



# THE WRAP REPORT

WORLDWIDE RESPONSIBLE ACCREDITED PRODUCTION

*Dedicated to the certification of lawful, ethical and humane manufacturing*

## Letter from the President

**Greetings!**

The global economy is but one of the many challenges that manufacturers have to address today. Increasing transport and raw material costs, rising wage rates, corrupt government officials in certain countries, election year uncertainty, increasing regulation, demands for better environmental performance and more require the attention of business leaders like never before. For businesses to survive and thrive, these challenges must be addressed head-on and viable solutions must be found. We searched the world to find businesses that are thriving and asked their leaders to share their time and formulas for success with you.

The speaker list for our conference on November 18-19, 2010 is the best line up of speakers you will find on any program this year. You will hear from chief executives of companies and trade associations who have the most global perspectives on challenges facing industry today. These aren't people who just talk about issues - they are leaders who have developed solutions that work for their businesses. They understand their industry and the challenges that need to be addressed, and they've acted to put themselves and their businesses ahead of the competition.

Attending this conference may be the most cost-effective investment you'll make in your business this year. For less than \$1,000 and the cost of transportation, you will go home with ideas you can immediately implement in your operations and your supply chain. And, you will have 36 hours to personally interact with leaders from Sri Lanka, Ethiopia, China, Colombia, the Netherlands, England and the USA plus trade association presidents and your fellow attendees. You will be glad you attended.

I look forward to personally greeting you in November in Florida.

Steve Jesseph  
WRAP President & CEO

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**Register NOW!**



**November 18-19, 2010  
Ft. Lauderdale, FL**

Please join WRAP on:



**Media Contact:** Yin Yin  
[yin@wrapcompliance.org](mailto:yin@wrapcompliance.org)  
1.703.243.0970, ext 13

## Avedis H. Seferian - Citizen of the World



Ask Avedis Seferian where he is from and you are likely to get a grin and a polite inquiry into how much time you have available to devote to getting an answer.

The son of a diplomat, Avedis spent his formative years living in several different countries. He holds three degrees from three separate continents - a Bachelor's in Economics from St. Stephen's College, Delhi University in India; an MBA from the American University of Armenia; and a Juris Doctor from the Georgetown University Law Center in the United States. He credits that nomadic lifestyle for instilling in him a constant curiosity about different cultures, customs and cuisines. He speaks five languages (and can curse in quite a few more!) and feels that his inability to answer the simple question, "Where are you from?" is at least compensated for by his being able to feel at home in many different parts of the world.

And that's one of the things Avedis likes best about his work at WRAP. "Every single day brings interaction with people from different countries all around the globe, whether through travel, email or phone calls. I can't think of too many jobs where you'll get off a three way conference call involving people in the US, the UK and Hong Kong and then turn around and chat with someone in Bangladesh

before heading out the door to catch a flight to India," he says. For someone with his multi-cultural experiences and background, the task of managing WRAP's certification program - with factories spread over 60 countries - and interfacing with the organization's many monitoring partners, who are likewise all over the world, is well suited indeed.

Avedis joined WRAP in 2004 and is currently the in-house counsel and Director of Compliance Administration. A licensed attorney, he readily made the switch from the for-profit world of law firm practice to the non-profit world of social compliance administration when he realized how much WRAP's mission resonated with him. Here's how he tells the story: "I was initially involved on a small project with WRAP and it was supposed to be a temporary gig. It didn't take long for me to see what a great outfit it was. Basically, here we have an independent monitoring firm providing a very valuable service, certifying that the rule of law is being followed in a given location. It seemed a good idea to have a lawyer running the certification program. So we talked and, as they say, the rest is history."

And, as far as he is concerned, it is a very rich history. Although he now calls the Washington, DC area his home (having lived there for the past 10 years, it's the longest stretch he has spent in any one place), he still considers himself a citizen of the world, and a lawyer with a simple mission: to ensure legal, ethical and humane manufacturing, be it in Detroit, Dublin, Delhi, Dhaka or Dongguan.

