

# “Getting through the crisis together”

Asian Dialogues on Sustainability in the Textile and Garment Industry  
Webinar Series

Webinar 2:

## The Impact of the Crisis: The Brands' Perspective

Tuesday, May 12, 10 am CET (Berlin) / 3pm ICT (Bangkok) / 4pm CST (Beijing) – 90 Minutes

COVID-19 has disrupted supply chains globally, resulting in reduced orders and incomes, factory closures and job losses. The implications for developing countries are enormous, potentially leading to strikes and social unrest. This webinar series by GIZ FABRIC sheds light on the pandemic's impact on the textile and garment industry in Asia.

The second webinar will discuss the COVID-19 pandemic's impact from the viewpoint of brands. Speakers from the German brand BRANDS Fashion, the multi-stakeholder initiative Partnership for Sustainable Textiles and the sustainability solutions provider ELEVATE will review how brands have been impacted by COVID-19, what response measures they have taken, what the pandemic means for sustainability goals of the industry and discuss the outlook for the next few months.



**Mr. Mathias Diestelmann,**  
Chief Executive Officer, BRANDS Fashion

Having served as the company's COO for three years, Mathias has become CEO of BRANDS Fashion, Europe's market leader for sustainable workwear, in January this year. Previously, for more than eight years, he led the sourcing offices in Bangladesh and China, with a main focus on quality and compliance assurance. After returning from Asia, he integrated the German Importer for discounters, Jefferson GmbH, into the brands fashion corporate structure. In the future, he will focus on further digitization. Brands fashion has been developing high-quality and fashionable workwear for well-known companies in Europe and the USA since 2002. Their products are certified with GOTS, Fairtrade or Made in Green by Oeko-tex, Cradle to Cradle and the Green Button.



**Ms. Maren Barthel,**  
Director, Strategic Account Development, ELEVATE

At ELEVATE, a leading business risk and sustainability solutions provider, Maren is working closely with European brands and retailers, helping customers optimize their supply chain responsible sourcing programs and drive improved performance throughout the value chain. Prior to joining ELEVATE, Maren worked with CBR Fashion Holdings as Head of CSR and Sustainability with a focus on the development and implementation of a sustainability roadmap. Previously, she was based in Istanbul and involved in the German Alliance for Sustainable Textiles as well as the implementation of Otto Groups social program in sourcing countries and before that in Shanghai with Otto Group, responsible for audit and capacity building.



**Dr. Jürgen Janssen,**  
Manager, Partnership for Sustainable Textiles

Working for Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, since 2016, Jürgen has been heading the secretariat of the Partnership for Sustainable Textiles (German: "Textilbündnis"), a multi-stakeholder initiative which brings together members from the industry (companies and associations), non-governmental organisations, trade unions, standards organisations, and the German Federal Government. The Partnership strives to improve conditions in global textile supply networks - from the production of raw materials to the disposal of textiles. Previously, Jürgen was the coordinator and representative of the German Global Compact Network and represented the network nationally and internationally as part of the UN Global Compact.