

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**

地点 Venue  
 7.1 - E132  
 热点交流  
 Talking Point

**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 manufactures.

**2020.9.23**

时间 Time	主题 Topic	讲者 Speakers
14:15 – 14:20	主持嘉宾开场 <b>Opening by the Host</b>	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 <b>Opening Speech</b>	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 Wen Ting, Senior General Manager, Messe Frankfurt (HK) Ltd
14:40 – 15:25	主题演讲 <b>Keynote Speeches</b>	周荣星 · 森马集团股份有限公司供应链总监 张澎伟 · 珂楹集团供应链总监 金茵 · Carhartt 亚洲纺织供应链经理  Zhou Rongxing, Director for Supply Chain, 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 <b>Dialogs on Different Topics</b>	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  <b>Topic 1: Shift Supply-side Context to Prevail Amid Change of the Era</b> (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 · 锐麦时装设计总经理 (3) 李祖亮 · 欧蒂芙创始人 (4) 李春江 · 翼舍服饰创始人  <b>Topic 2: Creative Chain Helps Drive Young Expressions for Designing</b> (1) Jiang Chunjing, Founder, Ge 3.21 Brand (2) Ding Ning, Design General Manager, Ruimai Garment (3) Li Zuliang, Founder, Oudifu (4) Julien Li, Founder, Yishe Garment

\*普通话 Mandarin Chinese