### Contact Avedis H. Seferian:

**Email:** [aseferian@wrapcompliance.org](mailto:aseferian@wrapcompliance.org)

**Tel:** 1.703.243.0970 ext 11

## WRAP's Global Activities to Promote Social and Environmental Compliance

### LiuAn City, China

Co-organized with WRAP, China Chamber of Commerce for Import and Export of Foodstuffs, Native Produce and Animal By-Products (CFNA) hosted the 1st China International Feather & Down Festival in LiuAn City, Anhui Province, China, on September 16-17, 2010. The festival aimed to build a platform for future cooperation between China and the international feather & down industry to advance the industry's sustainable development.



*WRAP's Senior Vice President Francis Yuk spoke at the festival.*

Together with the Italy-China Economic Relations and Trade Association, CFNA launched the 1st "Spectacular China Cup - China Feather and Down Fashion Design Contest" at the festival. The international contest integrated with Chinese fashion elements and attracted several fashion institutes in China.

Francis Yuk, Senior Vice President of WRAP, gave a featured presentation titled "US, EU Economics Update & Corporate Social Responsibility" at the festival. He also presented prizes to the winners of the "Spectacular China Cup" contest.

This Festival was also co-organized by China Ministry of Foreign Economic Relations & Trade (MOFERT) Shanghai Branch, Szechuan Commerce Bureau, CFNA Feather & Down Department, and LiuAn Commerce Bureau. CFNA and WRAP signed a Memorandum of Understanding and Cooperation on June 7, 2010.

CFNA is the leading Chamber of Commerce representing the feather and down industry in China.

### New Delhi, India

On August 23-27, WRAP's Director of Compliance Administration Avedis Seferian conducted a 5-day monitor training course in New Delhi, India. A total of eight professionals from India, Sri Lanka, and Mauritius attended the course.

"I think it was a good learning experience we all had," a participant said after the training, "[U]ndoubtedly, Avedis is a great trainer and we are lucky to have been trained by him. Appreciate his patience and support."



*Avedis Seferian (middle) with participants at the training course in India*

Seferian also conducted a 5-day monitor training course in Bangladesh on August 16-20 before the training in India.

### Mexico City, Mexico

On August 2-6, WRAP's Director of Training Stuart Webster conducted a 5-day monitor training course in Mexico City, Mexico. The course was designed to help auditors perform capable and value-added social compliance audits. It also aimed to develop the participants' understanding of management systems design and implementation.

A total of ten professionals from the local monitor firms participated in the training course which received overall positive feedback. One of the attendees commented, "The tutor has a good knowledge of all topics. He used a lot of techniques to teach all attendees. He is experienced and has the ability to make the things easier to learn."

Lourdes Perez, WRAP's representative in Mexico, also participated in the training and provided the language translation support.



*(Continued from Page 3)*

## **New York City, NY, U.S.A**

WRAP hosted a social and environmental compliance seminar in New York City on August 31, 2010. Over twenty representatives from well-known brands and retailers participated in the event.

The premise of the seminar was to create a culture of on-going compliance and to improve overall management system within a facility. It covered the history of social compliance, understanding of local laws and relevant ILO conventions, implementing a management systems approach to compliance, assignment and training of relevant staff, and developing an internal audit mechanism.



*WRAP's Director of Training, Stuart Webster conducted the seminar in New York City.*

The seminar was conducted by WRAP's Director of Training Stuart Webster. WRAP's Marketing Representative Roxanne Wimberly and WRAP's Accredited Monitor Monica Escobar Marin also attended the seminar.

## **WRAP 10th Anniversary Conference on Sustainability and CSR to Be Held on November 18-19, 2010**

As a part of its 10th Anniversary celebration, WRAP is hosting a Sustainability and CSR conference in Ft. Lauderdale, Florida, on November 18-19, 2010.

"The Good, the Great and the Excellent: A Tour of World-Class Practices in Sustainability, CSR and More" is the most significant CSR event of the year. The conference speakers, all senior executives, are top thought-leaders in industries and academia around the world. Many of their presentations feature recognized best-in-class initiatives and were developed by companies that have received major international awards. The conference topics are focused on socially and environmentally responsible practices, ranging from business investment, facility and customer management, community engagement, education, and more.

To review the conference agenda and register for the conference, please click [here](#).



## **Cashmere World Fair to Be Held in Beijing**

Cashmere World Trade Fair is scheduled to be held in Beijing, China from November 23 - 25, 2010. The organizers, UBM, and their government body partners CFNA (China Chamber of Commerce of Import & Export of Foodstuffs, Native Products & Animal By-Products) are offering attendees two significant fringe programs -- Cashmere Quality Forum and Sustainability Conference -- supported by key industry players including Worldwide Responsible Accredited Production (WRAP) and sponsors Huntsman Textile Effects.

