



Participants at the conference today +

24 Mar. 2014

Italy meets Bangladesh at “Italian DNA”

The project “Italian DNA” has just started in Dhaka, Bangladesh, today (24 March) and will continue until 28 March. The initiative was developed as a collaboration among five Italian companies – denim manufacturers Candiani Denim and ITV Denim, jeans manufacturer Pacific Jeans, garment finishing machine manufacturer Tonello, label manufacturer Okinawa and chemical substance specialist Nearchimica – all together with Bangladesh garment manufacturer, M&J Group. Aim of the project is to share information about the latest developments and technologies in terms of fabrics, materials, equipments and trends according to three main pillars: Italian creativity, innovation and sustainability.

The “Italian DNA” event kicked off in the Westin Hotel in Dhaka today with a workshop aimed at international buyers, followed by a series of B2B meetings. Participants are expected from 15 companies. Among them are buyers from G-Star, H&M, Bigstar, Inditex, C&A, Esprit, A&F and Benetton.

The “Italian DNA” event wants to showcase how Italian artisan excellence and Bangladeshi manufacturing culture can merge together. For instance, the series of meetings will present M&J’s development and the introduction of its green mission through a revolutionary system that measures the consumption of water, energy and materials at any time, also focusing on the company’s future aims to calculate such data per item produced. Moreover, M&J is promoting a series of eco-friendly treatments such as laser, ozone, new generation enzymes, low-temperature polymerization and formaldehyde-free resins.



Speaker at the Italian DNA event today

Maria Cristina Pavarini



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