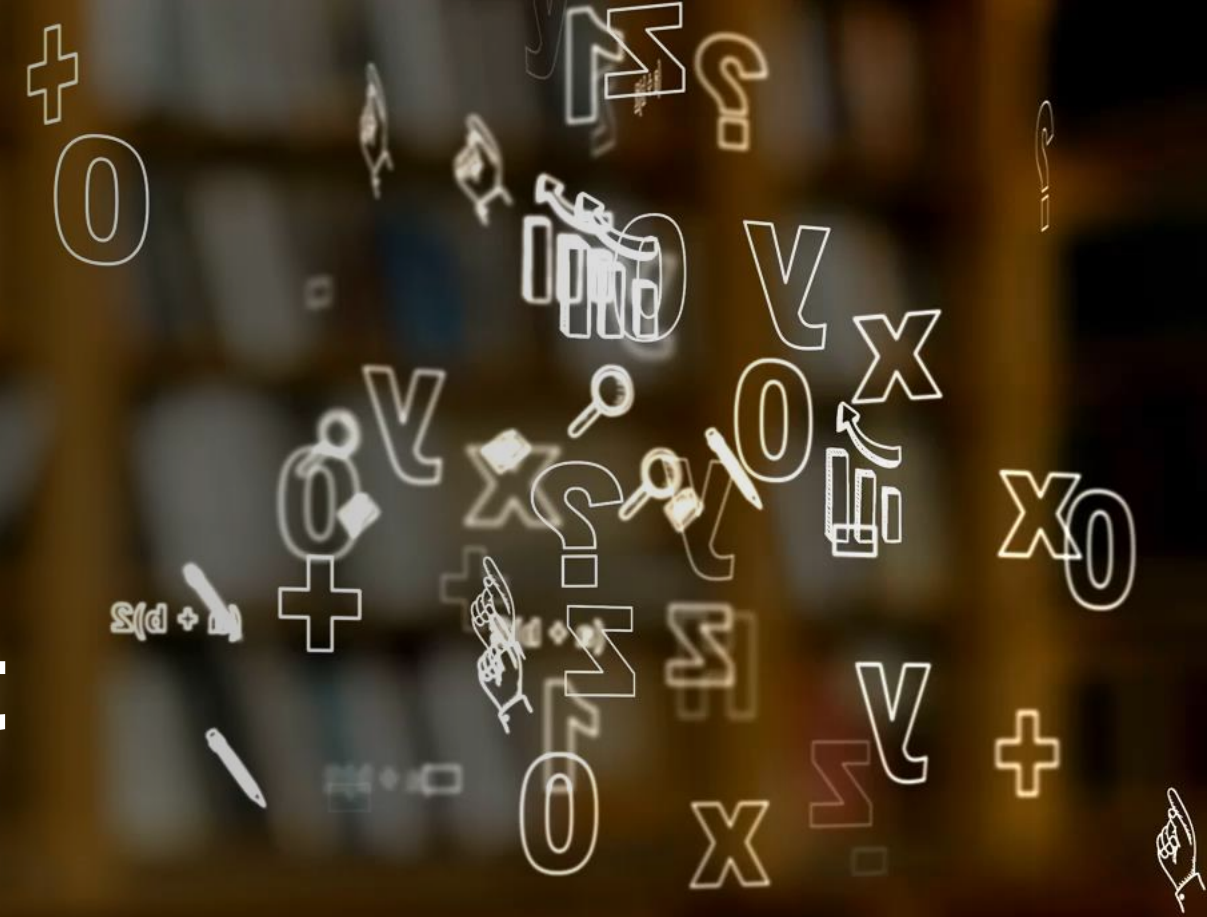




Wool market after COVID

NWGA congress



Consequences



• GOOD

- Opportunities
- Europe
- Globalization

• BAD

- Inflation
- Chaos- Disruption
- Broken systems
- DeGlobalization
- Protectionism

