the advent of WTO, a new incarnation of the earlier GATT, ushering in major hopes for the Indian textile industry. The country sensed a great opportunity to be a globally competitive major textile player.

Investments started pouring in and the Technology Upgradation made some meaningful inroads. However, the lack of clear understanding of "competition and competitive strategy" and the dearth of 'Visionary foresight' and 'Missionary zeal' and more so in the context of present global economic meltdown exposed the Leadership crisis in the textile industry in a hitherto unprecedented environment.

Some of the modern Technical textiles that are primarily the outcome of interdisciplinary R & D approach have been able to create some 'uncontested market space' by major breakthroughs in the newer and hitherto unknown applications of textiles led by Japan, USA and W. Europe. Indian organized Textile Industry, in all its reality is still very hesitant to travel on those roads and thus have remained classically centered around Apparel and House-hold textiles.

Competition is still the name of the game. A critical analysis of the past numerous debates and discussions on the health of the Indian textile industry reveal that those predominantly hovered around Technical issues, Factorial cost and Fiscal prudence. This, over a period of time tended to narrow down the gap in performance between the technically capable leaders and the followers. A better understanding of Leadership and Strategy, Management of technology, Innovation and Fashion Apparel, Internet Business, Modern marketing principles and techniques, Finance and Capital markets, Human Capital management, etc are still eluding the minds and thoughts of many corporate textile leaders.



International Conference On Steering Mature Business

A leadership challenge to the Textile Industry

03/10/09

Session 1: (09:45 AM)

Inauguration and Key note address:

- “Leadership and Strategy in mature business” by **Mr. Sanjay Lalbhai**, CMD, Arvind Ltd
- **Smt. Rita Menon***, Secretary Textiles, GOI to preside over the inaugural function and to offer the concluding remarks

Session 2

- “Industry’s role in global economic meltdown – A policy maker’s perspective”
Speaker: **Dr. J. N. Singh**, Jt. Secretary, Ministry of Textiles
- “Indian textiles and apparel in post-quota world: A global comparative perspective”
Speaker: **Dr. Samar Verma**, IDRC - CRDI Canada
- “Management of Technology and Textile Industry”
Speaker: **Dr. Shekhar Chaudhuri**, Director, IIM Kolkata

Session 3

- “Automation in Garment Manufacturing – Its likely impact on advanced and emerging economies”
Speaker: **Mr. Lutz Walter***, European Apparel and Textile Organization R&D, Innovation and Projects Dept
(**Prof. Ashwin Thakkar**, LD Engineering College, Ahmedabad)
- “Aligning marketing with business strategy - a successful Indian experience”
Speaker: **Mr. Pranav Dave**, Head - Sales & Marketing, Shirting & Khaki, Arvind Ltd
Mr. Susheel Kaul, CEO, Lifestyle fabrics, Shirting and Khaki, Arvind Ltd
- “Mass Customization of fashion apparel”
Speaker: **Mr. Samrat Som**, Creative Director, Louis Philippe brand, Madura Garments

Session 4

Panel Discussion on Finance, Investment & Fund management to be moderated by Prof. (Dr.) Jayanth Varma - IIM A

Panel Members: Mr. Nayan Parikh (Consultant), Mr. Vinod Sharma (Anagram), Sandeep Gadkari (Amfin Finser [I] Pvt Ltd)

04/10/09

Session 1: (10:00 AM)

- “Human Capital needs and its management in globally competitive Textile Industry”
Speaker: **Dr. Ganesh Shermon**, KPMG
- “Private Equity and Indian Apparel Industry – Sharing a real experience in JV”
Speakers: **Mr. Rajan Hinduja**, MD, Gokaldas Exports
Mr. Gautam Chakravarti, Executive Director, Blackstone Advisors India P. Ltd.
- “Denim – A Global Perspective”
Speaker: **Mr. Aamir Akhtar**, CEO, Lifestyle fabrics, Denim, Arvind Ltd.

Session 2

Panel Discussion on “Branding and Fashion Apparel Retail” to be moderated by Prof. (Dr.) Atanu Ghosh - IIM A

Panel Members: Shreyas Joshi (Raymond Apparel), J Suresh (Arvind Brands), Ashish Dikshit (Madura Garments)

* Confirmation Awaited

3rd & 4th October 2009



International Conference

On Steering Mature Business A leadership challenge

to the Textile Industry

AHMEDABAD MANAGEMENT ASSOCIATION, the consistently best performing regional unit in its league in India in collaboration with **FIBRE2FASHION** - the largest B2B textile portal globally, would be organizing a 'one and a half day' International Management conference on textiles to deliberate the less discussed key issues for the improved performance of the textile industry. The conference is primarily meant for the CEOs & the top functional executives of the Textile Industry.

Programme Coordinator:

Dr. P.R. ROY,
Former Group Chief Executive (Textiles)
Arvind Mills, Ahmedabad
Management Consultant (Textiles)

Conference Fee: (per delegate)

INR 5000 for Indian delegate
US\$ 300 for overseas delegate

Registration:

Please fill-in and send the registration form along with participation fee to:

The Executive Director,
Ahmedabad Management Association
Torrent-AMA Management Centre
Core-AMA Management House
ATIRA Campus, Ahmedabad 380 015

Print Media Partners:

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THE Stitch Times
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For more information about the conference & sponsorship opportunity, please contact:

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THE TEXTILE MAGAZINE