

Strengthening ties in European fashion



MODEFABRIEK ^{BN}



Sunday January 26th 2014

- 10.00 - 12.00 **B2Match @ Modefabriek**
Matchmaking programme organised by Enterprise Europe Network
- 13.00 - 17.00 **B2Match @ Modefabriek**
Matchmaking programme organised by Enterprise Europe Network

Monday January 27th 2014

- 10.00 - 13.00 **B2Match @ Modefabriek**
Matchmaking programme organised by Enterprise Europe Network
- 13.00 - 14.00 **Lunch & Modefabriek Tour**
Introduction of Modefabriek, Mercedes-Benz FashionWeek Amsterdam and Enterprise Europe Network during lunch. Visit Modefabriek fair, a tour with special focus on platforms: Blueprint, Chapter, Mint & Salon areas.
- 14.00 - 14.30 **Transportation from Modefabriek to Westergas-area.**
- 14.30 - 15.00 **Reception 'Keys to Success' at Mercedes-Benz FashionWeek Amsterdam (Westergas-area)**
'Keys to Success' will take place for the fourth time at Mercedes-Benz FashionWeek Amsterdam. This edition is focused on sustainability and how business models have to be created to anticipate on the developments of the fashion industry. Upon the topics of conversation are: current developments, trends and opportunities, new business models and the tool guide for fashion entrepreneurs of the future.
- 15.00 - 16.30 **Speakers 'Keys to Success'**
Introduction by Holly Syrett, FashionWeek Nederland
Brigitte de Wilde, General Director & Owner Cora Kemperman
Carlien Helmink, Co-Owner Studio Jux
Sofie Schop, Senior CSR consultant at Schuttelaar & Partners, in cooperation with ABN-AMRO
Moderator: Natasja van den Berg, Social Entrepreneur
- 16.30 - 17.30 **Networking drinks and light dinner**
Meet & greet amongst all attendees (also Dutch fashion designers and professionals).
- 17.30 - 18.00 **Catwalk show**
Catwalk show by Dennis Diem at AFW as part of 'Keys to Success' programme.
- 18.00 **End 'Keys to Success' programme**
Networking possibilities at Mercedes-Benz FashionWeek Amsterdam