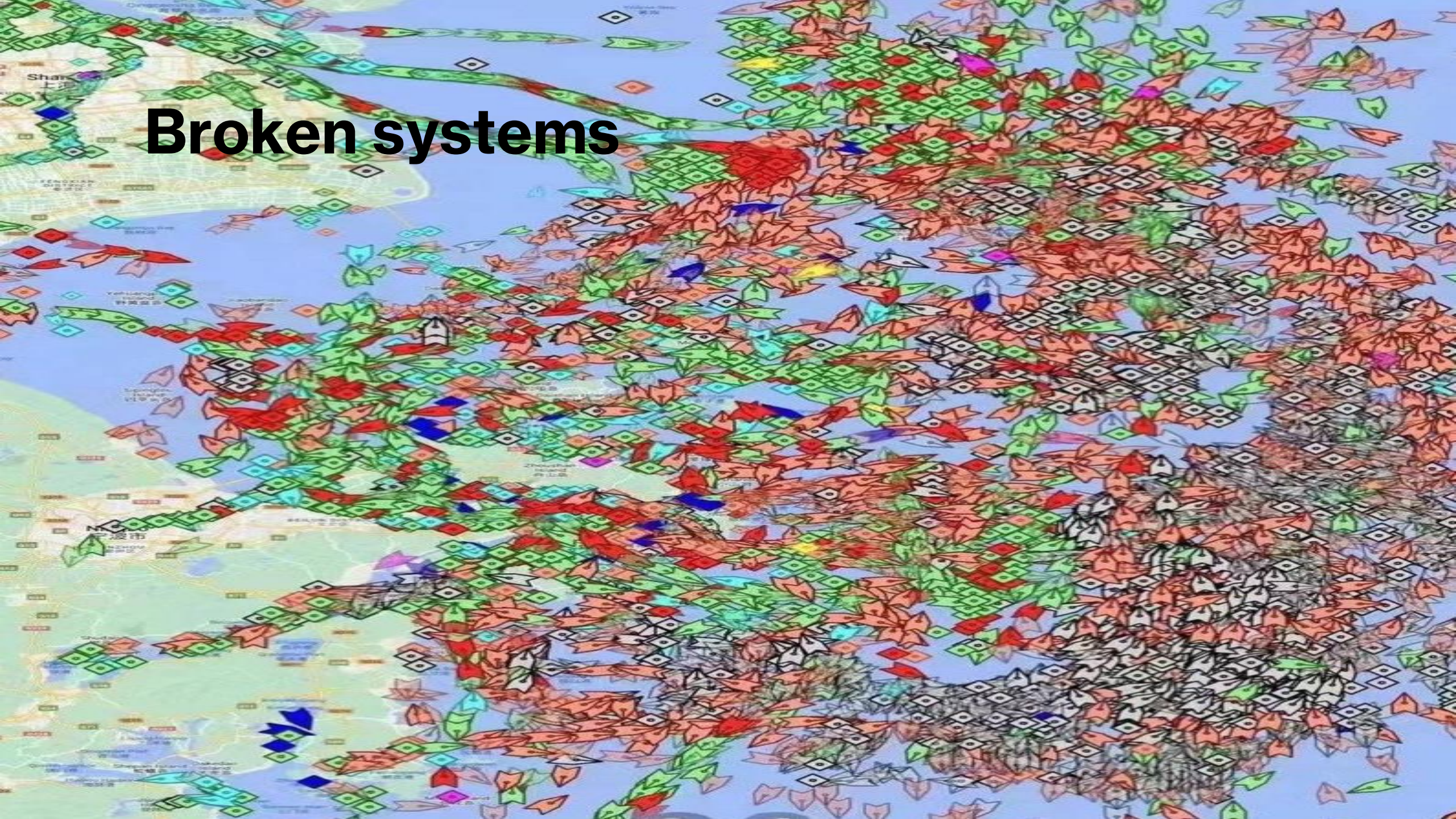
Globalization



De-Globalization



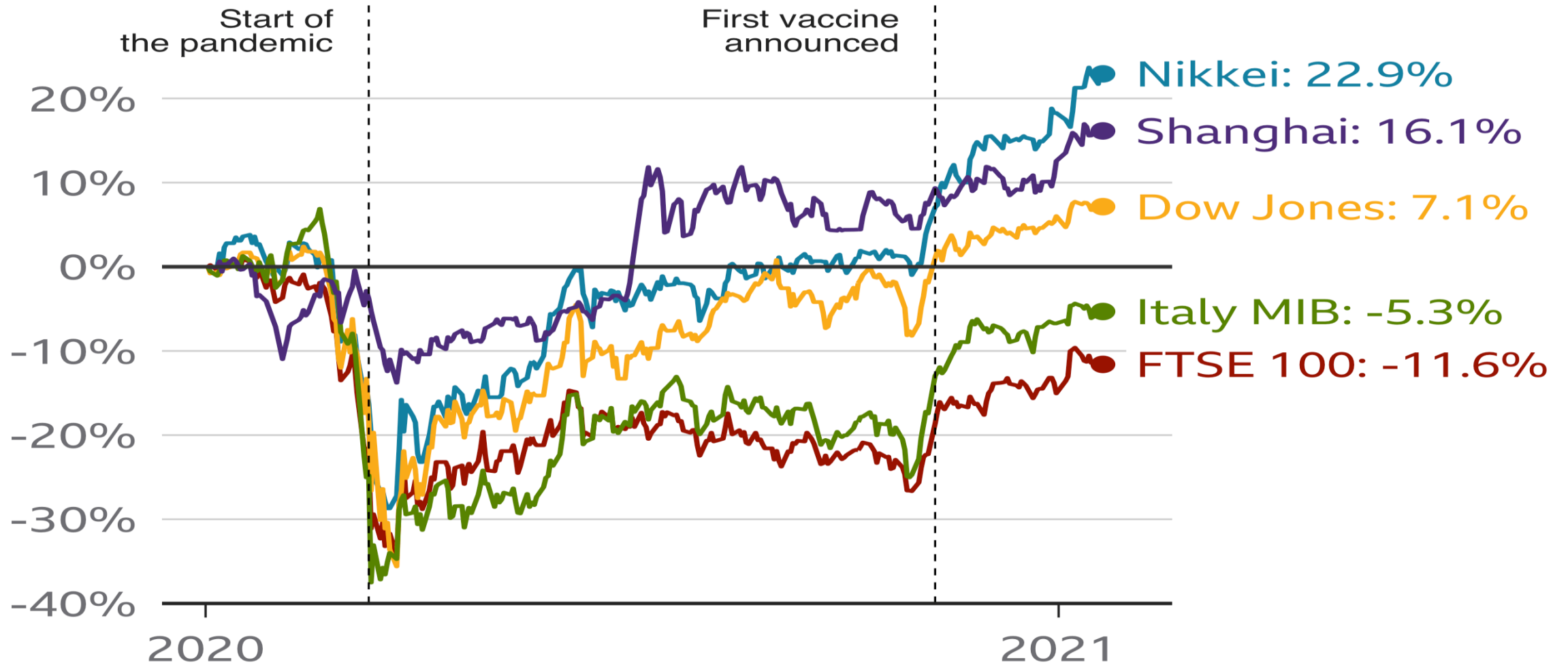
Broken systems



A photograph of a tattered Ukrainian flag (blue and yellow) hanging in front of a stone building with a statue. The flag is heavily damaged, with many holes and tears. The background shows a classical building with a statue on a pedestal and a fence. The word "Chaos!" is overlaid in white text on the left side.

Chaos!

