

EXECUTIVE SUMMARY: POST EVENT REPORT

About Fashion Summit (HK)

Fashion Summit (HK) is the largest conference focusing on sustainable fashion in Asia, consisting of a two-day conference and a Fashion Future Challenge Award. It is jointly organized by seven associations, environmental NGOs and academic institutions. The summit plays a vital role in the development of sustainable fashion, bringing together leading academics, key players from the fashion industry, NGOs, media, decision makers and leaders to exchange insights on the latest sustainable fashion trends, technology, best practice, solutions and opportunities. Fashion Summit (HK) also plays an important role in inspiring and nurturing the young generation to have a sustainable fashion mind-set.

Date:	6– 7 September 2018
Location:	Hong Kong Convention and Exhibition Centre Meeting Room N200 Series
Organisers:	<ul style="list-style-type: none"> • Clothing Industry Training Authority • Office of the Hon Felix CHUNG Kwok-pan, Member of the Legislative Council • Hong Kong Design Institute • Hong Kong Research Institute of Textiles and Apparel • Redress • Sustainable Fashion Business Consortium • WWF-Hong Kong
Major Sponsor:	<ul style="list-style-type: none"> • Create Hong Kong
Diamond Sponsor:	<ul style="list-style-type: none"> • Glorious Sun Enterprises Limited • Hanbo Enterprises Limited
Silver Sponsors:	<ul style="list-style-type: none"> • Amfori • Cotton Incorporated • Crystal International Group Limited • Fang Brothers Knitting Limited • Laws Fashion Group Limited • Novetex Textiles Limited • TESTEX Swiss Textile-Testing Limited
Lunch Sponsor:	<ul style="list-style-type: none"> • TAL Apparel Limited
Bronze Sponsors:	<ul style="list-style-type: none"> • Cotton Council International • Mainetti (HK) Limited
Strategic Partners:	<ul style="list-style-type: none"> • Hong Kong Trade Development Council • HSBC • The Mills

Opening Ceremony

CHAIRMAN,
FASHION SUMMIT (HK)
2018 STEERING
COMMITTEE

Hon Felix Chung Kwok-pan
Member of the Legislative Council (Textiles and Garment
constituency)



GUEST OF HONOUR

The Hon Matthew Cheung Kin-chung, GBM, GBS, JP
Chief Secretary for Administration



Conference

The 2-day Conference of Fashion Summit (HK) 2018:

- It was attended by 2,105# participants including speakers, conference delegates and exhibitors with a total participant flow of 3,388* pax during the two days.
- It has invited over 60 world renowned Speakers from Asia, Europe, North America and Hong Kong.
- It was supported by 13 sponsors and 24 supporting organizations.



denotes the combined total of participants of each session; * denotes the combined total of people flow of each session

Conference Day 1 AM: 6 September 2018
Plenary I (N201)

About

To maximize the scope of viewpoints, the following keynote session is specially designed to feature three distinguished speakers from overseas, mainland China, and Hong Kong to incorporate the vision and mission from the point of view of an international NGO, an official council in the Mainland, as well as a policy bureau and a public corporation of Hong Kong.

**KEYNOTE
PRESENTATION I**

Mr. Edward Yau Tang-wah, GBS, JP, Secretary for Commerce and Economic Development, Hong Kong Special Administrative Region Government



Summary:

In the first keynote speech of the day, Mr. Edward Yau, HKSAR Government's Secretary for Commerce and Economic Development, highlighted the importance of sustainability for the fashion industry and also for a consumption-based economy like Hong Kong.

He gave an overview of the current problems of the fashion industry, citing various figures on the exacerbation of wastage and adverse environmental impacts brought about by over-production, over-consumption and fast fashion, etc. In view of the situation, he strongly urged the industry to move towards a circular economy model. But efforts for this cause must not be confined to the production cycle alone. Green technology, rightful marketing and pricing and consumer behavior alteration are all key components for the success of a circular economy.

