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African ethical fashion to step into the spotlight at TICAD V

Fashion as an enabler of economic growth will take centre stage at the [5th Tokyo International Conference on African Development \(TICAD V\)](#), an event aimed at expanding the market share of ethically produced fashion by linking businesses to global value chains. The International Trade Centre (ITC) will host a side event for industry leaders to target ways that fashion can boost trade in African countries.

TICAD V will be held from 1 to 3 June in Yokohama, Japan. At noon on the opening day of the conference, ITC will present an Ethical Fashion Initiative (EFI) event called, 'Responsible Fashion for Africa', bringing together representatives of the fashion industry to discuss ways that people in the public and private sectors can assist African fashion businesses to become better integrated into global markets.

This ITC event will be led by Simone Cipriani, ITC's Chief Technical Adviser of Ethical Fashion and will show how the EFI's sustainable business models have enabled African micro-producers to link into global value chains. The goal of the session is to demonstrate ways to run environmentally and socially sound businesses to achieve economic growth.

The session will feature prominent figures from fashion, including Ms. Izumi Miyachi, style editor and senior editor of *Yomiuri*; Mr. Aboubakar Fofana, an internationally recognized artist from Mali; Ms. Chan Luu, a jewellery designer who produces products with ITC in Haiti and Kenya; Mr. Hirofumi Kurino, creative director of United Arrows, a fashion distributor that works with ITC in Kenya; and Ms. Yoshiko Ikoma, fashion journalist and editor.

ITC is the joint agency of the World Trade Organization and the United Nations. ITC assists small- and medium-sized enterprises in developing and transition economy countries to become more competitive in global markets, contributing to sustainable economic development within the frameworks of the [Aid for Trade agenda](#) and [the Millennium Development Goals](#).

Media accreditation: For African media seeking accreditation to TICAD V, please contact the Embassy of Japan in your country www.mofa.go.jp/about/emb_cons/mofaserv.html Members of the Foreign Correspondents' Club of Japan seeking accreditation, please contact the TICAD V Secretariat directly (Phone: 03-5501-8508, or e-mail: ticadvpress-inquiry@mofa.go.jp)

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