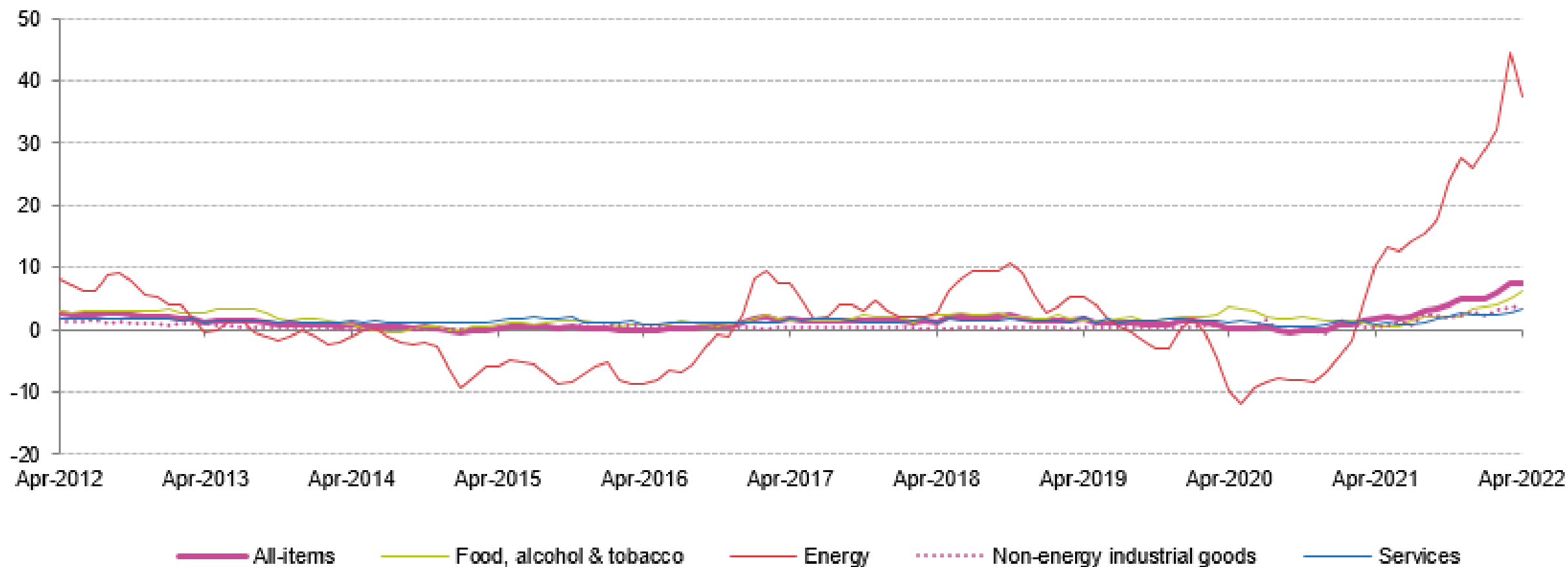
The impact of coronavirus on stock markets since the start of the outbreak



Source: Bloomberg, 24 January 2021, 00:01 GMT

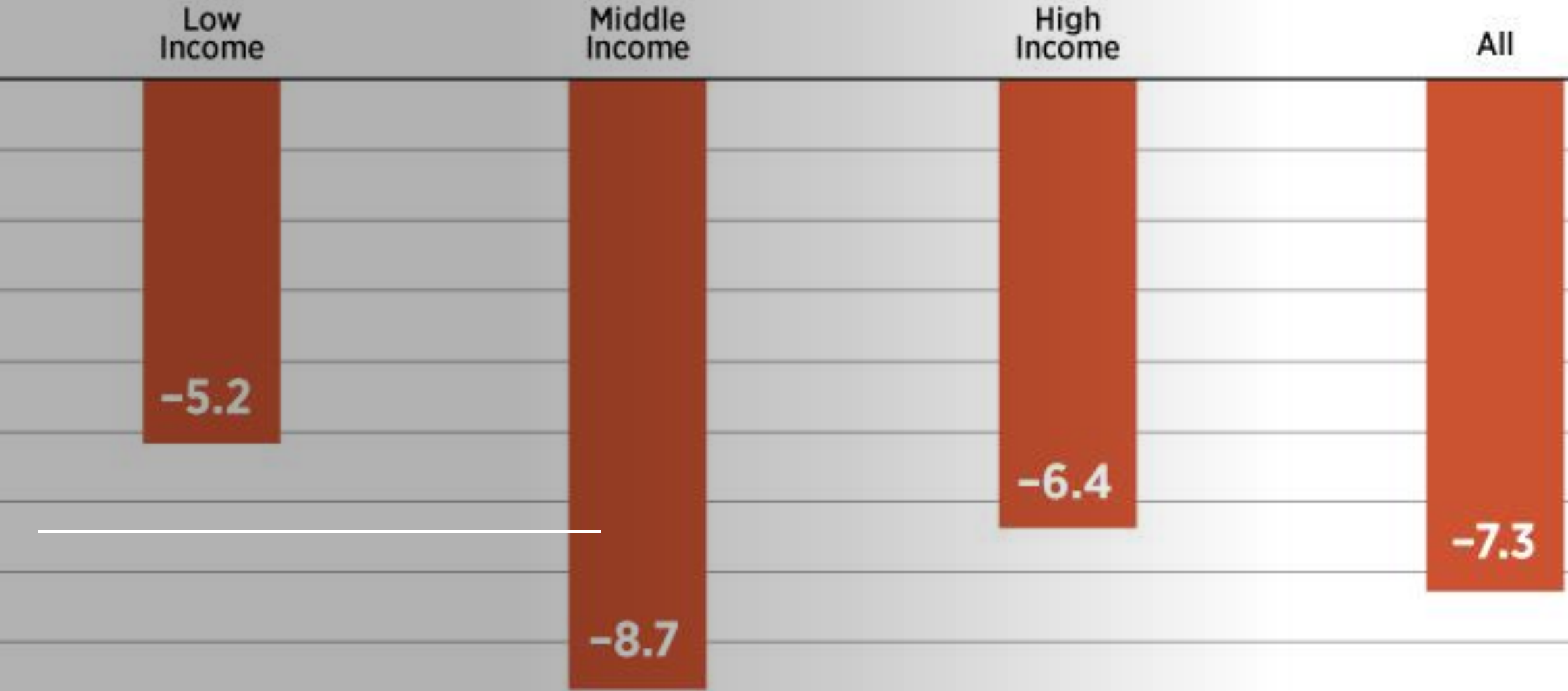
Euro area annual inflation and its main components, April 2012 - April 2022