Mr. Yau acknowledged that many steps have been taken by the world and Hong Kong lately in terms of innovation in technology and number of companies tapping into the sustainability field. The HKSAR Government is committed to support local innovation by funding. Also apparent is a heightened awareness in consumers, particularly the millennials, on sustainability notions such as social justice and environmental protection. So with this latest update on the situation, he ended his speech on a hopeful note, that with

concerted efforts and common understanding, they can do more and do better. And given the passion and strength of the leaders present, he was confident that they would march on in this journey they had embarked on towards sustainability.

KEYNOTE
PRESENTATION II

Mr. Sun Huaibin, Vice Chairman, China National Textile and Apparel Council



Topic: Building A Recycling System For Used Textiles And Clothing

Summary:

For the second keynote speech of the day, Mr. Sun Huaibin, Vice Chairman of the China National Textile and Apparel Council, introduced a perspective on Mainland China with his sharing on "Building a recycling system for used textiles and clothing"

It is the consensus of the society that used textiles resources are abundant in Mainland China. Nevertheless, the proportion of unused or discarded textiles and garments being recycled remains low at less than 15%. Worse still, the industry is still churning out nearly 10 million tons of new production in the Mainland every year.

Hence, Mr. Sun called for the construction of a recycling system for used textiles and garments in the Mainland. This system would adopt the "Waste Spinning+" model in accordance with national and industry strategic requirements as well as market mechanisms. To build this system, he has identified six key strategies, namely by conducting basic research and collecting industry statistics, developing a recycling network with buyback on Internet as the core, building large-scale and modernized sorting centers, encouraging prominent companies to lead the revolution and product development, creating a standards and certification system and finally, cultivating the acceptance of recycled consumer fashion in the society.

Mr. Sun strongly believed that, the recycling of used textiles and clothing is an industry full of business opportunities and benefits to the country and its people. He hoped that this comprehensive recycling system could come into being soon with the concerted efforts of all stakeholders.

KEYNOTE
PRESENTATION III

Ms. Brenda Koekkoek, Secretariat of the Strategic Approach to International Chemicals Management, UN Environment



Summary:

To add a global perspective on the issue of sustainability in fashion, Ms. Brenda Koekkoek from the UN Environment was the 3rd keynote speaker on the Summit's opening day. UN environment is an agency of UN which provides leadership and encourages partnership in caring for the environment, by inspiring, informing and enabling nations to improve the quality of life.

Ms. Koekkoek highlighted the role of the fashion industry as a significant global economic player. She brought to the front the big reality of the day: by switching more and more to fast fashion, the fashion industry is stretching the Earth's resources furthermore, resulting in problems such as under-utilization of garments, pollution, lack of recycling, etc. Although actions have been taken by industry players and stakeholders for a circular economy model, a successful outcome depends much on the deepening of co-ordination, impact, alignment and a comprehensive and effective framework. Engagement and inclusiveness are critical to ensure dialogue between various parties.

On the role of the United Nations, they have launched the 2030 Agenda for Sustainable Development back in 2015, of which the 17 Sustainable Development Goals were adopted by world leaders. The UN Environment is committed to this cause and actively co-operating with other international organizations, such as the International Labor Organization and the World Bank to organize outreach events, conduct R&D on guidelines and foster knowledge sharing among different parties.

As an ending note, Ms. Koekkoek encouraged the Summit's participants to work together towards the goals set out by the 2030 Agenda by sharing their sustainable stories, learning and growing from each other and leveraging their creativity for a system change. Because incremental steps do make a difference.

KEYNOTE
PRESENTATION III

Dr. Sunny Chai, Chairman, Hong Kong Science and Technology Parks Corporation



Topic: Innovation, Technology, Entrepreneurship

Summary:

The future of Hong Kong lies in innovation, technology and entrepreneurship. This statement is equally true for the fashion industry and its hope for a more sustainable future. Thus in his keynote speech, Dr. Sunny, Chairman of Hong Kong Science & Technology Parks Corporation introduced the role played by HKSTPC in providing a through-train service to support innovation industries in Hong Kong and connect technology enterprises with extensive investor network.

