

intertextile
SHANGHAI apparel fabrics

中国国际纺织面料及辅料(秋冬)博览会
China International Trade Fair for Apparel Fabrics and Accessories – Autumn Edition

同期活动

Fringe Programme

2020.9.23 – 25

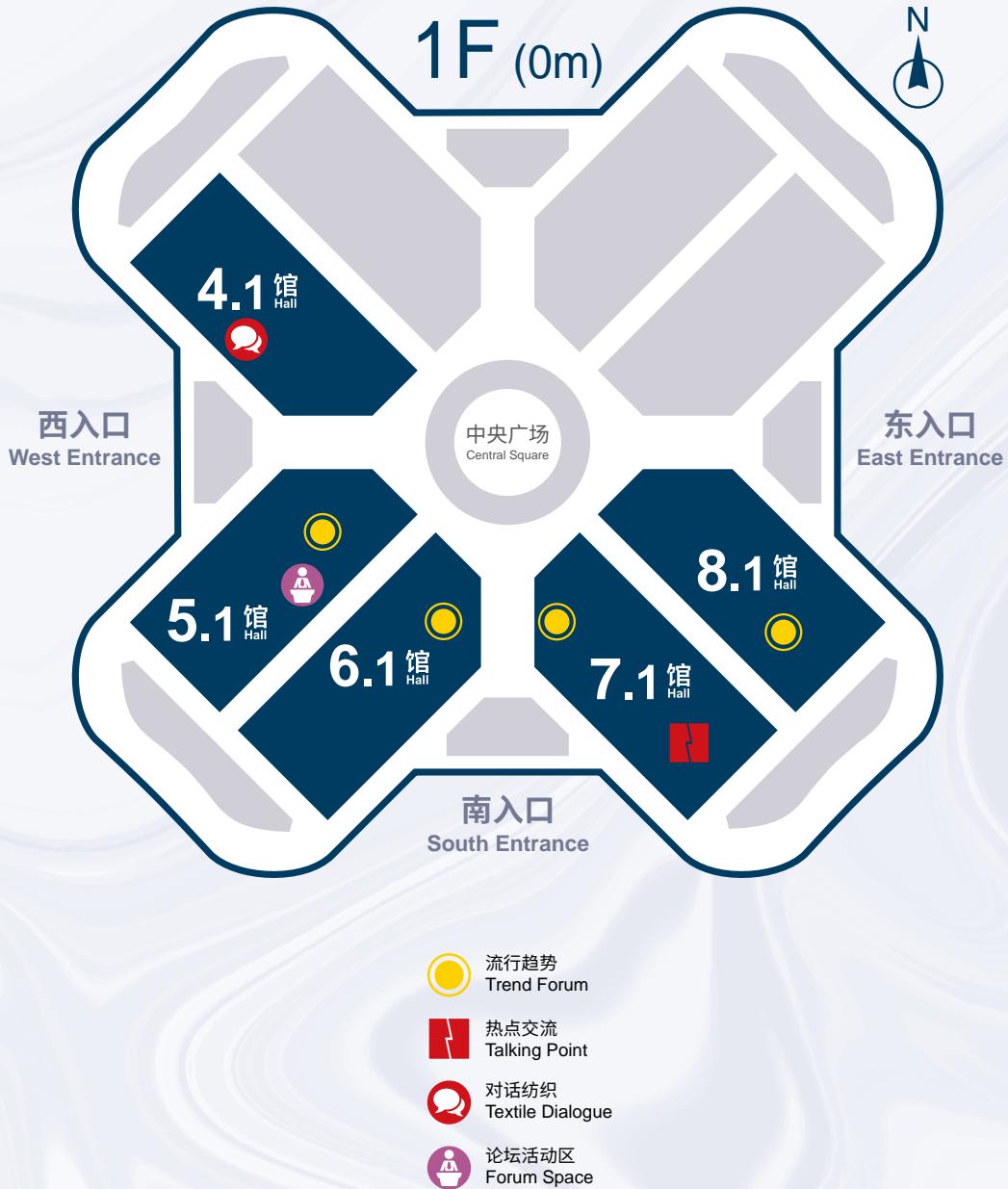


messe frankfurt



研讨会日程
Seminar schedule

同期活动场地 Fringe Programme Venues



同期活动简介

FRINGE PROGRAMME INTRODUCTION

中国国际纺织面料及辅料(秋冬)博览会的同期活动将横跨三天展期,以5大主题分类,聚焦及塑造服装及纺织贸易行业的未来。我们邀来行业专家及企业参与31场研讨会及6场论坛分享,为买家及观众带来行业见解。

The 3-day fringe programme will categorise into FIVE key themes that shape the future of apparel and the textile trade industry. Industry professionals and our exhibitors will conduct 31 seminars and 6 themed forums to provide insight for the exhibitors and buyers with highlighted program as follows:

流行趋势 Design and Trend

国际知名的行业专家将进行多场研讨会及专题小组会议揭示21-22秋冬面料及色彩趋势。全面的流行趋势发布区将介绍各种面料的设计与潮流趋势。

Internationally renowned industrial specialists will offer various seminar and panel discussion sessions to reveal A/W 21/22 fabrics and color trend. A comprehensive trend forum revealing the latest in design trends through fabric displays and seasonal trend stories.

- Intertextile 流行趋势研讨会 Intertexile Directions A/W 2021-22 Trend Seminar
- 2021/22 秋冬中国纺织面料流行趋势论坛 2021/22 A/W Fabrics China Trend Forum

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市场信息及营销策略 Market Information & Business Strategies

「超级买家论坛」的研讨内容包括以“纺织上下游供应链”内容为核心,以代表“大变革时代”下的纺织上下游供应链新语境、新需求、新变化为主题。「供给模式升级 玩转电商内容」则探讨羊毛行业新动向及电商趋势。

“Fabric to Fashion”, revolving around “supply chains on the upstream and downstream of textile”, will be themed as the representative new context, new demand, and new changes on the upstream and downstream of textile in “the era of great change”. “Upgrading Supply Mode for e-Commerce” will discuss the new trends in the wool industry and e-Commerce.

- 超级买家论坛 : 链接 Z 世代 : 大变革时代下的供应链新语境
"Fabric to Fashion" Buyer Forum: Link Generation Z:
New Context of Supply Chain in the Era of Great Transformation
- 供给模式升级 玩转电商内容
Upgrading Supply Mode for e-Commerce

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P 8

技术 Technology and Solution

以纺织业的最新技术及创新科技为题的研讨会及论坛活动,研讨展商的最新抗疫科技及应用。

Including seminars with latest technology and innovation as key theme, and also a forum introducing the successful innovation and application against COVID-19.

- 纺织行业现况分析及疫情后创新分享
Analysis of Current Textile Industry Environment
and Emerging Covid-19 Success Story Sharing

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可持续发展议题 Sustainability Issue

研讨会将介绍最新的可持续发展相关技术、动向、标准及规定之更新。数码印花论坛将介绍数码印花的创新可持续发展,实践和商业模式。

Seminars introducing the latest sustainable technology, standard and regulations updates. Also, Digital Printing Forum will introduce sustainable innovation, practices and business models on digital printing.

- 数码印花高峰论坛 – 高速崛起的时代
Digital Printing Forum – The Era of Rapid Rise

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跨产业协作 Industry Collaboration

知名IP企业分享与服装品牌的合作案例,并探讨行业发展趋势。

To explore the industry trend by inviting licensors of famous IPs to share with their collaboration cases with apparel brands.

- “IP引领时尚,授权助力零售” – Intertextile 面辅料展专场IP授权研讨会
“Trends on IP, Retail with Licensing” – Licensing Seminar at Intertexile Apparel 2020

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重点活动 – 流行趋势

FEATURED EVENTS – DESIGN AND TREND



流行趋势展示区 5.1-E47

Trend Forum 5.1-E47

潮流导向委员会自 1998 年成立，委员会各成员来自世界各地的时尚之都，遍布欧洲、亚洲及美国等全球主要成衣出口市场，并致力为设计师及纺织业专才提供宝贵的市场研究及推广工具，协助他们紧贴未来的时装潮流而进行设计及生产。每一季，委员会都会结合彼此的专业知识和地区实力，利用展商所提交的面料以鲜明的主题刻划未来潮流及时装材料趋势。

The *Directions* Trend Committee was established in 1998, committee members come from fashion capitals of the major export markets for international garment trade: New York, Milan, Paris and Tokyo, has provided an invaluable research and marketing tool to designers and garment professionals, helping them steer their designs and manufacturing process in line with coming fashion seasons. Each season, they combine their expertise and local influences to come up with the themes that tell the story of tomorrow's apparel fabric trends and present at the Trend Forum through fabrics from exhibitors.