(%)



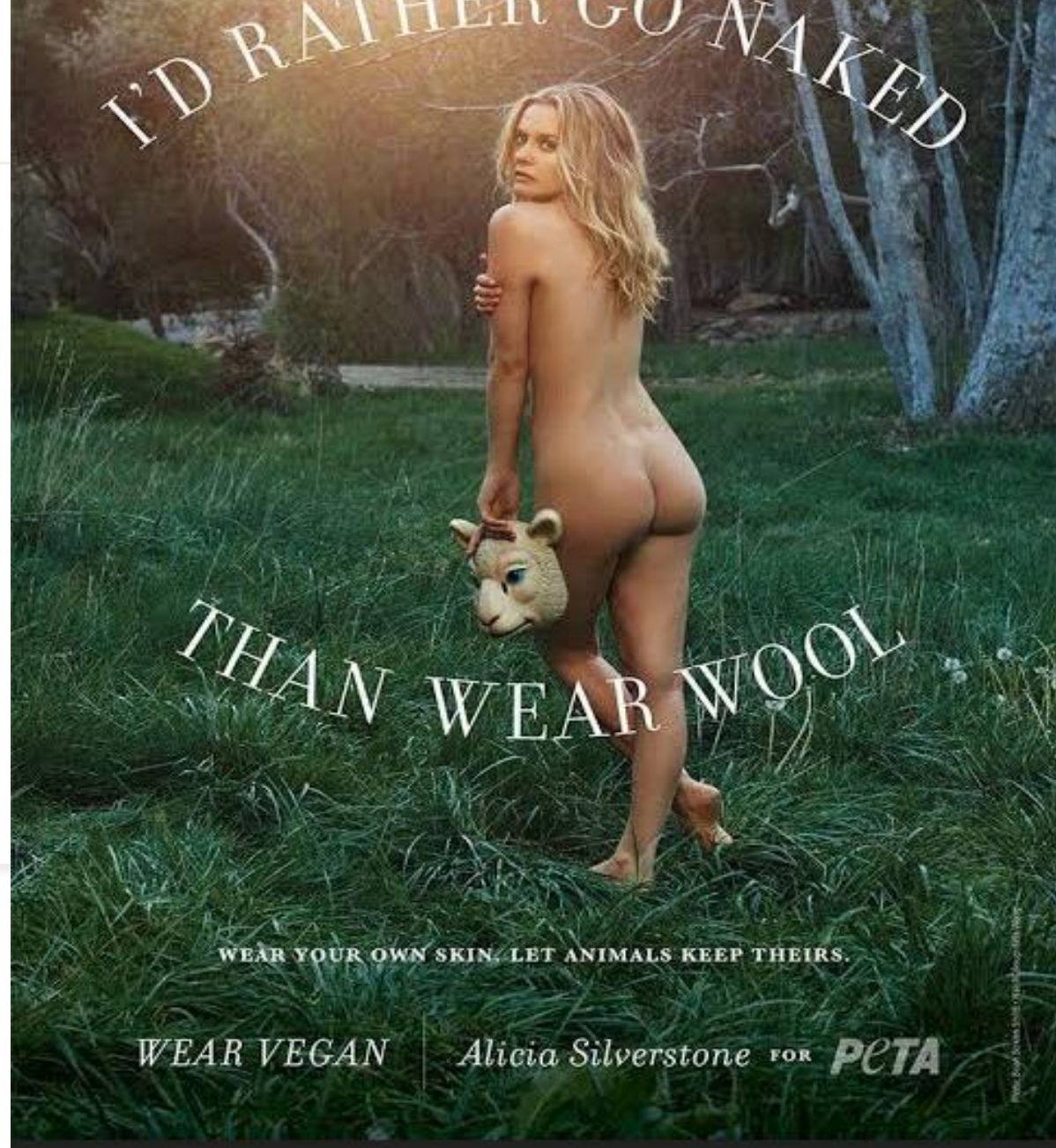
Source: Eurostat (online data code: prc_hicp_manr)

