



**Location:** Zoom Webinar  
**Login:** <https://zoom.us/j/401704164>  
**Date:** 28<sup>th</sup> April 2020  
**Time:** 10:30 – 13:00 London Time

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## AGENDA ITEMS:

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- 10:30** Welcome and run through itinerary
- 10:45** SFA Covid-19 Action Plan
- *Una Jones*, CEO, Sustainable Fibre Alliance (SFA)
- 11:05** Supply chain perspectives
- Situation on the ground in Mongolia and China, presenting the major risks and challenges facing cashmere producers:
- *Batkhisig Baival*, SFA Mongolia Country Director
- Group discussion on the pressures facing manufacturers, brands and retailers, what opportunities exist and how the SFA can support its members to achieve sustainability commitments.
- *Andrew Thomas*, Erdos, China; Robert Todd, UK
  - *Simon Cotton*, Johnston's of Elgin, UK
- 12:00** SFA Development in Inner Mongolia, China
- *Dr. Andreas Wilkes*, (SFA)
  - *Mr. Ayoshi Ayongxi*, International Cooperation Committee of Animal Welfare (ICCAW)
- 12:40** Chain of Custody for SFA Certified fibre
- *Zara Morris-Trainor*, Operations Manager (SFA)
  - *Ian Whiteford*, Alex Begg, UK
- 13:00** Closing Remarks
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