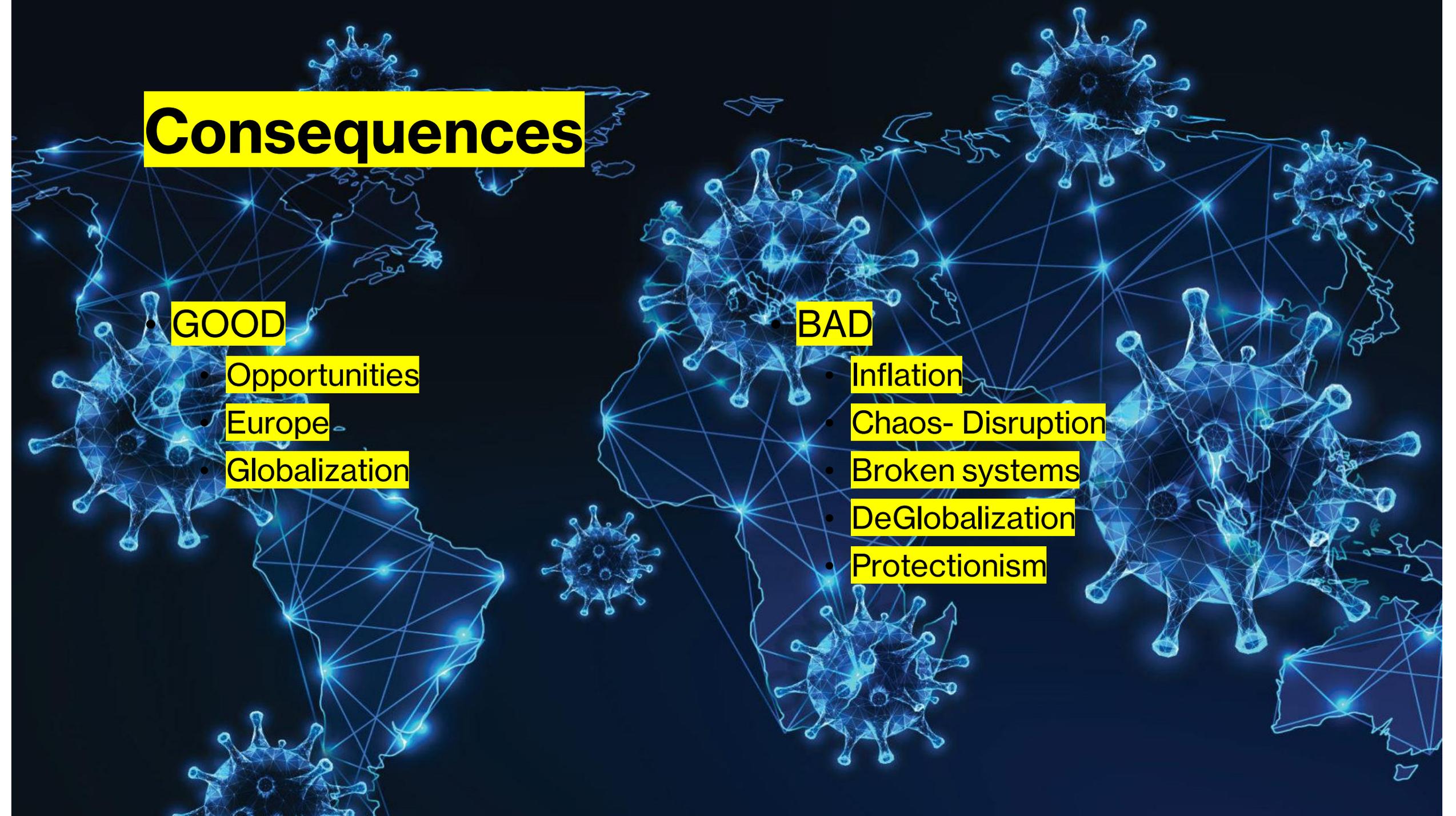




# Wool market after COVID

NWGA congress

# Consequences



## • GOOD

- Opportunities
- Europe
- Globalization