The Science Park comprises over 700 tech enterprises and It is Hong Kong's innovation and technology hub together with InnoCentre and Industrial Estates. Many industries are now undergoing a digital transformation. The fashion industry is no exception with A.I. and Robotics being increasingly applied. Dr. Chai shared some successful cases of smart technologies that are used along the whole Textile and Apparel Supply Chain by start-ups and technology companies in the park, such as a cloud-based Intelligent Retail Furniture with RFID for data collection and analytics, as well as a smart warehouse system to analyze big data to uncover meaningful patterns.

Dr. Chai wrapped up his speech by emphasizing the future goals of HKSTP – to continue strengthening support for local and overseas start-ups, provide a full range of value-added services and enhance the existing or set up new research and development facilities in the city so that industry needs could be met.

Conference Day 1 AM: 6 September 2018
Plenary I (N201)

PANEL DISCUSSION

Report on Global Sustainable Consumption Survey Results

Panelists:

- Ms. Shirley Chan, BBS, JP, Vice Chairman, YGM Trading Limited
- Ms. Clare Press, Sustainability Editor-at-Large, Vogue Australia
- Mr. Ronnie Tham, Director, Global Sourcing, Wal-Mart Stores. Inc
- Ms. Susanna Wilson, Global Head of Sustainable Networks and Entrepreneurship, HSBC

Moderator: Mr. Pat-nie Woo, Partner, KPMG



Summary:

From June to July 2018, the Organizer of Fashion Summit (HK) commissioned KPMG to conduct a global survey on sustainable consumption in 5 major cities (Hong Kong, London, New York, Shanghai and Tokyo). The survey was sponsored by HSBC and surveyed over 1000 respondents from each city.

Prior to the panel discussion, KPMG's representative Mr. Pat-nie Woo shared with the audience 5 major findings from the survey:

1. Concept of sustainable fashion
 - Across the five cities, most people perceive the concept of sustainability as "durability" and "quality"
 - In general, respondents from Western countries pay more attention to ethical and fair trade label practices, while those from Asian countries focus more on environmental matters.
2. Support for sustainable fashion
 - 78% of the respondents are concerned about the environment, 64% are supportive of sustainable fashion but only 43% think the society is supportive of it
3. Willingness to pay more
 - On the whole, 13% of the respondents would be willing to pay more for sustainable fashion products
4. Labelling system
 - 65% of the respondents agree labelling system would be helpful for encouraging them to buy sustainable fashion

products

5. End of life treatment

- Across the five cities, around 40-50% of respondents will donate their clothes when they no longer need them.

Four speakers from YGM Trading Limited, Wal-Mart, HSBC and Vogue Australia respectively then joined in to have a discussion and share their thoughts on the survey findings and their implications.

Also reflected in the survey findings, panelists agreed that consumers and the society are asking for more sustainable results in all sectors, not just fashion. In particular, millennials are more value-driven than other generations. This appetite will only continue to grow and sustainability is likely to become more mainstream in all sectors. At the same time, the industry needs to do better by showing which products are sustainable to consumers.

Another survey finding seems to point out that only a few percentages of the respondents would be willing to pay more for sustainable products. One opinion from the panel suggested that if the garment had added value or function in addition to being sustainable in itself, people might be willing to pay more for it. While others pointed out that, if there are economies of scale, when recycling has been scaled up, it will become cost-neutral or even cost-negative with time. There is also a huge amount of money and value in wasted garments currently waiting to be unlocked. Eventually, as the manufacturing cost has been reduced, sustainable products could be sold at a comparable price to conventional products.

To the panelists, it is important that the industry has a holistic view on the sustainability opportunities along the whole supply chain, not just on the end-of-life of products. It is equally important to not view sustainability as something that only big brands or luxury brands can afford as opportunities could be found with mid-price and smaller designers as well. With new business models and better education on consumers, it is possible for the world to finally change and move in the right direction.

