



European Brand Meeting Agenda
December 1st, 2005
Hotel Central, Lucerne Switzerland

Meeting Purpose

To initiate and facilitate, with our European sponsors and other interested brands, a platform for cross brand collaboration focused on organic cotton.

Meeting Objectives

To collectively look at:

- How to best leverage the work being done using organic cotton in Europe and identify opportunities to collaborate within the region
- Learn from each other through sharing information and best practices across industry and brands
- Identify and work through key issues and challenges regarding sourcing, product development, consumer awareness
- Help guide the thinking for our 2006 conference in Amsterdam- how to use OE conference to influence your key suppliers and colleagues

Agenda

10:00	Introductions, Agenda, Conversation parameters Expectations for this group
10:30	Challenges / Opportunities
11:30	Sharing best practices on Sourcing, Product Development, Consumer Awareness
12:30	Shaping the 2006 Conference – what does this group want to see, influence and build from our September conference in Amsterdam?
13:30	Where does this group go from here?
14:00	Meeting Adjourns

Logistics

The meeting will be held at the Hotel Central (<http://www.hotel-central-lu.ch/startde.htm>), next door to the Culture and Convention Center. A light snack will be served during this meeting and participants are welcome to lunch with each other after the meeting. Participants mentioning the Helvetas symposium on the 30th will receive a special rate at Hotel Central.

Registration

If you would like to attend the Organic Exchange Brand meeting please send an email letting us know to events@organicexchange.org.