2021-22 秋冬季度主题：过渡

Autumn / Winter 2021-22 Seasonal theme: TRANSITION

对进化的信任正在经历人与人之间的真诚对话，然后将天方夜谭付诸实践。时装不再是潮流，而是没有季节性，无分性别，而且随性和全球化，并将极端融为一体。它将促进转型，加强循环经济、包容性，且能合理利用全球资源，保育我们共享的资源和文化。

以 2020 为起点的十年，我们思考、生产和解决新一代问题的方式将有翻天覆地的根本性变革，而过去和现在将紧密结合以产生未来的计划。

四大主题：

- 感觉美好
- 全新冲击
- 保育
- 抒情

Change is the only constant in a pendulum rhythm between tradition and future, techno and craft.

Trust in evolution is going through an authentic dialogue with people, moving from storytelling to story-acting connections. Fashion is no longer a trend. It will be no season, no gender, spontaneous and globalised, joining extremes. It will promote **transformation**, enhancing a circular economy, inclusivity and the rational use of global resources, protecting and preserving the resources and cultures we share.

The 2020 decade will inspire profound **revolutions** in the way we think, produce and address the new generations, meshing up past and present to produce the projects of the future.

Four themes will be presented:

- FEEL GOOD
- IMPACT
- PRESERVATION
- LYRIC



4.1 - J72
对话纺织
Textile Dialogue

地点 Venue

4.1

Intertextile 流行趋势研讨会 INTERTEXTILE TREND SEMINAR



2021-22 年秋冬潮流趋势之首席设计师為美国纽约 Doneger Creative Services 公司，其创作总监 Kai Chow 全面介绍 Intertextile 流行趋势，包括各种面料的设计与潮流趋势。

The designer for AW 2021-22 Trend Forum is Doneger Creative Services from New York. Mr Kai Chow, the Creative Director, will introduce the Intertextile Trend, the latest design trends and seasonal trend stories.

2020.9.23

12:20 - 13:10 Intertextile 2021-22 秋冬流行趋势解析
 Intertextile Trends Autumn-Winter 2021-22

* 英语

(* 将提供英语 ↔ 普通话同声传译 English ↔ Mandarin Chinese Simultaneous Interpretation will be provided)



重点活动 – 流行趋势

FEATURED EVENTS – DESIGN AND TREND

中国纺织信息中心将以 4 大主题趋势区，
呈现 2021-22 国内秋冬流行趋势，助你发掘新一季灵感

The China Textile Information Center will Present 2021-22 Autumn/Winter domestic trend forecast through 4 themed trend forums, helps you discover the inspiration for the upcoming trend

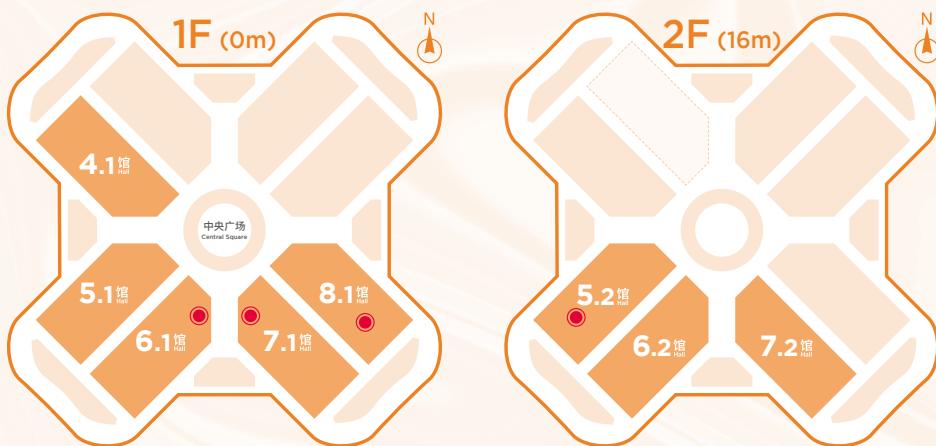


国内流行趋势区位置：

- 5.2 号馆 辅料趋势区 (5.2-E104)
- 6.1 号馆 时尚概念趋势区 (6.1-E12)
- 7.1 号馆 可持续时尚趋势区 (7.1-E14)
- 8.1 号馆 功能性科技趋势区 (8.1-E105)

Location of domestic trend forums:

- 5.2H Accessories Trend Forum (5.2-E104)
- 6.1H Fashion Focus Trend Forum (6.1-E12)
- 7.1H Sustainability Fashion Zone (7.1-E14)
- 8.1H Functional & Technology Trend Forum (8.1-E105)





4.1 - J72
对话纺织
Textile Dialogue

地点 Venue

4.1

2021/22 秋冬中国纺织面料流行趋势论坛 2021/22 A/W Fabrics China Trend Forum

中国纺织面料流行趋势研究结合市场需求，系统化研究色彩、纤维、纱线、面料服装风格、技术以及产品开发方向，运用趋势研究的国际化、专业化和市场化研究力量，指导企业进行精准的趋势应用与产品推广。

此次系列趋势论坛演讲嘉宾由中国纺织信息中心流行趋势研究专家、分品类趋势联盟研究专家组成，以 2021/22 秋冬中国纺织面料流行趋势为引领，结合纺织服装产业链的终端需求，在产品开发、产品企划以及生产实践等多维角度进行系统化阐述，展示中国纺织面料流行趋势及分品类趋势的研究成果。

Based on market demand, Fabrics China trend research gathers international, professional, and market-oriented research resources to systematically study colors, fibers, yarns, fabrics, apparel styles, technologies, and product development directions, so as to guide enterprises to promote new products on the basis of latest trends application.

The speakers of this forum are trend research experts from China Textile Information Center and sub-category trend alliances. Combining the needs of the textile and apparel industry chain, experts will elaborate on product development, product planning, and production practice based on the 2021/22 A/W Fabrics China trend research, showing related research results and category trends.

2020.9.23

时间 Time	主题 Topic
	2021/22 秋冬中国纺织面料流行趋势 2021/22 A/W Fabrics China Trend
	2021/22 秋冬差别化纱线流行趋势 2021/22 A/W Differential Yarn Trend
14:10 - 16:40	2021/22 秋冬女装精毛纺面料流行趋势 2021/22 A/W Trend of Worsted Fabric for Ladies' Wear
	2021/22 秋冬衬衫面料流行趋势 2021/22 A/W Shirting Trend
	2021/22 秋冬男装精毛纺面料流行趋势 2021/22 A/W Trend of Worsted Fabric for Menswear
	2021/22 秋冬华孚时尚色彩流行趋势 Huafu Fashion Trends for Fall/Winter 2021-2022

2020.9.24

时间 Time	主题 Topic
	2021/22 秋冬中国纺织面料流行趋势——色彩流行趋势
	2021/22 A/W Fabrics China Trend — Color Trend
10:20 - 11:50	2021/22 秋冬人造皮革流行趋势 2021/22 A/W Trend of Artificial Fur
	2021/22 秋冬毛纺流行趋势 2021/22 A/W Trend of Woolen Fabric
	2021/22 功能性女装面料流行趋势 2021/22 Trend for Functional Fabric for Ladies' Wear

* 普通话 Mandarin Chinese

重点活动 – 市场信息及营销策略

FEATURED EVENTS –

MARKET INFORMATION & BUSINESS STRATEGIES

超级买家论坛：链接 Z 世代： 大变革时代的供应链新语境

"Fabric to Fashion" Buyer Forum: Link Generation Z:

New Context of Supply Chain in the Era of Great Transformation

论坛
FORUM



大变革时代供应链新语境

大变革时代下伴随纺织产业的发展进程，众多企业和品牌，已经将供应链纳入企业的发展体系，降低生产成本、提高产品质量及生产周期，扩大销售，以供应链绩效提高企业竞争力。高效、协同、柔性的供给侧可以使整个生产和流通结构得到改善和协调，为企业获得竞争优势提供有力支持，有效地降低企业的运营成本。

超级买家论坛(Fabric to Fashion)，将以“纺织上下游供应链”内容为核心，以代表“大变革时代”下的纺织上下游供应链新语境、新需求、新变化为主题。在百年变局加速演进的当下，技术、消费、市场、文化的结构性转变，对供给侧提出了怎样的要求？引起了怎样的语境变化？作为中国服装人背后最重要的“后盾”和“倚仗”，供给侧所作出的万千尝试又应遵循怎样的逻辑？在新消费者崛起的背景下，更应从“源头”转换语境，为纺织行业厂商提供来自一线服装品牌的需求在地性依据，指引纺织供应链的趋势和方向，做到“有的放矢”。通过对各种供应链资源的整合，加大协同化、数字化、绿色化、投入产出比，与纺织厂商共同完成“时代语境的转化”。

New Context for Supply Chains in the Era of Great Change

As the textile industry constantly develops in the era of great change, a large number of enterprises and brands have incorporated supply chains into their development systems, in a bid to reduce production cost, improve product quality and production cycle, expand sales, and to deliver greater performance in supply chains to enhance their competitiveness. An efficient, collaborative, and flexible supply side can improve and coordinate the entire structure for production and circulation, thereby putting enterprises at a significant competitive advantage and reducing their operating costs.