ANNOUNCEMENT
OF
FASHION FUTURE
CHALLENGE
AWARD



The 2nd edition of Fashion Future Challenge Award was announced to the audience before the lunch break on Day 1 of the conference. It is a competition that aims to provide a platform for all local tertiary students to showcase their creativity and innovative ideas by submitting a proposal to tackle fashion challenges in the coming years. The winning team of the competition would receive internship opportunity and a cash prize sponsored by the Mills.

Conference Day 1 PM: 6 September 2018
Sustainable Manufacturing & Supply Chain (N201)

PANEL DISCUSSION **How Re-Industrialization Benefits Hong Kong SMEs in Fashion Industry?**

Panelists:

- Prof. Tom Cassidy, Chair of Design, University of Leeds
- Mr. Leo Chan, Co-Founder & Executive Director, AMENPAPA
- Mr. Peter Cheng, Chairman, Hanbo Enterprises Limited
- Mr. Ivan Fung, Director, JIE Technology Company Limited

Moderator: Prof. Philip Yeung, Executive Director, Clothing Industry Training Authority



Summary:

This panel brought together panellists representing the academia in United Kingdom, a local retailer, a local manufacturer and a local high technology company respectively, to discuss the re-industrialization of Hong Kong's local fashion industry. To give some background information, Hong Kong was a major export and manufacturing hub back in the 1970-80s but has since then become a service economy mainly. Some people even think that fashion is not an important sector anymore. In this regard, how can Hong Kong re-industrialize itself in this particular sector?

As a comparison, re-industrialization has been taking place in the UK with some industries coming back to the country but the same is not occurring in Hong Kong. Panellists were asked if it was possible to bring back industries to Hong Kong and if not, rather, can local apparel companies adopt any new technologies or business models in order to thrive here?

Using his homeland United Kingdom as an example, Prof. Tom Cassidy believed that changing circumstances would force Hong Kong into manufacturing again because there would be a need to make stuff, sell stuff in order to feed the underbelly of the population. For Mr. Peter Cheng who represented the manufacturer's perspective, it would be

difficult to bring big-scale manufacturing back to Hong Kong. Whereas Mr. Ivan Fung from a high technology company was optimistic that as long as the government can hop on the train of industrial 4.0 and provide more resources for industries to digitalize their manufacturing process, a return of industries to Hong Kong would be possible.

Regardless of the panellists' views on the possibility of bringing back manufacturing to Hong Kong, they all seemed to agree that Hong Kong's textile and apparel sector needs to reposition itself by utilizing latest trends and technologies in this attempt at revitalization. For Mr. Leo Chan who has a background in retailing, reindustrialization should mean a co-creation process between manufacturers and retailers on making a product, in contrast to the old practice of retails and brands deciding everything. Hong Kong, with its rich experience in manufacturing before, could revitalize as a global sourcing hub.

The role that new technologies can play must not be ignored, as other panellists suggested to maximize their potential, e.g. to put more resources into develop digital resources eg. AR/VR. But for new systems and technologies to be accepted, it is fundamental that there be education of the entrepreneurs and engagement of the designers to adapt the new ways and acknowledge that fashion just cannot be made as before. Other views included enhancing the transparency and trust along the entire supply chain, taking advantage of the strong base of Hong Kong with its financial freedom and tax-friendly system to strengthen its role as a global sourcing hub for the textile and apparel sector.

PANEL DISCUSSION

Sustainable Fashion Evolution

Panelists:

- Mr. Ralph Jansen, Chief Strategy Officer, Clover Group International Limited
- Mr. Bosco Law, Deputy Chairman & CEO, LAWSGROUP
- Dr. Delman Lee, President & Chief Technology Officer, TAL Apparel Limited
- Mr. Kennedy Tsang, CEO, HKS Group International Limited

Moderator: Mr. Stanley Szeto, Executive Chairman, Lever Style Inc.



