

## PROGRAMME OF EVENTS 2-4 March 2010

Contracting NEXT SEASON – Exhibition of Clothing, Shoes and Accessories

BODY STYLE Exhibition of Lingerie and Beach Fashion

FAST FASHION Exhibition

TEX - STYLE Clothing Industry Fabrics and Accessories Trade Fair

INTERMASZ International Trade Fair of Textile, Clothes and Shoe Making Machines

### 2 March 2010, Tuesday

<b>2 March 2010, Tuesday</b>	
<b>10:30 am</b>	<p><b>Opening show</b> NEXT SEASON Collections Venue: Pavilion 5, Sector C – catwalk</p>
<b>10:30 am – 3:30 pm</b>	<p><b>Fashion Retail Forum</b> Organiser: Promedia, publisher of specialist quarterly magazines Main Partner: Międzynarodowe Targi Poznańskie Venue: Pavilion 9 – Speaker’s Corner (FAST FASHION Exhibition)</p> <p><b>Registration required</b></p> <p><b>Programme of Fashion Retail Forum:</b>  10:30 am – 10:50 am Registration, coffee, tea  10:50 am – 11:00 am Welcome address  <i>Jerzy Osika, CEO, Promedia</i>  11:00 am – 11:45 am Fashion in crisis? Presentation of research results  <i>Jacek Młynarski, Research Director, PBS DGA</i>  11:45 am – 12:15 pm Market of Shopping Centres in Poland in 2010  – projections and trends  <i>Dagmara Filipiak, Senior Consultant, Jones Lang LaSalle</i>  <b>12:15 pm – 12:30 pm Fashion Website Awards 2010 Gala</b>  <i>Jerzy Osika, CEO, Promedia</i>  12:30 pm – 1:30 pm Break – refreshments  1:30 pm – 2:00 pm A new vision of Visual Merchandising  <i>Dr. Marek Borowiński, owner of www.VisualMerchandising.biz</i>  2:00 pm – 2:30 pm Modern POS promotion technologies  <i>Tomasz Rzeźnik, Marketing Expert, EMTRONET Digital Signage &amp; Internet</i>  2:30 pm – 3:00 pm How to improve client service by effective training of shop assistants?  <i>Jerzy Osika, CEO, Promedia</i>  3:00 pm – 3:30 pm Summary, prize draw, closing address</p> <p>Please note: The organiser reserves the right to change the agenda. For more information visit <a href="http://www.promedia.biz.pl">www.promedia.biz.pl</a>.</p>

<b>12:00 noon</b>	<b>“Future – Clothes for Tomorrow” Show</b> Venue: Pavilion 9 – catwalk
<b>12:30 pm</b>	<b>Human body scanner and its possible applications</b> Presentation by CONTEC Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>1:00 pm</b>	<b>Modern knitted fabrics to be used in textile engineering</b> Speaker: Henryk Szerszyński, Manager of the Production Preparation Department, ZTK Teofilów S.A Organiser: Promedia, publisher of specialist quarterly magazines and MTP Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>1:30 pm</b>	<b>BODY STYLE commercial show</b> Venue: Pavilion 5, Sector C – catwalk
<b>2:00 pm</b>	<b>“Future – Clothes for Tomorrow” Show</b> Venue: Pavilion 9 – catwalk
<b>2:00 pm</b>	<b>Automatic computer-steered cutting rooms</b> Presentation by IMPALL Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>2:30 pm</b>	<b>Automatic cutting computer system – Unicut</b> Presentation by ALLCOMP Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>3:00 pm</b>	<b>NEXT SEASON commercial show</b> Venue: Pavilion 5, Sector C – catwalk
<b>4:00 pm</b>	<b>Next Season, Body Style, Fast Fashion, Tex-Style, Intermasz AWARD GALA</b> Venue: Pavilion 5, Sector C – catwalk
<b>3 March 2010, Wednesday</b>	
<b>11:00 am</b>	<b>The end of brown-nosers’ era, or the role of a stylist in sales</b> Speaker: Nina Wadowska – personal stylist, lecturer responsible for workshops in OSA Image Academy Organisers: Editorial Board of Moda Forum – UNIT and MTP Venue: Pavilion 9 – Speaker’s Corner (FAST FASHION Exhibition)
<b>11:30 am</b>	<b>NEXT SEASON commercial show</b> Venue: Pavilion 5, Sector C – catwalk
<b>12:00 noon</b>	In a series: “Easy fashion for difficult times” <b>Juggling the opposites, or acceleration in the times of slowdown</b> Moderator: Hanna Gajos Organisers: Rynek Mody and MTP Venue: Pavilion 9 – Speaker’s Corner (FAST FASHION Exhibition)

<b>12:00 noon</b>	<b>“Future – Clothes for Tomorrow” Show</b> Venue: Pavilion 9 – catwalk
<b>12:00 noon</b>	<b>Duvet and pillow packing machine</b> Presentation by LINIA SZYCIA Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>12:30 pm</b>	<b>eMotion energy saving system for BRISAY presses</b> Presentation by OSTAFI Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>1:00 pm</b>	<b>Invitation to the future – trends in women’s fashion in autumn-winter 2010/2011</b> Moderator: Agnieszka Spiegelhalter Organisers: moda.com.pl Editorial Board and MTP Venue: Pavilion 9 – Speaker’s Corner (FAST FASHION Exhibition)
<b>1:00 pm</b>	<b>The most frequent errors in producing textile and knitted clothing and ways to avoid them by using appropriate needles</b> Moderator: Paweł Zygmunt, CEO, Elmatex Sp. z o.o. Organiser: Promedia, publisher of specialist quarterly magazines and MTP Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>1:30 pm</b>	<b>BODY STYLE commercial show</b> Venue: Pavilion 5, Sector C – catwalk
<b>2:00 pm – 4:00 pm</b>	<b>MUDPIE seminar – trends in women’s, men’s and children’s fashion for autumn-winter 2010/11 and spring-summer 2011 *</b> Moderator: Ben Harris – MUDPIE Director Organisers: MUDPIE styling office (UK), Moda i Wiedza and MTP Venue: Pavilion 9 – Speaker’s Corner (FAST FASHION Exhibition)  <b>Registration required</b> * consecutive interpreting into Polish available
<b>2:00 pm</b>	<b>CNC cutting rooms</b> Presentation by IMPALL Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>2:30 pm</b>	<b>Optitex production preparation software</b> Presentation by ALLCOMP Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>3:00 pm</b>	<b>Modern apparel ironing and finishing techniques – VEIT ironing stations</b> Presentation by OSTAFI Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>3:30 pm</b>	<b>NEXT SEASON commercial show</b> Venue: Pavilion 5, Sector C – catwalk

<b>4 March 2010, Thursday</b>	
<b>11:00 am</b>	<b>Press briefing: "A recipe for success in fashion"</b> Venue: Pavilion 5 – catwalk
<b>12:00 noon</b>	<b>"Future – Clothes for Tomorrow" Show</b> Venue: Pavilion 9 – catwalk
<b>12:00 noon</b>	<b>CNC cutting rooms</b> Presentation by IMPALL Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)
<b>1:00 pm</b>	<b>FINAL GALA</b> <b>NEXT SEASON, BODY STYLE Collections</b> Venue: Pavilion 5 – catwalk
<b>2:30 pm</b>	<b>Colour Matters design application</b> Presentation by ALLCOMP Venue: Pavilion 6 – Speaker's Corner (INTERMASZ fair)

*Last update: 28.01.2010*