



NEW! YEP PROGRAM'S NEW SESSIONS IN 2021

The YEP (Young Executive Professionals) Exchange Program will continue in 2021 with new sessions. These are scheduled to take place in Italy, France, UK, The Netherlands, Spain, in a physical form when possible, but anyhow online by streaming. YEP's main goal is to exchange know-how and practical experience amongst young promising entrepreneurs aiming to develop new business cases in one of the defined new market areas.

- Pitch your initiative
- PTC reputed experts sessions
- Guidance, practical cases, assignments and coaching from PTC experts



YEP (YOUNG EXECUTIVE PROFESSIONALS) PROGRAM

Who can join the YEP modules?

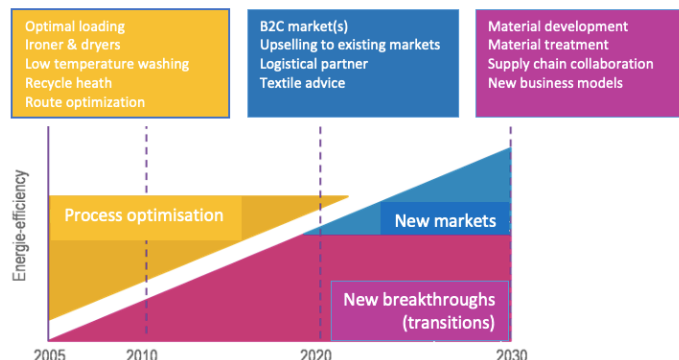
- Young entrepreneurs in RTC (Retail Textile Cleaning) and/or ITS (Industrial Textile Services)

Content

- Exchange information, know-how and practical experience especially amongst young promising Laundry managers and upcoming business owners in order to reach out to new market segments, new business models and new opportunities during and after Corona•
- Stimulate innovation by organizing hybride (online and – where possible, taking into account the pandemic circumstances – offline) Master Class programs (from different countries) all focused around a specific topic for new business models, management principles, innovative technology and developing new PTC business strategies;
- International networking; set up personal contacts between the most promising young laundrypreneurs that represent their country, long-time industry experts and leading suppliers to discuss new enabling technologies and how implementation can open up new markets.

What's in it for you?

- CERTIFICATE AWARDED
- YEP AWARD CATEGORY AT GBPAP2022



Starting points

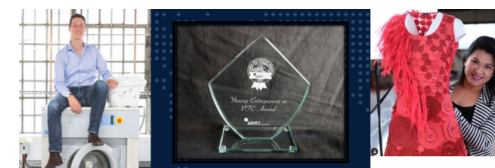
- Professional textile care (PTC) in the developed markets (like US and Western-Europe) is at a mature stage of the product life cycle which requires re-invention of the business model to find growth again.
- To achieve this, the potential market is defined in its broadest way possible, taking into account all textiles being washed. This includes domestic laundry, OPL (on premise laundry) and PTC. Market statistics in the Netherlands (from TKT and CBS) indicate only 5% of all textiles is washed by PTC companies, hence the market potential is huge (95%).
- State of the Art technology enables textile care companies to set up new concepts to gain market share. As described in the Roadmap 2030 of FTN (Dutch association for textile services) the focus on innovation will change from process innovation to new business models, we're now approaching the milestone of 2020.

Concept

- CINET will organize, in cooperation with individual companies, national associations and international suppliers, a program of 4-5 sessions/workshops of 1 day and ½ each according to below schedule on digitization & new business development, each time to a different country with a different theme, with different hosting partners in Italy, France, UK, The Netherlands, Spain
- We are prospecting the options of organizing sessions in other countries, depending on the travel restrictions. We will update the list shortly, via CINET's communication channels (website, newsletters, social media)
- New business development will be focused on B2B and B2C markets customers which currently are hardly serviced. Structure per online/hybride session:
 - Duration 8-10 hours (over 2 days)
 - 3 segments of 3 hours each
 - Pitch your initiative
 - PTC reputed experts sessions
 - Guidance, practical cases, assignments and coaching from PTC experts
- For financial support National Partners are found for each session. They will arrange local facilities. For the in-person presence, subsistence & travel cost are to be taken by the young laundrypreneur. An option for EU funding is explored. A fee will be perceived for setting up the program and incorporate the trainers/coaches fees.
- Fees per online session:
 - Euro 145,- (exc VAT) for CINET Members
 - Euro 245,- (exc VAT) for non CINET Members

The first YEP Edition (2019-2020)

- In 2020, after the first sessions, the first YEP Awards were presented during The Global Best Practices Awards (Nov 4-5 last). The YEP trophies were granted to Blanc (UK) and WAUWcloset (The Netherlands).



- Blanc was awarded for setting up a great omnichannel approach, that has resulted in impressive growth cleaning over 1 million pieces over the last years. Also the product portfolio has been developed into a total solution for hygienic and cleaning solutions which is highly necessary in these difficult times.
- WAUWcloset was awarded for being an impressive business that develops a new value or finds a new customer group but this startup is pioneering to do both. The same time WAUWcloset offers a fashion rental concept for 'power-women' in a most creative way. The application was very detailed, containing clear details about the business model. Lastly, the start-up has shown strong stakeholder management, setting up impressive strategic partnerships.



More info and registrations?

Please contact CINET Secretariat by email (cinet@cinet-online.com) or by phone (+31344650430)

Early bird offer: 15% discount: For the participants enrolled before April 15th, a 15% discount will apply.

Representatives of CINET members will also benefit of a 15% discount at the YEP Sessions' fees.