

重点活动 – 市场信息及营销策略  
FEATURED EVENTS –  
MARKET INFORMATION & BUSINESS STRATEGIES

消费新界 品质棉纺  
Theme: Quality Cotton Textiles, a New  
Consumption Height

论坛  
FORUM



2023 年以来，随着国家加快推动各项稳经济政策和接续政策持续显效，棉纺织企业生产稳步恢复。国家对于棉纺制品消费的鼓励支持，强调了棉花在纺织服装产业中的重要地位，以棉纺织业为纽带，拓宽产业应用，深化产业合作，促进优势互补，共同抵御市场风险，共同把握产业发展机遇，推进棉纺织消费的良性成长与未来高质量发展。面对国内市场庞大的消费潜力，面对棉纺消费的挑战和机遇，本次论坛将从“棉纺新技术”“棉纺新消费场景”“棉纺消费市场赛道”方面展开讨论，共同探讨应如何让“棉纺消费”澎湃不息，迸发出新的能量，起航前往棉纺新未来。

Since the start of 2023, as China has quickened the pace of implementing the policy package for stabilizing the economy, as well as follow-up policies, cotton textile enterprises have seen steady recovery in production. The country encourages and supports the consumption of cotton textiles, and emphasizes the important position of cotton in the textile and garment sector. Based on the cotton textile industry, China will expand industrial applications, deepen industrial cooperation, and promote complementary advantages, so as to jointly resist market risks, seize opportunities for industrial development, and promote the sound growth and high-quality future development of cotton textile consumption. In view of the huge consumption potential in domestic market as well as the challenges and opportunities of cotton textile consumption, this forum will, from the perspectives of new cotton textile technologies, new cotton textile consumption scenarios and cotton textile consumption market segments, discuss the ways to vigorously develop the cotton textile consumption, explore new driving forces and set sail for a new future of cotton textile industry.

2023.8.29		
时间 Time	主题 Topic	讲者 Speakers
13:30 - 13:35	主持嘉宾开场 Guest Host Announces the Opening of the Forum	王军，中国服装论坛执行主席 Wang Jun, Executive Chairperson of China Fashion Forum
13:35 - 13:50	开场致辞 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, Vice President of China National Textile and Apparel Council (CNTAC), President of the Sub-Council of Textile Industry of China Council for the Promotion of International Trade (CCPIT TEX)
13:50 - 14:00	开场致辞 Opening speech	温婷，法兰克福展览（香港）有限公司董事总经理 Wendy Wen, Managing Director, Messe Frankfurt (HK) Ltd



14:00 - 14:20	棉纺活力趋势发布 Release of Cotton Textile Vitality Trend	主旨演讲 董奎勇，中国棉纺织行业协会会长 Keynote speech Dong Kuiyong, President of China Cotton Textile Association (CCTA)
14:20 - 14:40	主题演讲 Keynote Speech	主题：《创新棉纺 绿色智造》 蔡巍，广东十如纺织科技有限公司董事长、总经理 Topic: Innovative Cotton Textiles, Green and Intelligent Manufacturing Wayne Cai, Chairman & GM of Guangdong Determinant Textile Technology Co Ltd
14:40 - 15:00	主题演讲 Keynote Speech	主题：《好棉 好眠》 张辉，罗莱生活科技研究院院长 Topic: Good Cotton Good Sleep Zhang Hui, Director of Luolai Lifestyle Technology Research Institute
15:00 - 15:20	主题演讲 Keynote Speech	主题：《自在棉纺 舒适时尚》 董俊，伊芙丽集团副总裁 Topic: Comfortable and Stylish Cotton Textiles Dong Jun, Vice President of Eifini Group
15:20 - 16:00	先锋对话 起航·棉纺消费新未来 Pioneer Dialogue Set Sail for a New Future of Cotton Textile Consumption	对话嘉宾： - 董平，华孚时尚总裁助理兼产业运营公司总经理 - 王宏菲，COCOON 品牌事业部总经理 - 刘婷，济南素缕服饰有限公司品牌创始人 - 张正雄，卡尔丹顿服饰股份有限公司供应链总监 - 刘艳梅，浙江美欣达纺织印染科技有限公司副总经理 - 周佳，江苏联发纺织股份有限公司营销副总经理 Panelists: - Dong Ping, GM Assistant of Huafu Fashion and GM of the Industrial Operation Company - Wang Hongfei, General Manager of COCOON Brand Project Department - Liu Ting, Brand Founder of Jinan Souline Clothing Co Ltd - Zhang Zhengxiong, Supply Chain Director of Kaltendin Clothing Co Ltd - Liu Yanmei, Vice General Manager of Zhejiang Mizuda Textile Printing & Dyeing Co Ltd - Zhou Jia, Vice General Manager of Jiangsu Lianfa Textile Co Ltd
16:00	论坛闭幕 Closing	