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THE EU COMMISSION SUPPORTS THE GULF FASHION INDUSTRY

KUWAIT CITY: On October 11, the high-end fashion conference for EU-GCC stakeholders is taking place in Kuwait City at the Radisson Blu Hotel. H.E. Sheika Intisar Salem al-Ali al-Sabah and other highlighted speakers such as representatives from Louis Vuitton, Vogue Arabia, WGSN, designers and fashion influencers are present to discuss how to take the fashion industry to the next level. The conference is organized by the EU-funded EU-GCC Trade and Business Cooperation Facility together with regional industry partners, Fashion Exclusive UAE and Islamic Fashion and Design Council (IFDC). The conference forms part of a three-year programme funded by European Union to support trade and dialogue between the two regions. .

For more information and sign up on www.eu-gcc.org

Consumers in the Arab countries annually spend \$240 billion on clothing and just in the GCC import of clothes and fashion accessories from the EU accounts for more than \$1.75 billion each year. An increasingly strong demand for international fashion and luxury in the GCC provides a great potential for EU companies. However, the GCC is not only an export market. With the right institutional support, the GCC has a great potential to become a fashion exporter to the rest of the world. The high-end fashion conference in Kuwait therefore offers a great opportunity for companies, buyers, designers, influencers and organizations to share experience and knowledge that will develop further cooperation between the EU and the GCC within the fashion industry

The EU Commissions supports a stronger fashion industry in the GCC

“The GCC region has great potential within fashion design and this high-end fashion conference will highlight regional upcoming designers and entrepreneurs because they are crucial to develop the local fashion industry. Strengthening this sector, that employs many women and young people, can furthermore be a solution to some of the challenges like unemployment and economic diversification in the region,” says H.E. Ambassador Michele Cervone d'Urso from the Delegation of the European Union to Bahrain, Kuwait, Oman, Qatar, Saudi Arabia, and GCC.

The conference gathers fashion industry stakeholders from the EU and GCC to discuss industry collaborations and business opportunities between the regions. Other interesting panels include discussions on innovation and sustainability in fashion as well as how social media may empower young entrepreneurs and ensure the future of the fashion industry.

Live stream will bring the two regions even closer

For the first time ever an EU-GCC Trade and Business Cooperation Facility event will be live streamed from the website www.eu-gcc.org. The conference has experienced great interest from across the two regions, and a live stream is a way of reaching a greater audience. This supports the notion of an open and free dialogue between the regions.

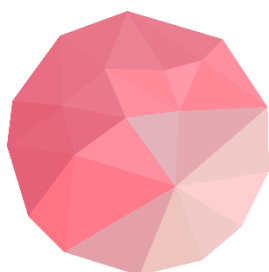
“The mainstream fashion industry and the Islamic fashion industry have a lot in common. But there has to be some kind of collaborative spirit. This is why we are present at an event like this, where the effort to combine - in collaboration - the immense talent from both sides and see how they can work together to captivate the audience in a more powerful way,” says Alia Khan on the importance of cooperation in the fashion industry. This conference will set the scene for this collaborative spirit to unfold on October 11, 2017 at the Radisson Blu hotel in Kuwait City. Sign up is on www.eu-gcc.org

ABOUT EU-GCC TRADE AND BUSINESS COOPERATION FACILITY:

The EU-GCC Trade and Business Cooperation Facility is a three-year project, financed by the European Commission with the aim at strengthening trade, investment and business cooperation between the EU and the GCC through business networks, mutual understanding and dialogue.

The project is managed by the leading EU and GCC private sector organizations that represent a membership base of over 2.5 million firms: Federation of GCC Chambers, BUSINESSEUROPE, the Confederation of Danish Industry.

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