## • BAD

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

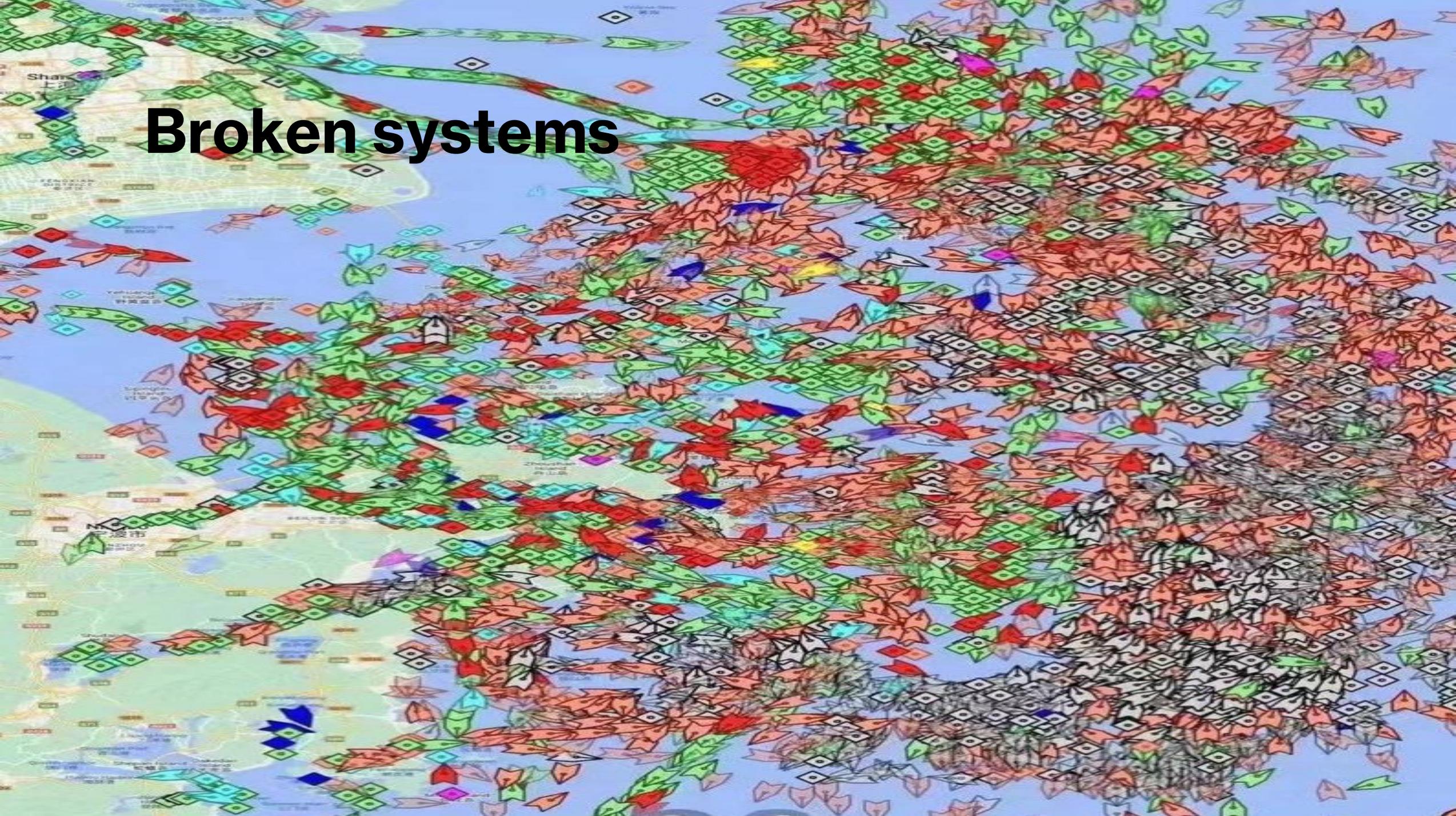
# Globalization



# De-Globalization



# Broken systems

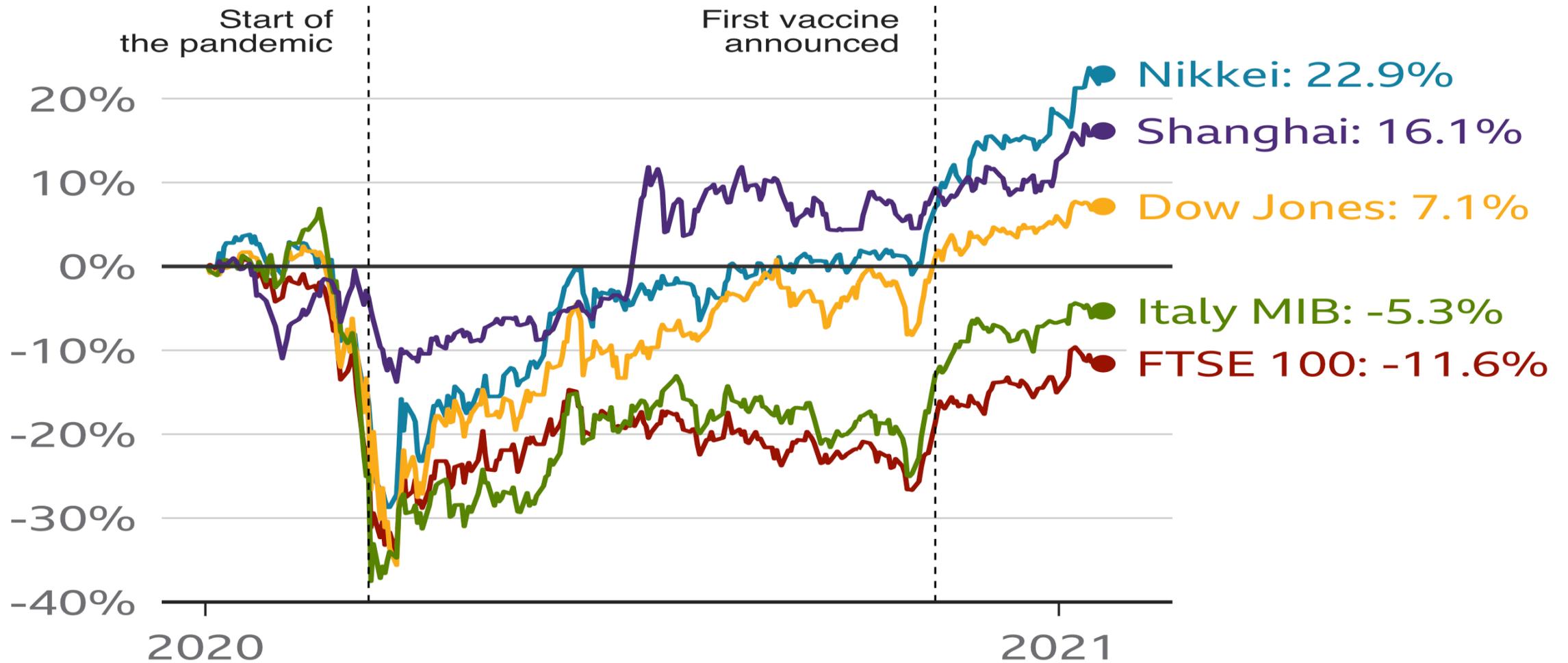