Fabric to Fashion, revolving around "supply chains on the upstream and downstream of textile", will be themed as the representative new context, new demand, and new changes on the upstream and downstream of textile in "the era of great change". At present, the unprecedented change over the past century is evolving faster. What requirements has the structural shift in technology, consumption, market, and in culture raised for the supply side? And what contextual changes have been posed? The supply side represents the most important "supporter" and "piggyback" of the Chinese fashion industry, and what logic should the numerous attempts made by the supply side follow? As new types of consumers rise to prominence, it is more advisable that we transform the context from "the source" and provide textile manufacturers with localized basis on demand from leading fashion brands, and that we guide the trends and directions of the textile supply chains "in a targeted manner". By integrating various resources in the supply chains, we can expand collaboration, digitalization, greening, and the input-output ratio, and can complete the transformation in "the context of our era", together with textile manufacturers.

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

2020.9.23

时间 Time	主题 Topic	讲者 Speakers
14:15 - 14:20	主持嘉宾开场 Opening by the Host	王军, 中国服装论坛执行主席 Wang Jun, Executive Chairman, China Fashion Forum
14:20 - 14:30	领导致辞 Opening Speech	徐迎新, 中国纺织工业联合会副会长中国国际贸易促进委员会纺织行业分会会长 Xu Yingxin, Deputy President, China National Textile And Apparel Council & President, the Sub-Council of Textile Industry of China Council for the Promotion of International Trade (CCPIT)
14:30 - 14:40		温婷, 法兰克福展览（香港）有限公司高级总经理 Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd
14:40 - 15:25	主题演讲 Keynote Speeches	周荣星, 森马股份供应链中心高级总监 张澎伟, 珂榦集团供应链总监 金茵, Carhartt 亚洲纺织供应链经理 Zhou Rongxing, Senior Director for Supply Chains, Semir Group Co Ltd Zhang Pengwei, Director of Supply Chain, Keying Group Jin Yin, Manage for Textile Supply Chain in Asia, Carhartt
15:25 - 16:25	主题对话 Dialogs on Different Topics	主持人: 鞠孝新, 迪尚集团副总经理艺术总监 Host: Ju Xiaoxin, Vice General Manager & Art Director, Dishang Group 话题一: 转化供给侧语境决胜时代变革新篇 (1) 蓝建雄, 卓尚（杭州）服饰有限公司供应链总经理 (2) 林亮, 日播时尚集团副总裁 (3) 叶晓光, 杭州菲森服饰有限公司董事长 (4) 夏明华, 上海蒂梵思服饰有限公司董事长 Topic 1: Shift Supply-side Context to Prevail Amid Change of the Era (1) Lan Jianxiong, General Manager for Supply Chain, Excellent Fashion Garment (Hangzhou) Co Ltd (2) Lin Liang, Vice President, Ribo Fashion Group (3) Ye Xiaoguang, Chairman, Hangzhou Feisen Garment Co Ltd (4) Xia Minghua, Chairman, Shanghai Difansi Garment Co Ltd 话题二: 创造性链条助力 推动设计年轻化表达 (1) 姜春景, Ge 3.21 品牌创始人 (2) 丁宁, 锐麦服饰总经理 (3) 李祖亮, 欧蒂芙创始人 (4) 李春江, 翼舍服饰创始人 Topic 2: Creative Chain Helps Drive Young Expressions for Designing (1) Jiang Chunjing, Founder, Ge 3.21 Brand (2) Ding Ning, General Manager, Ruimai Garment (3) Li Zuliang, Founder, Oudifu (4) Julien Li, Founder, Yishe Garment

* 普通话 Mandarin Chinese

重点活动 – 市场信息及营销策略

FEATURED EVENTS – MARKET INFORMATION & BUSINESS STRATEGIES



4.1 - J72
对话纺织
Textile Dialogue
地点 Venue

4.1

供给模式升级 玩转电商内容

Upgrading Supply Mode for e-Commerce

论坛
FORUM



2020.9.24

时间 Time	主题 Topic	讲者 Speakers
13:30 - 13:45	开场致辞 Opening	法兰克福展览（香港）有限公司代表 Representative of Messe Frankfurt (HK) Ltd
13:45 - 14:05	羊毛产品趋势与创新 Wool Product Trends and Innovations	朱梅, The Woolmark Company 中国区技术经理 Juny Zhu, Technical Manager, China, The Woolmark Company
14:05 - 14:25	供应链如何助力品牌打造超级内容 How the Supply Chain Builds Co-branding with Brands	刘培意, 浙江新澳纺织股份有限公司常务副总经理 John Liu, Executive Vice President, Zhejiang Xinao Textiles Inc
14:25 - 14:55	品牌联合供应商如何玩转电商 Cooperations of Brands and Supply Chain in e-Commerce	霖槿, 天猫女装品类增长总监 Mujin, Tmall Director of Womenwear's Category Growth

* 普通话 Mandarin Chinese



刘培意,
浙江新澳纺织股份有限公司
John Liu,
Zhejiang Xinao Textiles Inc



霖槿, 天猫
Mujin, Tmall



朱梅,
The Woolmark Company
Juny Zhu,
The Woolmark Company

重点活动 – 技术

FEATURED EVENTS – TECHNOLOGY AND SOLUTION

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

产品发布会
PRODUCT PRESENTATION

“伸展”美好生活，“紧贴”时尚“潮流”
—PolyTHF™ Inside 舒适氨纶产品发布会
"Stretching" the Quality of Life, "Shaping" the
Trend of Fashion - PolyTHF™ Inside Soft Spandex Launching



PolyTHF™ Inside 舒适氨纶低模量高弹性，提供更好的弹性与舒适度，使得运动服，内衣，成衣穿着更舒适。

PolyTHF™ Inside offers superb elasticity and enhanced comfortability making apparel such as sportswear underwear and ready to wear apparel easy to wear while offering improved body shaping attributes.

2020.9.23

时间 Time	13:10 - 14:10
地点 Venue	7.1 - E132 热点交流 Talking Point
讲者 Speakers	胡倍，巴斯夫（中国）有限公司大中华区中间体业务部门全球副总裁 张秀娟，巴斯夫（中国）有限公司中间体业务部门首席科学家 Hu Bei, Vice President, Business Management Greater China, BASF (China) Company Ltd Xiujuan Zhang, Senior Scientist, Intermediates, BASF (China) Company Ltd
语言 Language	普通话 Mandarin Chinese

巴斯夫 Freeflex™ 在鞋面上的应用
BASF Freeflex™ for Shoe Upper Solution

产品发布会
PRODUCT PRESENTATION

Freeflex™ 家族中的硬丝和可热成型丝非常适合鞋面应用。该丝不仅强度高、模量高，而且还“多才多艺”，可用于制造全TPU鞋、实现鞋面的3D效果、定制各种图案和色彩等，在实现设计自由度的同时确保穿着舒适。

Freeflex's rigid and thermal moldable fiber is perfect for shoe upper applications. The fiber is not only known for its strength and excellent rigidity but also its versatility. Freeflex is able to conform to any shape or style of the footwear whilst at the same time ensuring sensorial comfort for the wearer. In addition, the all-purpose material can change the colors and appearance even for the most complex textile designs.

2020.9.24

时间 Time	10:30 - 11:30
地点 Venue	7.1 - E132 热点交流 Talking Point
讲者 Speaker	闫惠至，巴斯夫（中国）有限公司特性材料技术市场经理 Lisa Yan, Manager of Technical Marketing, Performance Materials, BASF (China) Company Ltd
语言 Language	普通话 Mandarin Chinese

重点活动 – 技术

FEATURED EVENTS – TECHNOLOGY AND SOLUTION

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

纺织行业现况分析及疫情后创新分享 Analysis of Current Textile Industry Environment and Emerging Covid-19 Success Story Sharing

论坛
FORUM

分享疫情下的纺织行业現況及加速產業轉型思考、刺激创新科技發展的应用与实践。

Sharing on the current textile industry environment under Covid-19, evaluating the acceleration on industrial transformation and stimulation on innovative development and their application and practice.

