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Pavia e Ansaldo for sustainable fashion with the Consulate General of South Africa in Milan and Confindustria Assafrica e Mediterraneo

Milan, 3 July 2019 - "SOUTH AFRICA AND ITALY: emerging designers and affirmed fashion brands promoting the principles of Ethical Fashion" was the topic of the conference organized by Law Firm Pavia e Ansaldo, in cooperation with the Consulate General of South Africa in Milan and Confindustria Assafrica & Mediterraneo.

The meeting, dedicated to the topic of sustainable fashion, involved a number of firms, both Italian and African, operating in the sector. The goal of the conference was to promote cooperation among firms, in matters of environmental and social impact in the fashion sector by increasing the participants' awareness on the topic of the Sustainable Development Goals outlined by the United Nations and set for 2030.

The Conference, introduced by TSD Nxumalo, Consul General of South Africa and chaired by **Mario Di Giulio**, Head of the Africa Desk at Law firm Pavia e Ansaldo, continued with the speeches of various leading personalities in the national and international scene such as Dina Franchi, FAO, Ambrose Makgwale, manager representing the Programme Management of the Small Enterprises Development Agency (SEDA), Nomantombi Mkhaza, Director, for the Supplier Development and Market Access of the Department of Small Business Development.

A few representatives of the world of fashion and design expressed their views on the topic such as Sibusisiwe Nodada, Fashion Engagement, Mirna de Hart, Pelo & Hart, Sello Medupi, Scalo, Roberta Camerino, of the homonymous brand and the fashion designers Francesca Liberatore and Adele Dejak.

In addition, Livia Canepa, UNIDO ITPO ITALY, Carlo Segni, Cassa Depositi e Prestiti Group and Mauro Bombacigno, Head of Engagement BNP Paribas Italia, delivered speeches at the conference, too.

“We are very happy to host at our Firm so many leading national and international personalities and to cooperate with the Consulate General of South Africa in Milan and with Confindustria Assafrica e Mediterraneo in organizing this event.” - stated Mario Di Giulio, Partner with Law firm Pavia e Ansaldo - *“In Africa the fashion sector is growing, but little has been done so far to make it sustainable. Attention on the topic of protection of the environment, working conditions and in terms of salary levels is still today destined to a restricted public. This scenario, constantly evolving, requires increasing awareness and opportunities for discussion, such as today’s event, which allow to share experiences and future goals”*.