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Visionary is a Key Panelist in San Salvador CAFTA Summit

Princeton, NJ – Kathie De Chirico, President and CSO (Chief Strategy Officer) of Visionary Strategies recently participated in the CAFTA Speed to Market Summit held in San Salvador, El Salvador on July 19-21. The Speed to Market Summit is considered to be the most important textile apparel industry event in the El Salvador region. The Summit had an outstanding attendee list reaching well over 250 global participants. Elias Antonio Saca Gonzalez, President of El Salvador, kicked off the seminar with opening comments.

Six panels were created to discuss issues concerning Finance, Logistics, Product Planning, Trim, Cotton Fabric and Synthetics. Kathie participated in the PRODUCT PLANNING panel, alongside, Gary Ross, SR. V.P. of Sourcing for Liz Clairborne and Tom Burns, Executive V.P. of The Doneger Group. The Panel informed the participants of the ever-changing dynamics of Speed to Market in relationship to being and/or becoming a key competitor in the apparel and fashion industry. The summit helped create a better understanding of new business opportunities in the region and hopes to increase the trade potential between Central America and the United States.

Kathie De Chirico recently has been asked to speak about branding at the American Apparel Producers Network's annual meeting in the fall of 2005.

About Visionary Strategies

Visionary Strategies is a brand management and licensing company specializing in corporate and marketing strategies for the fashion and apparel industry. With over 25 years of hands on experience in the retail and wholesale fashion sectors Visionary provides a one of a kind approach to branding.

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"Brand Architects: Building Empowerment through Partnership"
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