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## Italian denim value chain promotes Italian DNA in Bangladesh

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(Lam)

Five Italian companies of the denim value chain, Tonello, Candiani, Nearchimica, Okinawa and ITV Denim, undertakes a commercial mission in Bangladesh under the name of Italian DNA, which promotes creativity, innovation and sustainability.

The project is taking place in Dhaka from the March 24 to 28, 2014 and has been developed in cooperation with two of the most innovative garment makers in Asia, Pacific Jeans and M&J Group.

The mission started on March 24 with a workshop at the Westin Hotel in Dhaka, international buyers will continue with a series of B2B meetings throughout the following days. At the end of the workshop the Italian DNA team will host a dinner for its guests. During the dinner the team will present a collection, the result of the collaboration between all five companies.

The collection emphasizes all the latest technologies and materials developed by the five companies in terms of sustainability and focuses on the trends of the upcoming seasons.

The project is aiming for sharing information about the latest developments and technologies in terms of fabrics, materials, equipment and trends. The guests have the chance to talk to the companies' management in order to acquire the knowledge about high-level features of a quality product and cutting-edge technology.

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