Impact of COVID-19 on GDP Growth by Country Classification



Effects of Inflation

What are consumers thinking?



**Global
warming got
real!!**



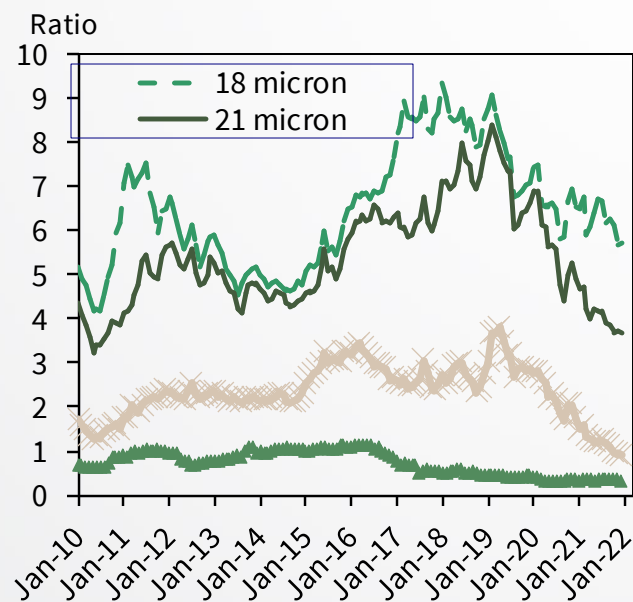


Type of wool

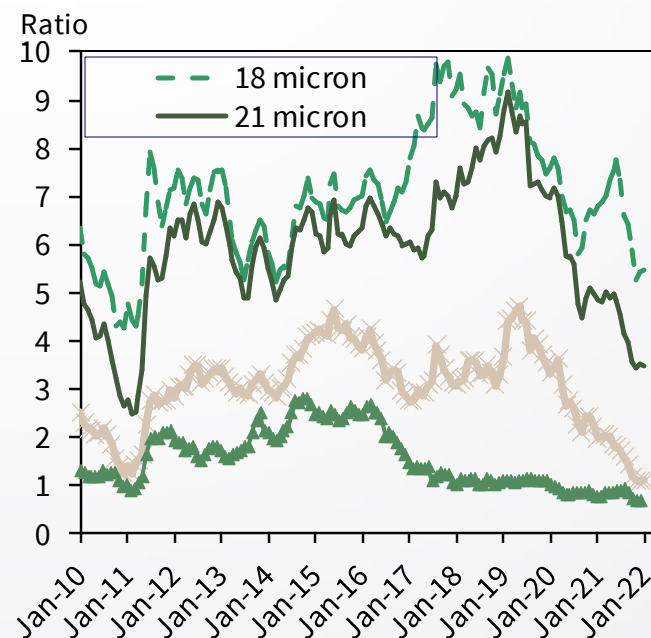
Woven yarns vs Knitted

Wool vs other textiles

Synthetics



Cotton



Source: AWEX, Cotton Outlook, Wood Mackenzie, CIRFS, Woolmark, Poimena Analysis

Data to December 2021

Note: for 28 micron wool the ratio is against acrylic and for NZ broad wool the ratio is against nylon (polyamide)



Opportunities

Certification

Ease of doing business

Unique value proposition

Regen farming

It is not about the wool anymore!!





Meaning?

Auctions volumes, dates?

Shipping

Payment terms

Certifications



Thank you!