**Chaos!**

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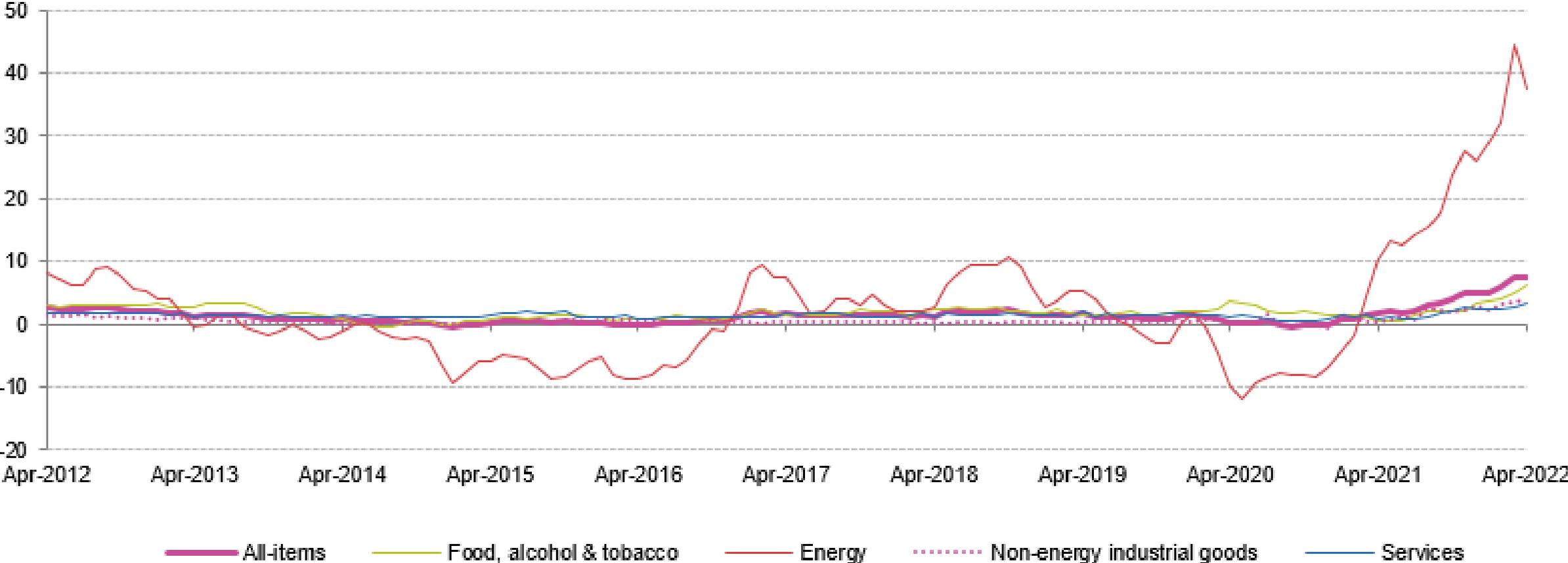
# The impact of coronavirus on stock markets since the start