2020.9.24

时间 Time	议程 Schedule	语言 Language
11:45 - 12:15	亚洲纺织服装业的未来 政治和经济环境动荡的时代：对“一带一路”倡议的战略和政策回应 The Future of Asian Textiles & Clothing Industries in the Age of Unsettling Political and Economic Environment: Strategies and Policy Responses to Belt and Road Initiative 陈敏轩，香港科技高等教育部（THEi）环境及设计学院设计学系助理教授 Dr CHAN Man Hin, Eve PhD, BA (Hons), Assistant Professor, Department of Design Faculty of Design and Environment, THEi	英语* English*
12:15 - 12:45	2020创新材料和设计概念 2020 Innovative Materials and Design Ideas 张玲，香港科技高等教育部（THEi）环境及设计学院高级特任导师 Jenny Cheung, Teaching Fellow, Department of Design Faculty of Design and Environment, THEi	英语* English*
12:45 - 13:15	功能性面料：多种抗病毒抗菌整理剂在面料上的应用 Functional Textiles: Comparison the Applications of Different Antibacterial and Antiviral Technologies 黄秀蔚，瑞士海屹科材料有限公司大中华区CEO Celine Huang, CEO Greater China, HeiQ	普通话* Mandarin Chinese*
13:15 - 13:45	合身科学在新零售环境下的应用 The Science of FIT™ in New Retail Environment 王旭，莱卡公司商务总监 Jason Wang, Commercial Director, The LYCRA Company	普通话* Mandarin Chinese*

* 提供普通话 ↔ 英语同声传译
* Mandarin Chinese ↔ English Simultaneous Interpretation will be provided



陈敏轩，
香港科技高等教育部
(THEi) 环境及设计学院
Dr CHAN Man Hin,
Department of Design Faculty
of Design and Environment,
THEi



张玲，
香港科技高等教育部 (THEi)
Jenny Cheung,
Department of Design Faculty
of Design and Environment,
THEi



黄秀蔚，
瑞士海屹科材料有限公司
Celine Huang,
HeiQ



王旭，
莱卡公司
Jason Wang,
The LYCRA Company

重点活动 – 可持续发展议题

FEATURED EVENTS – SUSTAINABILITY ISSUE

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

产品发布会
PRODUCT PRESENTATION

后疫情时代，如何满足消费者对于舒适和可持续时尚产品的追求

**How to Fulfil Consumer Needs for
Comfortable and Sustainable Fashion in Post
COVID Era**



本次讲座会分享基于Naia™2020中国女性消费行为调研的相关内容，即在后疫情时代，了解消费者对于可持续时尚的需求升级，探讨品牌在研发时尚环保产品的同时，如何满足消费者对于舒适和功能性日益增长的追求。

Sharing findings of Chinese consumers' perception of sustainable fashion from 2020 Naia™ Chinese womenswear study.
How brands can help bridge the "comfort gap" to meet consumers' comfort and style needs post COVID.

2020.9.23

时间 Time	11:30 - 12.30
地点 Venue	7.1 – E132 热点交流 Talking Point
讲者 Speaker	张莉，伊士曼（中国）投资管理有限公司亚洲市场经理 Lily Zhang, Marketing Manager, Asia, Eastman Chemical (China) Co Ltd
语言 Language	普通话 Mandarin Chinese

重点活动 – 可持续发展议题

FEATURED EVENTS – SUSTAINABILITY ISSUE

数码印花高峰论坛 – 高速崛起的时代 Digital Printing Forum – The Era of Rapid Rise

论坛
FORUM

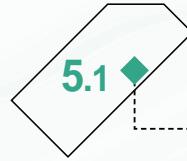


疫情常态化的今天，新变化早已悄然来临，环保问题依然刻不容缓，市场却开始瞬息万变。从库存周转到市场流动，从外贸到内贸的转移，从大批量生产到小批量定制，一切变化都推崇快速、高效、科技、环保。这一切变化刚好符合数码印花的特质。有人说，这也许正是数码印花高速崛起的时代！行动比等待更简单，变化比不变更迅猛。时尚印花高速崛起的时代高峰论坛解析变化，顺应时代，掌握速度、拥抱崛起，将会带来一场全新技术与市场的分享与解读。

New changes have already come quietly and environmental protection issues are still urgent as the epidemic is normalizing, meanwhile the market is starting to change rapidly. From inventory turnover to market flow, from foreign trade to domestic trade, from mass production to small batch customization, all changes caused by the epidemic pursue fast and efficient running, technology and environmental protection. All these changes are just in line with the characteristics of digital printing. Some people say that this may be the era of rapid rise of digital printing! Action is simpler than waiting, and change is faster than no change. The summit forum of the rapid rise of fashion printing analyzes changes, adapts to the times, masters the speed, and embraces the rise, which will bring a new sharing and interpretation of technology and market.

2020.9.24

时间 Time	主题 Topic	讲者 Speakers
13:30 - 13:40	开场致辞 Opening	余诗慧, 法兰克福展览(香港)有限公司副总经理 Wilmet Shea, Deputy General Manager, Messe Frankfurt (HK) Ltd 春霞, 《时尚印花》主编、总裁 Shiny Gu, Chief Editor & CEO, Fashion Print
13:40 - 14:05	数码印花智能设计发展及应用 The Development and Application of Intelligent Design of Digital Printing	林日午, 杭州宏华数码科技股份有限公司设计总监 Lin Riwu, Design Director, Hangzhou Honghua Digital Technology Co Ltd
14:10 - 14:35	数码印花设备, 优势决定态势 Digital Printing Equipment, Advantages Determine the Situation	孙乐, 上海挚阳国际贸易有限公司 (隶属飞阳联合集团) 副总 Sun Le, Vice President, Shanghai Zhiyang International Trade Co Ltd (under Feiyang United Group)
14:40 - 15:05	现有数码印花行业供应链的问题与对策 Problems and Countermeasures in the Supply Chain of the Existing Digital Printing Industry	钱江, 柔性供应链资深专家、中国印染行业协会特聘专家、 服装印花分会副会长 Qianjiang, Senior Expert of Flexible Supply Chain, Special Expert of China Printing and Dyeing Industry Association, Vice President of Clothing Printing Branch



5.1 – A73
论坛活动区
Forum Space
地点 Venue

15:10 - 15:35 中国首家两台 Single-Pass 数码印花用户纪实
The Story of China's First User of Two Single-Pass Printer

王泽波，杭州三盈进出口有限公司、杭州百布数码科技有限公司总经理
Wang Zebo, General Manager, Hangzhou Sanying Import and Export Co Ltd & Hangzhou Baibu Digital Technology Co Ltd

15:40 - 16:05 科迈真丝床品数码印花之路
The Road to Digital Printing of Kemai Silk Bedding

王国军，杭州科迈数码科技有限公司总经理
Wang Guojun, General Manager, Hangzhou Kemai Digital Technology Co Ltd

16:10 – 16:30 现场讨论 Live Discussion

* 普通话 Mandarin Chinese



林日午，
杭州宏华数码科技股份有限公司
Lin Riwu,
Hangzhou Honghua
Digital Technology
Co Ltd



孙乐，
上海挚阳国际贸易有限公司
Sun Le,
Shanghai Zhiyang
International Trade
Co Ltd



钱江，
柔性供应链资深专家、
中国印染行业协会特聘
专家、服装印花分会
副会长
Qianjiang,
Senior Expert of
Flexible Supply Chain,
Special Expert of China
Printing and Dyeing
Industry Association,
Vice President of
Clothing Printing
Branch



王泽波，
杭州三盈进出口有限公司、
杭州百布数码科技
有限公司
Wang Zebo,
Hangzhou Sanying
Import and Export
Co Ltd & Hangzhou
Baibu Digital
Technology
Co Ltd



王国军，
杭州科迈数码科技有限公司
Wang Guojun,
Hangzhou Kemai
Digital Technology
Co Ltd

重点活动 – 跨产业协作

FEATURED EVENTS – INDUSTRY COLLABORATION

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

“IP 引领时尚，授权助力零售” — Intertextile 面辅料展专场 IP 授权研讨会 "Trends on IP, Retail with Licensing" - Licensing Seminar at Intertextile Apparel 2020

IP 授权作为一种新兴的商业模式，近年来在我国发展非常迅速，各类 IP 与服装品牌的跨界合作层出不穷，服装也在全球范围内成为 IP 授权商品零售额占比最高的行业，本次研讨会旨在邀请知名 IP 企业分享与服装品牌的合作案例，并探讨行业发展趋势。

As a new kind of business collaboration licensing has developed very rapidly in Mainland China in the past few years and apparel type ranks No.1 in the licensed product market worldwide by collaborating with different kinds of intellectual properties. This seminar aims to explore the industry trend by inviting licensors of famous IPs to share with their collaboration cases with apparel brands.

