

巴斯夫PolyTHFTM Inside品牌发布会暨牛仔布产业发展新趋势论坛
PolyTHFTM Inside Brand Launch
& Denim Industry Development Trend Forum

地点 Venue
4.1 - K112
热点交流 Talking Point



产品发布会 Product Presentation

氨纶是目前最流行的纺织材料。由讲求舒适度及高弹性的运动服开始，到现今织入曾经是高耐磨布料代名词的牛仔布料中。过去一个多世纪以来，牛仔服饰演变了许多，因此我们诚挚邀请您一同参与论坛，与行业专家探讨牛仔布产业的发展，进一步了解最新趋势。

Spandex is becoming a popular material in the textile industry. Not only is it found in sportswear where comfort and elasticity are a necessity, it is also being incorporated into materials such as denim, which was once a synonym for durability. A lot has changed over a century, so come and explore with industry experts on the development of the denim industry and understand the new generation of jeans.

2019.9.25

时间 Time	14:00 – 15:00
讲者 Speakers	胡倍·巴斯夫(中国)有限公司上海大中华区业务管理部副总裁 Hu Bei, Vice President, Business Management Greater China, BASF (China) Co Ltd
语言 Language	普通话 Mandarin Chinese* (*提供普通话<->英语同声传译 Mandarin Chinese <-> English Simultaneous Interpretation will be provided)