of the outbreak



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

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

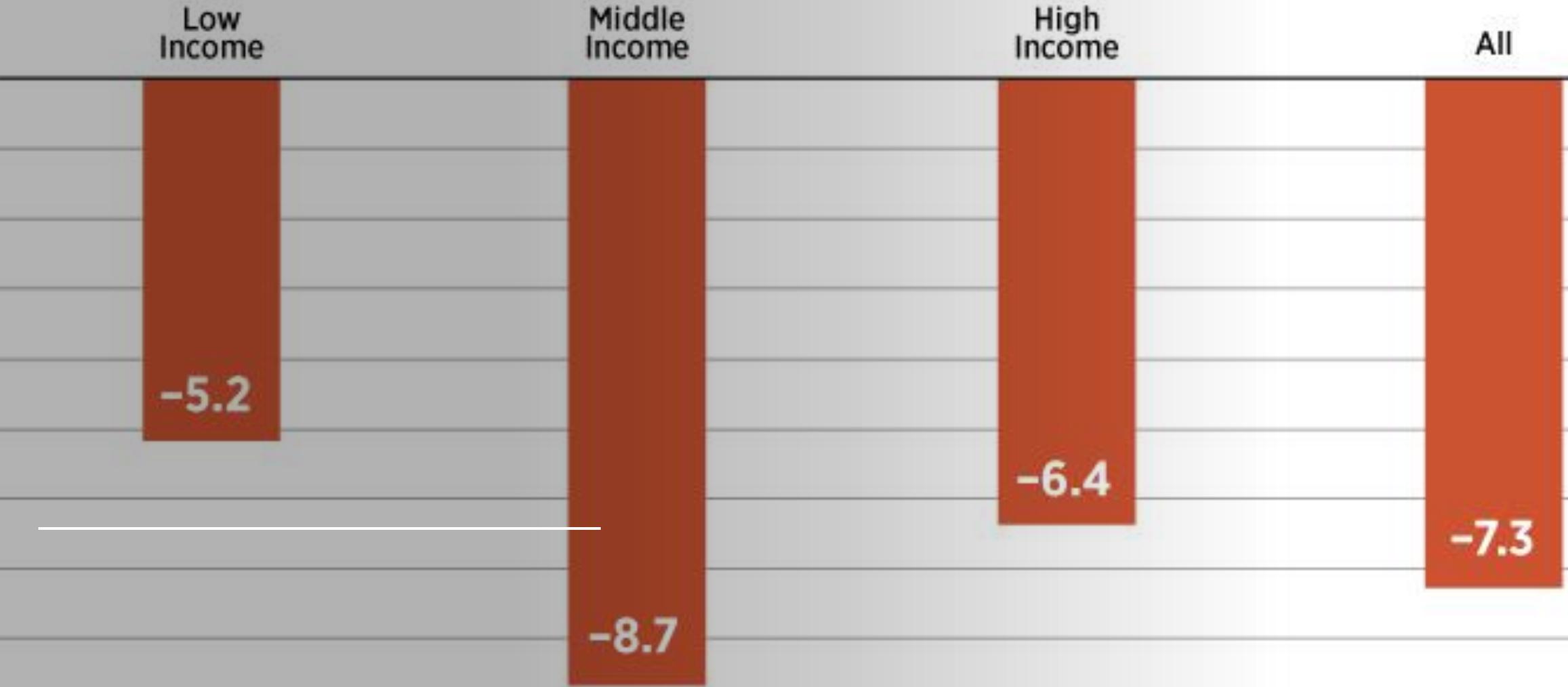
(%)