2020.9.24

时间 Time	主题 Topic	讲者 Speakers
14:00 - 14:05	开场致辞 Opening	温婷，法兰克福展览（香港）有限公司高级总经理 Wendy Wen, Senior General Manager, Messe Frankfurt (HK) Ltd
14:05 - 14:25	潮流就要这样“装” ——用世界博物艺术IP 赋能时尚行业 Empower the Fashion Industry with the World's Art IP	仇非，上海品源文华市场营销策划有限公司 CEO Frank Qiu, CEO, Alfilo Brands
14:25 - 14:45	IP时代美学生活赋能者 A Modern Aestheticist and IP Management Professional	成琨，北京中创文旅文化产业集团 授权事业部总经理 Cheng Kun, General Manager of Licensing Business Unit, Beijing Zhongchuang Tourism & Culture (ZCTC) Group
14:45 - 15:05	内容IP时代的新营销 Evolutionary Sales with Rich Content IP	丁华，深圳拉瓦数字动漫有限公司授权业务负责人 Ding Hua, Licensing Director, Shenzhen Larva Digital Animation Co Ltd
15:05 - 15:25	IP赋予新时尚 Integrating IP with the Latest Fashion Trends	吴佳彦，艾影（上海）商贸有限公司设计总监 Jenny Wu, Creative Director, Animation International (Shanghai) Ltd
15:25 - 16:00	专题小组会议 主题一：后疫情时代，IP 如何更好地赋能 服装行业？ 主题二：服装企业在选择 IP 时需要注意哪 些问题？ Panel Discussion Topic 1: After COVID-19 Outbreak How Does IP Better Empower the Apparel Industry? Topic 2: What Does an Apparel Company Need to Pay Attention to When Choosing an IP?	(1) 古莹，法兰克福展览（上海）有限公司项目经理 James Gu, Project Manager, Messe Frankfurt (Shanghai) Co Ltd (2) 仇非，上海品源文华市场营销策划有限公司 Frank Qiu, Alfilo Brands (3) 成琨，北京中创文旅文化产业集团 授权事业部总经理 Cheng Kun, General Manager of Licensing Business Unit, Beijing Zhongchuang Tourism & Culture (ZCTC) Group (4) 丁华，深圳拉瓦数字动漫有限公司授权业务负责人 Ding Hua, Licensing Director, Shenzhen Larva Digital Animation Co Ltd (5) 吴佳彦，艾影（上海）商贸有限公司设计总监 Jenny Wu, Creative Director, Animation International (Shanghai) Ltd

* 普通话 Mandarin Chinese



仇非，
上海品源文华市场营销策划
有限公司
Frank Qiu,
Alfilo Brands



成琨，
北京中创文旅文化产业集团
授权事业部
Cheng Kun,
Beijing Zhongchuang Tourism &
Culture (ZCTC) Group



丁华，
深圳拉瓦数字动漫有限公司
Ding Hua,
Shenzhen Larva Digital
Animation Co Ltd



吴佳彦，
艾影（上海）商贸有限公司
Jenny Wu,
Animation International
(Shanghai) Ltd

活动总览 – 流行趋势

EVENT SCHEDULE – DESIGN AND TREND

4.1 - J72
对话纺织
Textile Dialogue
地点 Venue

4.1

2020.9.23

时间 Time	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:20	研讨会 Seminar 2021/22 秋冬 PROMOSTYL 灵感及色彩趋势报告 2021/22AW PROMOSTYL Influences and Colors Trend Reports	黄晶, 中国纺织信息中心 PROMOSTYL 项目总监 Olivia Huang, PROMOSTYL Project Director, CTIC	普通话 Mandarin Chinese
11:25 - 12:15	研讨会 Seminar COLORO x WGSN 2021/22 秋冬流行色发布与解读 COLORO x WGSN Decode 2021/2022 AW Key Color Trend	许赛赛, 中国应用色彩体系 Coloro 色彩专家 Saisai Xu, Color Specialist, Coloro	普通话 Mandarin Chinese
12:20 - 13:10	研讨会 Seminar Intertextile 2021-22 秋冬流行趋势解析 Intertextile Trends Autumn-Winter 2021-22	Kai Chow, 纽约 Doneger Creative Services 创作总监 Kai Chow, Creative Director, Doneger Creative Services New York	英语 * English*
13:15 - 14:05	研讨会 Seminar 2021/22 秋冬面料趋势 Textiles Trend Concepts A/W 21/22	门淑萍, WGSN 趋势总监 Maggie Men, WGSN Trend Director	普通话 * Mandarin Chinese*
14:10 - 14:50	研讨会 Seminar 2020/21 秋冬中国纺织面料流行趋势 2021/22 A/W Fabrics China Trend	彭丽桦, 中国纺织信息中心流行趋势研究部趋势研究员 Peng Lihua, Trend Researcher, Trend Department of China Textile Information Center	普通话 Mandarin Chinese
14:50 - 15:10	研讨会 Seminar 2021/22 秋冬差别化纱线流行趋势 2021/22 A/W Differential Yarn Trend	张淑云, 德州华源生态科技有限公司配色主管 Zhang Shuyun, Color-matching Director, Dezhou Huayuan Eco-Technology Co Ltd	普通话 Mandarin Chinese
15:10 - 15:30	研讨会 Seminar 2021/22 秋冬女装精毛纺面料流行趋势 2021/22 A/W Trend of Worsted Fabric for Ladies' Wear	花香, 江苏丹毛纺织股份有限公司针织产品开发主任 Hua Xiang, R&D Director of Knitting Products, Jiangsu Danmao Textile Co Ltd	普通话 Mandarin Chinese
15:30 - 15:50	研讨会 Seminar 2021/22 秋冬衬衫面料流行趋势 2021/22 A/W Shirting Trend	桑莉, 鲁泰纺织股份有限公司高级纺织面料设计师 Sang Li, Senior Fabric Designer, Luthai Textile Co Ltd	普通话 Mandarin Chinese
15:50 - 16:10	研讨会 Seminar 2021/22 秋冬男装精毛纺面料流行趋势 2021/22 A/W Trend of Worsted Fabric for Menswear	姜菲菲, 山东如意毛纺服装集团股份有限公司高级设计师 Jiang Feifei, Senior Designer, Shandong Ruyi Woolen Garment Group Co Ltd	普通话 Mandarin Chinese
16:15 - 16:40	研讨会 Seminar 2021/22 秋冬华孚时尚色彩流行趋势 Huafu Fashion Trends for Fall/Winter 2021-2022	李润, 华孚时尚股份有限公司总裁助理兼品牌总监 Rain Li, Assistant to President and Brand Director, Huafu Fashion Co Ltd	普通话 Mandarin Chinese

* 提供普通话 ↔ 英语同声传译
Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

活动总览 – 流行趋势

EVENT SCHEDULE – DESIGN AND TREND



4.1 - J72
对话纺织
Textile Dialogue

地点 Venue

4.1

2020.9.24

时间 Time	主题 Topic	讲者 Speakers	语言 Language
10:20 - 10:50	研讨会 Seminar 2021/22 秋冬中国纺织面料流行趋势 ——色彩流行趋势 2021/22 A/W Fabrics China Trend - Color Trend	王玢, 中国纺织信息中心流行趋势研究部趋势研究员 Wang Bin, Trend Researcher, Trend Department of China Textile Information Center	普通话 Mandarin Chinese
10:50 - 11:10	研讨会 Seminar 2021/22 秋冬人造皮革流行趋势 2021/22 A/W Trend of Artificial Fur	于淼, 宁波纬一长毛绒有限公司趋势中心副主任 Yu Miao, Deputy Director of Trend Center, Ning Bo Wei Yi Plush Co Ltd	普通话 Mandarin Chinese
11:10 - 11:30	研讨会 Seminar 2021/22 秋冬毛纺流行趋势 2021/22 A/W Trend of Woolen Fabric	查神爱, 江苏阳光集团产品开发中心部门助理 Zha Shen'ai, Department Assistant of Product Development Center, Jiangsu Sunshine Group	普通话 Mandarin Chinese
11:30 - 11:50	研讨会 Seminar 2021/22 功能性女装面料流行趋势 2021/22 Trend for Functional Fabric for Ladies' Wear	王广周, 浙江松井纺织有限公司研发经理 Wang Guangzhou, R&D Manager, Zhejiang Matsui Textile Co Ltd	普通话 Mandarin Chinese
12:15 - 13:05	研讨会 Seminar 2021 秋冬时尚印花与颜色趋势：后疫情时代， 中国时尚与国际同步吗？ AW 2021 Print and Color Forecast: After COVID-19, will China Follow the Same Fashion Trend as the West?	张晗, 上海法沃服装设计有限公司 Jane Zhang, Fairbairn & Wolf Studio Ltd	普通话 * Mandarin Chinese *
16:20 - 17:10	研讨会 Seminar 可持续时尚消费：从摇篮到摇篮 Cradle to Cradle, 2020 Sustainable Fashion Report	谭亚幸, MSC 咨询创始人兼 CEO Jacob Tomas, the Founder & CEO, MSC	普通话 Mandarin Chinese

2020.9.25

时间 Time	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:20	研讨会 Seminar 21 秋冬女装趋势 FW21 Women's Fashion Trend	Florence Alleman, PeclersParis 设计师 Florence Alleman, Stylist, PeclersParis	英语 English
11:25 - 12:15	研讨会 Seminar 聚焦 2021：中国女装的流行趋势走向 2021 Focus: Women's Fashion Trend Forecasting in China	曲丹丹, POP 首席趋势顾问, POP FASHION Emily Qu, Global Trends Expert, POP FASHION	普通话 Mandarin Chinese

