



THE GOOD  
CASHMERE  
STANDARD  
AbTF

# THE GOOD CASHMERE CONFERENCE

25—26 March 2025

 HAMBURG, GERMANY



## AGENDA

### Monday – March 24th

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14:00 – 19:00

Arrival of guests and registration

Lobby AMERON  
Hamburg Hotel  
Speicherstadt

19:00 – 21:00

Get-together with drinks and snacks

AMERON RIO I&II

Tuesday, 25 March 2025

9:00 – 9:45	Registration	AMERON Lobby Börsensaal
10:00 – 10:15	<b>Welcome &amp; Opening</b> Tina Stridde, Managing Director of the Aid by Trade Foundation	
10:15 – 10:30	<b>Keynote Speech: Cultivating a Sustainable Legacy</b> Prof. Dr Michael Otto, Founder of the Aid by Trade Foundation	
10:30 – 11:00	<b>Cashmere Farming in Outer Mongolia</b> Reinhard Stuth, Honorary Consul of Mongolia	
11:00 – 11:30	<b>Cashmere Goat Husbandry: Tradition, Geography and Development</b> Figo Li, GCS Representative in China	
11:30 – 12:00	Coffee break	
12:00 – 12:45	<b>Using Knowledge of Goat Behaviour and Cognition to Promote Positive Welfare</b> Dr Alan McElligott, Associate Professor of Animal Behaviour and Welfare, City University of Hong Kong	
12:45 – 14:00	Networking Lunch	AMERON Restaurant Cantinetta
14:00 – 15:00	<b>The Good Cashmere Standard® - News, Numbers and Projects</b> Vanessa Löwenich, Project Manager GCS Training & Implementation, Aid by Trade Foundation; Gudrun Kersten, Project Manager Verification GCS, Aid by Trade Foundation; Christian Barthel, Managing Director, ATAKORA GmbH	
15:00 – 15:20	<b>Beyond Borders: Virtual Reality for Sustainable Cashmere Production</b> Franz Wenzel, Director enomyc GmbH	
15:20 – 15:40	Coffee Break	
15:40 – 16:20	<b>Panel - Glimpse into the Future: GCS X New Technologies</b> Franz Wenzel, Director enomyc GmbH; Sandra Joyce, Senior Manager of Sustainability J.Crew Group; John Liu, Director Xinao Textiles; Moderator: Stefan Schurig	
16:20 – 17:00	<b>VR Experience &amp; Mongolian Tea</b> Franz Wenzel, Director enomyc GmbH	
17:00 – 17:15	<b>Wrap up</b> Stefan Schurig, Moderator	
18:30	Departure for Harbour Cruise and Dinner	AMERON Lobby
19:00 – 22:00	Harbour Cruise and Dinner	Sandtorhöft, Kapitän Prüsse

Wednesday, 26 March 2025

09:00 - 09:15	<b>Day 2: Opening &amp; Overview</b> Stefan Schurig, Moderator	
09:15 - 10:00	<b>Ecology for Animal and Grassland Resilience: Moving beyond Sustainability</b> Dr Adam Cobb, Founder of Holobiont Hub	
10:00 - 10:30	<b>Biodiversity and the Fashion Industry</b> Louisa Lösing, Deputy Head of Unit „Business and Biodiversity“ Global Nature Fund (GNF)	
10:30 - 11:00	Coffee break	
11:00 - 12:00	<b>Panel - The Fabric of Nature: Enhancing Biodiversity in the Textile Chain</b> Louisa Lösing, Deputy Head of Unit „Business and Biodiversity“ Global Nature Fund (GNF); Dr Adam Cobb, Founder of Holobiont Hub, LLC; Brian Yu, CEO Artwell Cashmere; Michaela Weber, Group Manager for Environmental Management & Product Compliance Marc O'Polo; Moderator: Alexandra Perschau, Head of Standards and Outreach, Aid by Trade Foundation	
12:00 - 12:30	<b>MTLC: Ensuring Fair and Credible Sustainability</b> Elke Hortmeyer, Vice Spokesperson of the Make the Label Count Initiative	
12:30 - 13:45	Lunch	AMERON Restaurant Cantinetta
13:45 - 14:15	<b>From Goat to Garment: 1 Year of Tracing Cashmere with Fibercoin Technology</b> Jack Wyse, Business Development Manager, TextileGenesis	
14:15 - 15:00	<b>From Farm to Label: The Role of Animal Welfare</b> Maria Bauer, Expert Farm Animals and Nutrition, Four Paws International	
15:00 - 15:20	Coffee Break	
15:20 - 16:00	<b>Textile Exchange Standards Recognition and Beyond</b> Anna Heaton, Strategy Lead: Animal Materials, Textile Exchange	
16:00 - 16:30	<b>Wrap up</b> Tina Stridde, Managing Director of the Aid by Trade Foundation	