Source: Eurostat (online data code: prc\_hicp\_manr)

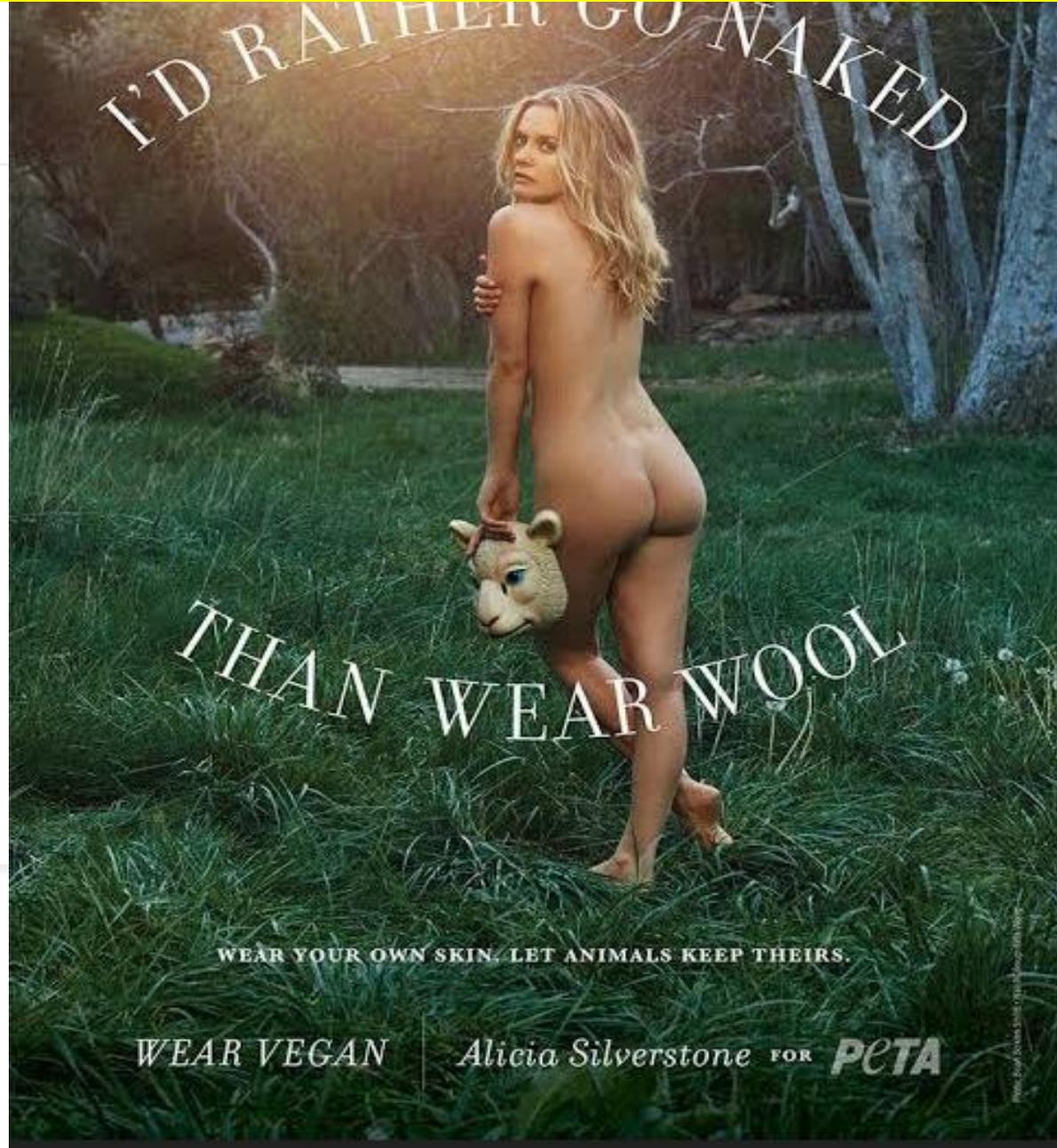


# Impact of COVID-19 on GDP Growth by Country Classification



## Effects of Inflation

# What are consumers thinking?



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**Global  
warming got  