* 提供普通话 ↔ 英语同声传译
Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

活动总览 – 市场信息及营销策略

EVENTS SCHEDULE – MARKET INFORMATION & BUSINESS STRATEGIES

7.1 – E132
热点交流
Talking Point
地点 Venue

7.1

2020.9.23

时间 Time	主题 Topic	讲者 Speaker	语言 Language
14:15 - 16:15 超级买家论坛	超级买家论坛 : 链接 Z 世代 : 大变革时代下的供应链新语境 "Fabric to Fashion" Buyer Forum: Link Generation Z: New Context of Supply Chain in the Era of Great Transformation	第一部份：主持嘉宾开场 第二部份：领导致辞 第三部份：主题演讲 第四部份：主题对话 话题一：转化供给侧语境决胜时代变革新篇 话题二：创造性链条助力 推动设计年轻化表达	普通话 Mandarin Chinese

4.1 - J72
对话纺织
Textile Dialogue
地点 Venue

4.1

2020.9.24

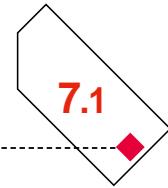
时间 Time	主题 Topic	讲者 Speakers	语言 Language
13:30 - 14:55 论坛 Forum	供给模式升级 玩转电商内容 Upgrading Supply Mode for e-Commerce	第一部份：开场致辞 第二部份：羊毛产品趋势与创新 第三部份：供应链如何助力品牌打造超级内容 第四部份：品牌联合供应商如何玩转电商	普通话 * Mandarin Chinese*
		Part 1: Opening Part 2: Wool Product Trends and Innovations Part 3: How the Supply Chain Builds Co-brandings with Brands Part 4: Cooperations of Brands and Supply Chain in e-Commerce	
15:20 - 16:10 研讨会 Seminar	引燃您的创造力 Ignite Your Creativity	黄磊, 彩通中国业务拓展经理 Ivan Huang, Business Development Manager Pantone China	普通话 * Mandarin Chinese*

* 提供普通话 ↔ 英语同声传译
Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

活动总览 – 技术

EVENTS SCHEDULE – TECHNOLOGY AND SOLUTION

7.1 – E132
热点交流
Talking Point
地点 Venue



2020.9.23

时间 Time	主题 Topic	讲者 Speakers	语言 Language
13:10 - 14:10	产品发布会 Product Presentation “伸展”美好生活，“紧贴”时尚“潮流” —PolyTHF™ Inside 舒适氨纶产品 发布会 "Stretching" the Quality of Life, "Shaping" the Trend of Fashion - PolyTHF™ Inside Soft Spandex Launching	胡倍，巴斯夫（中国）有限公司 大中华区中间体业务部门全球副总裁 张秀娟，巴斯夫（中国）有限公司 中间体业务部门首席科学家 Hu Bei, Vice President, Business Management Greater China, BASF (China) Company Ltd Xiujuan Zhang, Senior Scientist, Intermediates, BASF (China) Company Ltd	普通话 Mandarin Chinese
16:40 - 17:10	研讨会 Seminar 太极石功能材料的创新研究与应用 Innovative Research and Application of Tai Chi Stone Functional Materials	王俊科，联邦三禾（福建）股份有限公司研发工程师 Wang Junke, R&D Engineer, Federation Sanhe (Fujian) Co Ltd	普通话 Mandarin Chinese

2019.9.24

时间 Time	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:30	产品发布会 Product Presentation 巴斯夫 Freeflex™ 在鞋面上的应用 BASF Freeflex™ for Shoe Upper Solution	闫惠至，巴斯夫（中国）有限公司特性材料技术 市场经理 Lisa Yan, Manager of Technical Marketing, Performance Materials, BASF (China) Company Ltd	普通话 Mandarin Chinese
11:45 - 13:45	论坛 Forum 纺织行业现况分析及疫情后创新分享 Analysis of Current Textile Industry Environment and Emerging Covid-19 Success Story Sharing	演讲嘉宾： (1) 陈敏轩，香港科技高等教育部（THEi）环境及设计学院设计系助理教授 (2) 张玲，香港科技高等教育部（THEi）环境及设计学院高级特任导师 (3) 黄秀蔚，瑞士海屹科材料有限公司大中华区 CEO (4) 王旭，莱卡公司商务总监 Speakers: (1) Dr. Eve Chan, Assistant Professor, Department of Design, Faculty of Design and Environment, THEi (2) Jenny Cheung, Teaching Fellow, Department of Design, Faculty of Design and Environment, THEi (3) Celine Huang, CEO Greater China, HeiQ (4) Jason Wang, Commercial Director, The LYCRA Company	普通话 / 英语 * Mandarin Chinese / English*
16:05 - 16:55	研讨会 Seminar 供应链精细化溯源，如何赋能品牌 价值 How to Enhance the Brand Value by Refining the Traceability of Your Supply Chain	毛凤伟，浙江三星羽绒股份有限公司常务副总 郭超，国际羽绒羽毛实验室与研究所中国区经理 Feather, Deputy General Manager, Zhejiang Samsung Down Co Ltd Ceed Guo, China Audits and Certifications Manager, International Down & Feather Laboratory (IDFL)	普通话 Mandarin Chinese

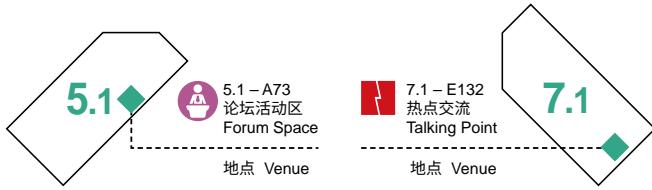
2020.9.25

时间 Time	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:10	研讨会 Seminar 新型吸光蓄热印花面料的研究 Research on a New Type of Heating and Warm Printing Fabric	孙信洲，无锡恒诺纺织科技有限公司首席研发 Xinzhou Sun, R&D, Handa Industries Limited	普通话 Mandarin Chinese
11:15 - 11:55	研讨会 Seminar 功能性母粒介绍 Functional Masterbatch Introduction	许均豹，江西德春塑料纤维科技有限公司副总经理 Tery Hsu, Deputy General Manager, Auspring Plastic & Fiber Technology Co Ltd	普通话 Mandarin Chinese

* 提供普通话 ↔ 英语同声传译
Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

活动总览 – 可持续发展议题

EVENTS SCHEDULE – SUSTAINABILITY ISSUE


2020.9.23

时间 Time / 地点 Venue	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:00 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 推动行业发展 – 打造纺织行业工业互联网平台	王正光, 中纺网络信息技术有限责任公司 总经理助理 Wang Zhengguang, General Manager Assistant, China Textile Network Co Ltd	普通话 Mandarin Chinese
11:05 - 11:35 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 小标签, 大影响! 如何借助生态标签创建消费者信心	施剑, 特思达 (上海) 纺织检定有限公司 技术负责人 James Shi, Technical Supervisor, TESTEX (Shanghai) Textile Testing Co Ltd	普通话 * Mandarin Chinese *
11:30 - 12:30 7.1 - E132 热点交流 Talking Point	产品发布会 Product Presentation 后疫情时代, 如何满足消费者对于舒适和可持续时尚产品的追求	张莉, 伊士曼 (中国) 投资管理有限公司 亚洲市场经理 Lily Zhang, Marketing Manager, Asia, Eastman Chemical (China) Co Ltd	普通话 Mandarin Chinese
11:40 - 12:10 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar “纺织服装产业”的未来发展导向 – 新营销模式	晏伟, 小空 (上海) 科技有限公司总经理 Wei Yan, Manager, XiaoKong (Shanghai) Technology Co Ltd	普通话 Mandarin Chinese
12:15 - 12:45 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar GRS (全球回收标准) 认证程序及控制要点	赵芳美, 北京爱科赛尔认证中心有限公司 纺织品事业部经理及高级检查员 Alice Zhao, Ecocert Textile Business Manager, ECOCERT China	普通话 * Mandarin Chinese *
12:50 - 13:20 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 国际纺织品牌的可持续发展策略及市场趋势	赵晓伟, 启迈纺织品检测技术专家 David Zhao, Textile Testing Expert, QIMA	普通话 * Mandarin Chinese *
13:25 - 13:55 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 纺织供应链印染废水管控	郝赫, 通标标准技术服务有限公司纺织品及鞋类技术支持 Harry Hao, Technical Support for Textile and Footwear, SGS	普通话 * Mandarin Chinese *
14:00 - 14:30 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar “零染”色纺面料的可持续	董平, 杭州新天元色纺副总裁 Ping Dong, Vice President, Tytex	普通话 Mandarin Chinese
14:35 - 15:05 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 纺织价值链集成创新深入发展差别化聚酯短纤	杨卫忠, 上海德福伦化纤有限公司总经理 Weizhong Yang, General Manager, Shanghai Different Chemical Fiber Co Ltd	普通话 Mandarin Chinese

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Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

