

Baltic Wool Conference 2021

**SESSION 1
OCTOBER 7**

**MARKET & BUSINESS
OPPORTUNITIES**

DAY 1

OCTOBER 7

**8.30-9:00 AM Check in
9.00 Welcome!**

Friedrike Roedenbeck, Head of Department, The National Swedish Handicraft Council (NFH) and *Peter Lindvall*, Regional Executive Officer, Region Gotland. Practical matters. *Lotta Möller*.



KEYNOTESPEAKER!

**9:15 Dalena White:
Unlock the Wool's
potential!**

**9.45 Networking for business
development in the Baltic sea
area**

**Riina Noodapera & Fia Söderberg
10.00-10.20 SWEDISH FIKA**

10:20-12:00 Developing a Wool Supply Chain

- Building system capacity and scaling up the use of Swedish wool. **Johanna Olofsson Behrman, Axfoundation.**
- The journey from idea to business – creating a sustainable brand from sheep to sales. **Lisa Bergstrand, CEO and Founder A New Sweden**
- Creating a network amongst wool producers and collaboration between wool supplier and Klippans yllefabrik. **Charlotte Jansson, Västkustens ullinsamling and Gösta Magnusson, Klippan Yllefabrik.**
- The Australian Wool Industry. **Tabitha Bilaniwskyj-Zarin and Trish Esson**

12:00-1 PM LUNCH

**1.00-3.00 PM
Meetings, networking and mingel**

End of programme www.balticwoolconference.com

