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## PRESS RELEASE

### **IAM, IIFT to launch executive education programme on apparel export management**

New Delhi, Mar 4 – The Institute of Apparel Management (IAM) and the Indian Institute of Foreign Trade (IIFT) today signed a memorandum of understanding for launching a four-month executive management education programme on apparel export management.

The cutting-edge programme will start from next month and give a thrust to Indian apparel exports. The IAM, promoted by the Apparel Export Promotion Council (AEPC), trains managerial cadre professionals in apparel design, merchandising and technology areas for both export and domestic sectors.

The MoU was signed by IAM's director general and chief executive officer Darlie Koshy and IIFT director K.T. Chacko in the presence of AEPC chairman Rakesh Vaid, secretary general Vimal Kirti Singh and prominent executive committee members.

Mr Vaid said that both the institutions will develop top-notch programmes to prepare professionals for the export sector.

After the phase-out of export quota regime and a severe downturn of the markets worldwide, it was felt that fresh approaches are required to beat the competition in the international markets. Supply chains have also changed dramatically but the existing educational programmes fail to reflect new ground realities.

The two premier institutes hence decided to contribute their expertise to launch this unique certificate course in a new format as a twining programme between the two

campuses. The course is also designed to boost the applied knowledge of generation next apparel exporters and entrepreneurs.

"In the post-WTO era, the sand under the feet has changed. New approaches are required to tackle these new challenges and these have been factored in this absolutely new-age course," said Dr Koshy.

The IIFT-IAM course on apparel export management will have 40 students initially. The fee will be Rs 70,000 and the course will be delivered in both IIFT and IAM campuses on weekends.

In recent weeks, the IAM has been in talks with educational institutions in Britain, Canada and the United States. London College of Fashion has in principle agreed to give the right to IAM for a three-year programme on fashion marketing and fashion entrepreneurship.

Wolverhampton University has offered cooperation to validate and recognise a bachelor's degree in fashion design. At the same time, Brighton University is also keen to move forward in offering a four-year integrated masters and design programme in collaboration with the IAM on 2 + 2 format.

In Canada, the IAM has signed letters of intent with Ontario College of Art and Design for launching bachelor's and master's degrees in design apart from two programmes in fashion technologies and fashion management from George Brown College.

In the United States, it has finalised talks with Fashion Institute of Technology for offering associate degrees in fashion merchandising with three specialisations.

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For more details, please visit [www.iamindia.in](http://www.iamindia.in) or [www.iift.edu](http://www.iift.edu)

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