活动总览 – 可持续发展议题

EVENTS SCHEDULE – SUSTAINABILITY ISSUE

15:10 - 15:40 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 对环境和社会都负责任的纺织生产全面解决方案 – GOTS The Holistic Solution for Ecological and Socially Responsible Textile Production - GOTS	胡怡, 全球有机纺织品标准 (GOTS) 大中华区代表人 Felicia Shi, Great China Representative, Global Organic Textile Standard (GOTS)	普通话 * Mandarin Chinese*
15:45 - 16:15 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 第一部份：如何提升纺织品供应链化学品管控 第二部份：提升纺织产品环境价值 Part 1: How to Improve Chemical Control in Textile Supply Chain Part 2: Enhance the Environmental Value of Textile	胡年睿, Intertek 天祥集团纺织及鞋类事业部高级技术经理 仇彬鸿, Intertek 天祥集团绿色环境部高级经理 Nina Hu, Senior Technical Manager, Intertek China Softlines Joyce Qiu, Senior Manager, Intertek GI China	普通话 Mandarin Chinese
16:20 - 16:50 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 服装产业链 3D 数字化革新 3D Digitization of Garment Industry Chain	肖荣, 浙江凌迪数字科技有限公司 行业数字化解决方案专家 David Xiao, Digital Solution Specialist of Fashion Industry, Zhejiang Linctex Digital Technology Co Ltd	普通话 Mandarin Chinese

2020.9.24

时间 Time / 地点 Venue	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:00 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar iwarm 智能温控系统 – 研发模式 3.0 时代, 如何打造爆品黑科技 iwarm Intelligent Warming System – in R&D Mode 3.0 Era, How to Create a Hot-sale Wearing Technology	方嘉燕, 飘逸纺织有限公司市场研发总监 Karrine Fang, Marketing and R&D Director, Flying Textile Ltd	普通话 Mandarin Chinese
11:05 - 11:35 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 全球回收 (再生) 纺织品认证及交易证书 GRS and Transaction Certificate	张韬, 世优认证 (上海) 有限公司高级审核员 Zhang Tao, Senior Auditor, Control Union	普通话 * Mandarin Chinese*
11:40 - 12:10 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar Naia™ 醋酯短纤维混纺纱产品开发及市场应用 The Development and Marketing Application of Naia™ Staple Fiber Blended Yarn	朱培, 山东联润新材料科技有限公司 市场营销高级经理 Pei Zhu, Senior Marketing Manager, Long Run Textile Co Ltd	普通话 Mandarin Chinese
12:15 - 12:45 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 国际品牌与零售商的共同选择: 通过 OEKO-TEX® 建立消费者信心 The Choice of International Brands and Retailers: Building Consumers' Confidence with OEKO-TEX®	聂辰, 海恩斯坦纺织检验 (上海) 有限公司 业务总监 Charles Nie, Business Director, Hohenstein Textile Testing (Shanghai) Co Ltd	普通话 * Mandarin Chinese*
12:50 - 13:20 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 以线上消费流行趋势为驱动的天猫超级面料 黑科技开发 Consumer-driven Denim Innovation Project Tmall	钟章伟, 北江智联纺织股份有限公司市场总监 聚易, 天猫男装超级面料项目负责人 Andy Zhong, Marketing Director, Prosperity Textile Ju Yi, NFAC Project Leader, Tmall Menswear	普通话 * Mandarin Chinese*

* 提供普通话 ↔ 英语同声传译
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2020.9.24

时间 Time / 地点 Venue	主题 Topic	讲者 Speakers	语言 Language
13:30 - 16:30 5.1 - A73 论坛活动区 Forum Space	论坛 Forum 数码印花高峰论坛 – 高速崛起的时代 Digital Printing Forum – The Era of Rapid Rise	第一部份：开场致辞 第二部份：数码印花智能设计发展及应用！ 第三部份：“数码印花设备，优势决定态势” 第四部份：现有数码印花行业供应链的问题与对策！ 第五部份：中国首家两台 Single-Pass 数码印花用户纪实 第六部份：科迈真丝床品数码印花之路	普通话 * Mandarin Chinese*

2020.9.25

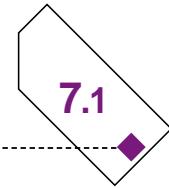
时间 Time / 地点 Venue	主题 Topic	讲者 Speakers	语言 Language
10:30 - 11:00 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 以多元化服务助力纺织品质量提升 Diversified Service to Improve Quality of Textile	王涛, 广州检验检测认证集团有限公司高级经理 Kevin, Senior Manager, GTTC	普通话 Mandarin Chinese
11:10 - 11:40 5.1 - A73 论坛活动区 Forum Space	研讨会 Seminar 天植植物染面料 – 纺织业可持续发展的解决之道 Skeco Plant Dyed Fabrics – The Solution to the Sustainable Development of Textile Industry	樊思远, 上海天植纺织科技有限公司总经理 王祥荣, 苏州大学纺织与服装工程学院教授 Leon, DGM, Shanghai Skeco Textile Co Ltd Prof Wang, Professor, College of Textile and Clothing Engineering, Soochow	普通话 Mandarin Chinese

* 提供普通话 ↔ 英语同声传译
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活动总览 – 跨产业协作

EVENTS SCHEDULE – INDUSTRY COLLABORATION

7.1 – E132
热点交流
Talking Point
地点 Venue



2020.9.24

时间 Time	主题 Topic	讲者 Speakers	语言 Language
14:00 - 16:00	论坛 Forum “IP 引领时尚，授权助力零售” – Intertextile 面辅料展专场 IP 授权研讨会 “Trends on IP, Retail with Licensing” – Licensing Seminar at Intertextile Apparel 2020	第一部份：开场致辞 第二部份：潮流就要这样“装”——用世界博物艺术 IP 赋能时尚行业 第三部份：IP 时代美学生活赋能者 第四部份：内容 IP 时代的新营销 第五部份：IP 赋予新时尚 第六部份：专题小组会议— 主题一：后疫情时代，IP 如何更好地赋能服装行业？ 主题二：服装企业在选择 IP 时需要注意哪些问题？	普通话 * Mandarin Chinese*

Part 1: Opening
 Part 2: Empower the Fashion Industry with the World's Art IP
 Part 3: A Modern Aestheticist and IP Management Professional
 Part 4: Evolutionary Sales with Rich Content IP
 Part 5: Integrating IP with the Latest Fashion Trends
 Part 6: Panel Discussion –
 Topic 1: After COVID-19 Outbreak How Does IP Better Empower the Apparel Industry?
 Topic 2: What Does an Apparel Company Need to Pay Attention to When Choosing an IP?

* 提供普通话 ↔ 英语同声传译
 Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

纤维新视界—纺织材料创新论坛

NEW FIBER NEW WORLD - TEXTILE MATERIALS INNOVATION FORUM



2020.9.24

时间 Time	主题 Topic	讲者 Speakers
11:35 - 11:50	功能性腈纶在内衣面料中的应用 Application of Functional Acrylic Fiber in Underwear Fabric	秦新莲女士, 杭州永纺纺织有限公司 Ms Qin Xinlian, Hangzhou Yongfang Textile Co Ltd 千葉一树先生, 东丽国际贸易(中国)有限公司 Mr Chiba Kazuki, Toray International Trade (China) Co Ltd
11:50 - 12:05	葱郁之“涤”无处不自然——百草纤维引领健康大趋势 Meet Byherb Embrace Nature - Byherb Fibers Lead the Health Trends	王丙伟先生, 青岛百草新材料股份有限公司 Mr Wang Bingwei, Qingdao Byherb New Material Co Ltd
12:05 - 12:20	深度解析改性石墨烯原位聚合技术在产业应用中的价值 Deep-analysis of the Value of In-situ Polymerization Technology of Modified Graphene in Industrial Application	蒋焱先生, 常州恒利宝纳米新材料科技有限公司 Mr Jiang Yan, Changzhou Highberry New Nano Materials Technology Co Ltd
中国纤维流行趋势专场 China Fibers Fashion Trends		
13:00 - 14:00	中国纤维流行趋势 2020/2021 深度解读 Interpretation of China Fibers Fashion Trends 2020/2021	王华平先生, 东华大学研究院 Mr Wang Huaping, Donghua University Academy
14:00 - 14:15	绿色科技 循环再生 Green Technology, Regenerated Circulation	杨大维先生, 盛虹集团江苏中鲈科技发展股份有限公司 Mr Yang Dawei, Shenghong Group • Jiangsu Zhonglu Technology Development Co Ltd
14:15 - 14:30	功能性 Lyocell 纤维的制备及产业化 Preparation and Industrialization of Functional Lyocell Fiber	王霞女士, 山东金英利新材料科技股份有限公司 Ms Wang Xia, Shandong Jinyingli New Material Technology Co Ltd
14:30 - 14:45	原液着色 PE-PP 皮芯复合纤维的开发和应用 Development and Application of Dope Dyed PE-PP Sheath-core Fiber	余景升先生, 广东蒙泰高新纤维股份有限公司 Mr Yu Jingsheng, Guangdong Modern High-tech Fiber Co Ltd
14:45 - 15:00	低纤度原液着色聚酰胺 6 纤维 Dope Dyed PA6 Fiber with Low Fineness	王新先生, 烟台华润锦纶有限公司 Mr Wang Xin, China Resources Yantai Nylon Co Ltd
15:00 - 15:15	化学法循环再利用聚酯纤维应用解析 Application and Analysis of Chemical Recycle Polyester Fiber	顾日强先生, 浙江佳人新材料有限公司 Mr Gu Riqiang, Zhejiang Jiaren New Materials Co Ltd
15:15 - 15:30	聚酰胺 6 化学法再生处理研究进展 Research Progress in Chemical Regeneration of Polyamide 6	陈鹏飞先生, 长乐恒申合纤科技有限公司 Mr Chen Pengfei, Changle Highsun Synthetic Fiber Technologies Co Ltd
15:30 - 15:45	唐丝® ReViscoTM 循环再生新丝路 TangCell® ReViscoTM New Silk Road for Recycling	赵秀媛女士, 唐山三友集团兴达化纤有限公司 Ms Zhao Xiuyuan, Tangshan Sanyou Group Xingda Chemical Fibre Co Ltd
15:45 - 16:00	用新打造绿色未来——千禧® 循环再利用氨纶 Innovation for Sustainable Future - Qianxi Recycled Spandex	赵雨韵女士, 浙江华峰氨纶股份有限公司 Ms Zhao Yuyun, Zhejiang Huafon Spandex Co Ltd