real!!**

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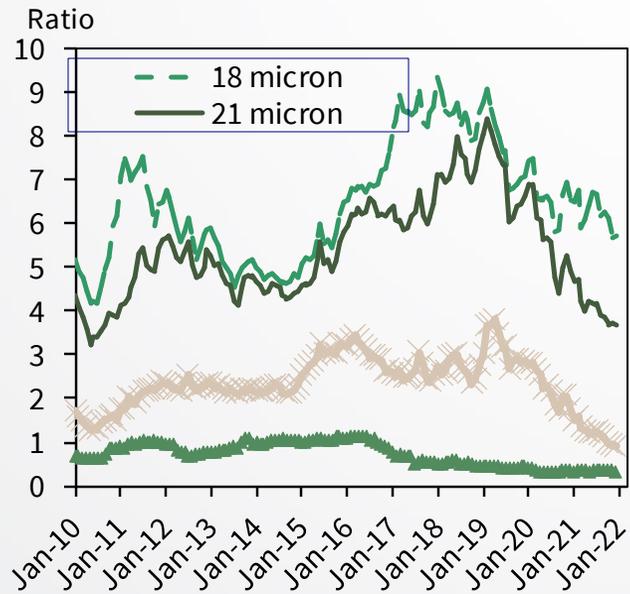


# Type of wool

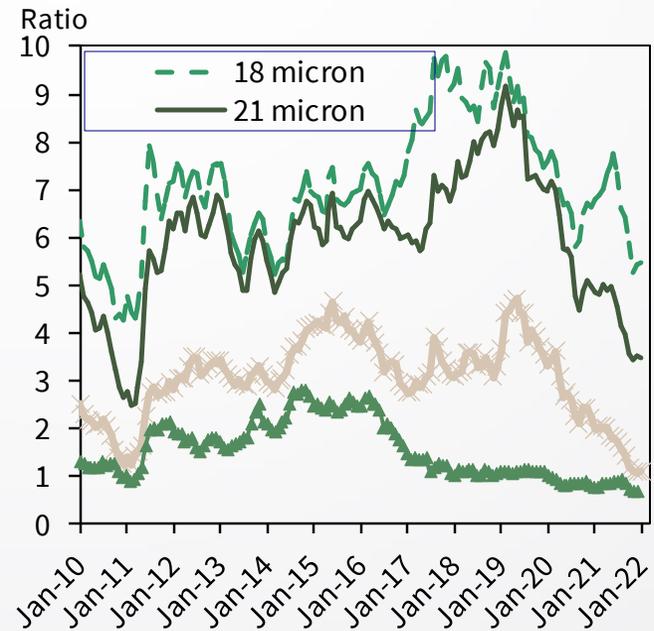
Woven yarns vs Knitted

# 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!**

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