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Industry Talk

Digital discussions direct from Como

Hybrid event based in Italy's inkjet printing capital.

World Textile Information Network (WTiN), a Leeds, UK-based information provider to the global textile and apparel industry, is hosting its first hybrid Global Digital Textile Conference (GDTC).

The event will enable knowledge sharing between stakeholders in the textile inkjet printing ecosystem, provide understanding of the development of the production landscape up to 2030 and support the common goals within the industry.

The inaugural GDTC, taking place on 8–9 June 2022 both in-person at the Sheraton Lake Como hotel, Como, Italy, and virtually at events.wtin.com/GDTC, will welcome the full digital textile ecosystem: printer OEMs, paper and ink manufacturers, software solution providers, textile printers and service providers; and brands.

“We’re thrilled to be inviting the textile and apparel community back to in-person events for 2022,” said WTiN managing director Mark Jarvis. “The GDTC is an opportunity to delve into the inkjet printing environment, discuss its developments and prospects for the industry.”

“As we have seen with previous events, such as Innovate 2021, the online live element is something that cannot be ignored. That’s why we are offering a hybrid element, providing a truly global experience.”

Over the two-day event, in-person and virtual delegates can expect insights into the development of the production landscape to 2030 and in addition, what role the inkjet printing market will play over the next decade. The impact of government policy, metaverse – the new battleground for businesses – and examining the digital skills gap will be discussed alongside focused sessions on innovations in materials, technology and inks. Topics will also include sustainability in production processes and understanding of the design and print needs of fashion and sportswear brands.

The hybrid element of the conference expands its content and networking reach globally. Both audiences, in-person and virtual, have the ability to consume the same content from different locations while also connecting with global attendees in new ways.

GDTC’s in-person location, Como, is the birthplace of textile inkjet printing and provides a complete ecosystem for technology, manufacturers and brands. The three nearby Milan airports have direct connections to all textile technology and manufacturing hubs including China, Egypt, India, Iran, Israel, Japan, Pakistan, South Korea, Thailand, Turkey, Vietnam and the US.

Host partners include the Association of Italian Textile Machinery Manufacturers (ACIMIT), a private non-profit, whose main purpose consists of promoting the Italian textile machinery sector.

“It is a real pleasure for ACIMIT to be host partner of the first GTDC,” said ACIMIT president Alex Zucchi. “Italy is the right location for a conference that focuses on digital printing. The Italian technology in this field is undisputed leader worldwide. The GTDC will be a networking opportunity for all the players of the digital textile value chain.”

Additionally, Sistema Moda Italia (SMI), one of Italy’s largest organisations representing the textile and fashion industry, has also been named as a host partner for GDTC.

Mauro Sampellegrini, research and innovation manager at SMI said: “We’re delighted to be a host partner for the first GDTC. Italy has always remained the beating heart of the digital textile industry, and now we have this great event to showcase its brilliance globally.”

Event partners include Kornit, MS Printing Solutions and JK Group.

“We are delighted and excited to be event partner of this great event, together with such relevant international players of this market,” said Davide Favorido, MS general manager and JK Group board member. “This conference will connect the digital textile ecosystem, giving a strong restart signal and a sense of understanding and support to local industries.

“Capital of the silk industry and a landmark for all the most important fashion brands, Como has played a leading role in the technological transformation of the fabric printing industry. Thus, it is the perfect location for this event.”

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