纤维新视界—纺织材料创新论坛

NEW FIBER NEW WORLD - TEXTILE MATERIALS INNOVATION FORUM



企业产品发布会

Products Launch Conference

2020.9.23

时间 Time	主题 Topic	讲者 Speakers
11:00 - 11:40	植物原力纤维，开启绿色健康生活 ——青岛邦特生态纺织科技有限公司新品发布会 Green Plant Energy Fiber, Green Healthy Life - Qingdao Bangte Ecological Textile Technology Co Ltd, New Fiber Product Launch	青岛邦特生态纺织科技有限公司 Qingdao Bangte Ecological Textile Technology Co Ltd
13:10 - 14:00	赛得利绿色纤维创新开发及新品推介会 Green Innovation Drives Sateri Fibre Development and New Products Introduction	赛得利 Sateri
14:20 - 15:50	大生物纤维产业联盟成立发布会暨青岛百草新品 首发会 Press Conference on the Establishment of Bigbio Fiber Industrial Alliance and Qingdao Byherb New Products Launch	青岛百草新材料股份有限公司 Qingdao Byherb New Material Co Ltd

功能及可持续纤维专场

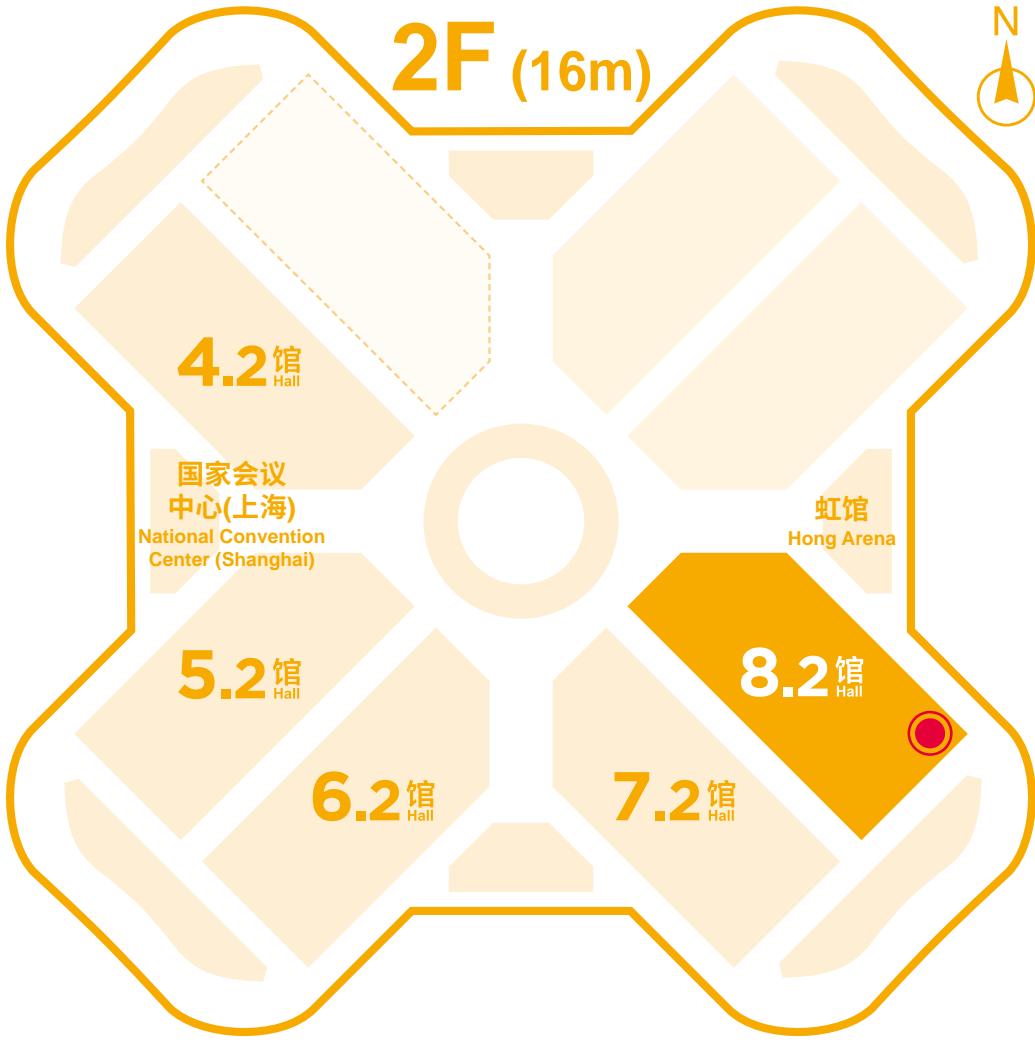
Functional & Sustainable Fiber

2020.9.24

时间 Time	主题 Topic	讲者 Speakers
09:50 - 10:10	“向自然承诺责任，从林地到时尚” CV 绿色可持续产业链解决方案 Committing Responsibility to Nature: From Wood to Fashion, CV Green Sustainable Industrial Chain Solution	张子昕先生, 再生纤维素纤维行业绿色发展联盟 (CV) Mr Zhang Zixin, Collaboration for Sustainable Development of Viscose
10:10 - 10:20	棉纺织产业链再生纤维素纤维优质供应商授牌仪式 Awarding Ceremony for Viscose Staple Fiber Quality Supplier in Textile Industry Chain	中国棉纺织行业协会 China Cotton Textile Association
10:20 - 10:35	植物原力纤维赋能生态健康纺织品 Ecological Health Textiles with Plant Energy Fiber	山传雷先生, 青岛邦特生态纺织科技有限公司 Mr Shan Ray, Qingdao Bangte Ecological Textile Technology Co Ltd
10:35 - 10:50	龙杰特纤在环保纤维领域的应用 Application of Longjie Special Fiber in the Field of Environmental Protection Fiber	蒋峰先生, 苏州龙杰特种纤维股份有限公司 Mr Jiang Feng, Suzhou Longjie Special Fiber Co Ltd
10:50 - 11:05	禾素抗菌抗病毒产品的开发及应用 Development and Application of Bioserica Antibacterial and Antiviral Products	伍枝平先生, 南京禾素时代抗菌材料科技有限公司 Mr Wu Zhiping, Nanjing Bioserica Era Antibacterial Material Technology Co Ltd
11:05 - 11:20	仲元集团循环再生聚酯的绿色发展及创新应用 Green Development & Innovative Application of Zhongyuan Group's Recycled PET	孙亚军先生, 江苏仲元实业集团有限公司 Mr Sun Yajun, Jiangsu Zhongyuan Industrial Co Ltd
11:20 - 11:35	锦纶色纺及功能性纤维 Dope Dyed and Functional Nylon Fiber	徐慧燕女士, 浙江金旗新材料科技有限公司 Ms Xu Huiyan, Zhejiang Kingcheer New Material Tech Co Ltd

* 普通话 Mandarin Chinese

同期活动场地
Fringe Programme Venue



纺织材料创新论坛（8.2馆 8.2-K152）
Textile Materials Innovation Forum (Hall 8.2-K152)

yarnexpo

中国国际纺织纱线(秋冬)展览会
China International Trade Fair for Fibres and Yarns

同期活动

Fringe Programme

2020.9.23 – 25

8.2馆

国家会展中心(上海)

Hall 8.2, National Exhibition and
Convention Center (Shanghai)



研讨会日程
Seminar schedule



messe frankfurt