

SEMINAR ON
How the Industry is moving ahead with Re-Industrialization and Cotton Apparel
Market Updates

Date 1 Nov 2018 (Thursday)
Time 14:30 – 17:30
Venue Seminar Hall, 1/F., CITA Building, 63 Tai Yip Street, Kowloon Bay
Language English
Fee Free of charge

Speakers include:**Prof. Philip Yeung, Executive Director, Clothing Industry Training Authority**

Prof. Yeung holds a PhD degree from the Queen's University of Belfast and has been awarded Fellowship from the Society of Dyers and Colourists and the Textile Institute in the United Kingdom, the Hong Kong Institution of Textiles and Apparel, and Textile Association in India.

Prof. Yeung owned a number of patents and published over 130 papers in journal publications and presented at international conferences over the years.

Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong

Karen works on climate and energy issues in Hong Kong and China, engaging with businesses and industries across the spectrum to initiate, lead and oversee the development of climate programmes. Karen assumed a new position as Head of Corporate and Community Sustainability in August 2017. As the Low Carbon Manufacturing Programme (LCMP) and Low-carbon Office Operation Programme (LOOP) continue to grow, Karen will also foster collaboration initiatives that are making the community and corporations more sustainable.

Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International

Karin joined Cotton Council International (CCI) in April 2006 and is the Director for China and Northeast Asia. She heads up CCI's trade servicing programs, supply chain marketing activities and government affairs in the region, as well as manages CCI's offices in Hong Kong, Shanghai and Seoul and its representative offices in Beijing, Taipei and Osaka.

Jimmy Rowe, Manager of Strategic Analysis in the Corporate Strategy and Program Metrics Department, Cotton Incorporated

Jimmy manages and analyzes Cotton Incorporated's global consumer and retail research, which examines the attitudes and behaviors of consumers regarding apparel, home, and hygiene products. He is responsible for disseminating Cotton Incorporated's market intelligence to major mills, manufacturers, brands, and retailers worldwide through presentations, conferences, reports, videos, social media, etc.

Tentative Topics and Rundown:

14:30 - 15:10	“Global Cotton Supply and Demand Update and COTTON USA's Sustainability Story” by Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International
15:10 – 15:45	“The Latest Consumer and Apparel Market Updates” by Jimmy Rowe,

	Manager of Strategic Analysis in the Corporate Strategy and Program Metrics Department, Cotton Incorporated
15:45 – 16:00	Coffee Break
16:00 – 16:40	“How Re-Industrialization Benefits Hong Kong SMEs in Fashion Industry?” by Prof. Philip Yeung, Executive Director, Clothing Industry Training Authority
16:40 – 17:15	“Making Zero Impact Fashionable” by Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong.
17:15 – 17:30	Q & A Session

Enrolment Form
(Fax: 852 - 27950452)

Company Name				
Participant Name				
Position			Email	
Company Address				
Tel. No.			Fax No.	
Business Categories	<input type="checkbox"/> Buyer	<input type="checkbox"/> Designer	<input type="checkbox"/> Trading	<input type="checkbox"/> Manufacturer
	<input type="checkbox"/> Bleacher / Printer	<input type="checkbox"/> Raw Material Supplier	<input type="checkbox"/> Machines Supplier	<input type="checkbox"/> Others

Application Procedure:

Please fax or email the completed enrolment form to 27950452 / project@cita.aorg.hk for seat reservation.

For enquiries: Ms Annie Yeung at 2263 6336

Use of personal data:

The personal data provided by means of this form will be used by the Organizer and for the purpose of processing application, enrolment, administration, registration and statistics.

Opt-out from the use of personal data in direct marketing:

We intend to use your name, telephone number, postal address and email address for direct marketing of our education and training programmes, competitions, surveys, events organized / co-organized / supported by CITA.

I do not wish the organiser to use my personal data in direct marketing.

The above represents your present choice whether or not to receive direct marketing contact or information. This replaces any choice communicated by you to the organizer prior to this application. You may, at any time, choose not to receive marketing literature by emailing us to project@cita.org.hk.

Supporting Organization: