



# Discover Natural Fibres Initiative

January 13, 2020

## **Hortmeyer and White to Lead DNFI**

Ms. Elke Hortmeyer and Ms. Dalena White were elected as Chair and Vice-Chair of DNFI at the organization's annual meeting in Frankfurt on 8 January 2020.

Ms. Hortmeyer is Head of Communications and International Relations for the Bremen Cotton Exchange (BBB), Bremen, Germany and has served the cotton industry for almost 20 years. She has been active in DNFI since its founding in 2010. Ms. Hortmeyer is a member of the foreign trade committee of the Bremen Chamber of Commerce, and she serves on the ICAC panel on Social, Environmental & Economic Performance of Cotton (SEEP). She is editor of the bi-weekly Bremen Cotton Report, and she writes and edits annual and inter-annual reports of the Bremen Cotton Exchange for the public and members of the Board of Directors. She is one of the principal organizers of the bi-annual International Cotton Conference Bremen.

Ms. White is Secretary General of the International Wool Textile Organization (IWTO) in Brussels. She has participated actively in DNFI since 2016 when she joined IWTO. She has a background in textile manufacturing and apparel sourcing. As Secretary General of IWTO, Ms. White conducts numerous conferences each year around the world, participates in technical seminars and workshops, and she interacts with regulators and advocacy organizations on environmental and animal welfare issues.

The outgoing Chair of DNFI, Terry Townsend, congratulated the two officers on their election. He noted that both have extensive knowledge of fibres, fibre markets and fibre production and marketing systems, and that each is highly qualified as an advocate for natural fibres.

The Discover Natural Fibre Initiative (DNFI) was created in January 2010 as an outgrowth of the International Year of Natural Fibres 2009, declared by the United Nations General Assembly. The purposes of DNFI are to advance the interests of all natural fibre industries and to encourage increased use of natural fibres in the world economy. DNFI is a voluntary association of individuals and organizations with interests in promoting natural fibres through collaboration, consultation and cooperation. The Organization ([www.dnfi.org](http://www.dnfi.org)) works to further the interests of natural fibres by serving as a platform for information exchange, by providing statistics on fibre production and use, and by working to raise awareness of the benefits of natural fibre industries to the world economy, environment and consumers.

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