WRAP, which has provided social responsibility training and certification services to textile & apparel industries for over a decade, is "delighted to support Cashmere World for the greater future of the cashmere industry," said WRAP Senior Vice President Francis Yuk, who will participate at both the Forum and the Conference.

Yuk is confirmed to be the moderator of the Cashmere Quality Forum, where panelists will debate the need for global cashmere quality standards and address both commercial and technical issues. He said that the Forum will help the industry achieve a "unified approach to cashmere quality analysis, cashmere manufacturing and quality improvement across the supply chain."

For registration, please visit: <http://www.cashmereworldfair.com>.

## WRAP Pavilion to Be Spotlights at MAGIC show February 2011

Sourcing at MAGIC, the largest and most comprehensive fashion sourcing event in North America, will showcase more than 700 apparel and footwear manufacturers, fabric mills, trim & component suppliers, print design studios and fashion supply chain providers from over 40 countries in Las Vegas on **February 13-16, 2011**.

WRAP will again have a pavilion at the 4-day event featuring socially and environmentally compliant facilities around the world. All WRAP-certified companies are welcome to join WRAP at the pavilion enjoying a special rate of \$5,500 for each studio exhibition space (10'x10') which includes: one (1) booth sign, one (1) table, three (3) chairs, six (6) fixtures, one (1) wastebasket and 500 watts electrical. Drayage is included for product only up to 300 lbs. The deadline to register with this rate is **November 19, 2010**.

To register, please contact WRAP's Communications Specialist Yin Yin at [yyin@wrapcompliance.org](mailto:yyin@wrapcompliance.org) or 1.703.243.0970.

## Haiti Apparel Center Opens

Working through the US Agency for International Development (USAID) and CHF International, [TC]<sup>2</sup> has developed the first initiative for the training center in Port au Prince with the Sewing Operator Training School.

Thirteen Sewing Operator Trainers were trained and two classes of new operators had graduated and been deployed into the work force when the earthquake struck in January, and training was halted. The center was temporarily used

for emergency aid relief, but the building has been restored and the opening ceremonies were conducted on August 11, 2010. Sewing Operator Training classes resumed in September, 2010.

According to [TC]<sup>2</sup>, the 30,000 square-foot center will be a training center for sewn product workers and will elevate the skills of the Haitian workforce. The center will not only instruct sewing machine operators, but will encompass in its teaching almost every level of worker in a sewn products factory, from the factory floor to executives. In addition to the operator training program, there will be a mechanics training course to develop technical capabilities, a middle management and supervisor development program to develop core competencies, and an executive seminar series that will focus on world-class business processes, technologies, and future industry direction. The first executive seminar was conducted by [TC]<sup>2</sup>'s President, Dr. Michael Fralix, following the center's opening ceremonies.

Will Duncan of [TC]<sup>2</sup> comments, "It is official! The ribbon has been cut and the Haiti Apparel Center is now a reality. The inauguration went very well, with about 180 in attendance. Over 50 individuals attended the first Executive seminar. Now that we have this wonderful center, the real work begins to finish developing and delivering training that will transform not just an industry, but a nation."

This project was made possible with the CTMO-HOPE Commission, ADIH and the technical expertise of [TC]<sup>2</sup>. To read the official press release from USAID, please click [here](#).

## Upcoming Events

### **Bangkok International Gift Fair and Bangkok International Houseware Fair 2010**

Opening Ceremony: October 19-24, 2010  
Trade days : October 19-22, 2010  
Public days : October 23-24, 2010  
Bangkok, Thailand

### **WWD Sourcing and Supply Chain Forum**

October 26, 2010 New York, NY

### **ITAA Annual Conference**

October 27 - 30, 2010  
Montreal, Quebec, Canada

### **International Product Safety & Restricted Substances Conference**

November 10, 2010  
Ho Chi Minh City, Vietnam

### **WRAP 10th Anniversary Conference (Register NOW!)**

November 18 - 19, 2010  
Ft. Lauderdale, FL

### **China International Cashmere Conference**

November 23 - 24, 2010  
Beijing, China

### **Sourcing at MAGIC**

February 13-16, 2011  
Las Vegas, NV