Summary:

This panel brought together speakers mostly with a background at the manufacturing end of the fashion industry. The main theme of the discussion was “Whether sustainability is a thing of the past or is it really “sustainable”?”

Panelists were invited to share their views on the opportunities, challenges, possible scenarios and their expectation next few years down the line for sustainable fashion. The moderator highlighted the recent trend that there are increasingly more sustainability initiatives and products on the market. Most of the panelists seemed to agree that consumers are already more aware of how sustainable a product is or some have even started to change their buying behaviour. They would appreciate the availability of sustainability products and would be likely to opt for these products if their price level and design were comparable to conventional products.

On how to achieve a sustainable fashion evolution, panelists’ opinion could be divided into two sides: supply chain side and end consumers side. For the former, it will depend on whether the industry is committed to the cause, adopt innovations that enhance sustainability, and whether everyone is willing to take on the role as driver to work together. On the consumers side, the market is always consumers’ driven. It may take a longer time to change consumers’ mindset but the industry and brands should spend efforts on communicating the

compelling value to consumers. So more support in R&D, coordinated efforts along the whole supply chain and a mindset shift brought about by further education would help to expedite the change to sustainability.

But there is a hypothetical yet intriguing scenario, if products have become more sustainable and brands will get 50% less sales because of that, what will happen to brands? One opinion was that it may be not that detrimental to brands as long as consumers are willing to buy recycled or upcycled products. Another way of looking at the question was that, although sustainability may mean less business for a company, the company could actually become more profitable. This is because if all waste can be re-used, even if the company has less business, the cost of doing business will be lowered so the company will still be able to gain profits.

To wrap up the discussion, on how they see the fashion industry in 10 years, the panelists seemed to think it would focus more on reduction, not just sustainability, especially for manufacturers, so that companies could remain competitive. There would be more emphasis on multi-life cycle products. It is also likely to see more small entrepreneurs, small manufacturing units and customization to emerge in the next decade.

KEYNOTE
PRESENTATION

Enablers for Sustainability in Fashion Supply Chain: Financing and Blockchain Technology

Dr. James Lei, Acting Director, Intelligent Software & Systems, Hong Kong Applied Science and Technology Research Institute Company Limited



Summary:

In this presentation, Dr. James Lei from ASTRI introduced block chain technology as a reliable solution for fostering supply chain transparency in the fashion industry.

Currently, many efforts have been made to facilitate information flow and transparency along the supply chain, one of the most important being the centralized approach. But the centralized approach is undermined by two problems: Firstly, in a cross-border, cross-region and multi-parties environment, competitors may not be willing to share information with everyone. Secondly, a centralized system is risky because it only has a single point of failure which means it is prone to attack from hackers.

As an alternative to the centralized approach, **block chain (Distributed Ledger Technology)** presents a perfect solution to the aforementioned problems. Using this technology, everyone in the supply chain will have their own identity and password. Everyone can contribute, know and record information about what is going on in the supply chain. The technology functions with one ledger block (data) after another and each block is a link to another block. This system is highly reliable and secure because if anyone wants to change any of the data block, they have to change the whole chain. So with this ledger system, everyone can contribute information but no one can cheat the system. What results is a free flow of information and a reliable ledger system built by concerted efforts.

This technology is mature and has already been deployed in various applications and programmes. Dr. Lei believed that it can help enhance transparency of the supply chain in the fashion industry.

PANEL DISCUSSION

Panelists:

- Ms. Inwha Huh, Global Head, Structured Trade Solutions, HSBC
- Dr. James Lei, Acting Director, Intelligent Software & Systems, Hong Kong Applied Science and Technology Research Institute Company Limited
- Ms. Pamela Mar, Executive Vice President of Supply Chain Futures, Fung Academy & Director of Sustainability, Fung Group
- Mr. William Wong, Chairman & Founder, The Federation of Hong Kong Brands and Goddess International Limited

Moderator: Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong



Summary:

This panel discussion continued on from the topic of technology with speakers sharing their insights on the role of technology in transforming the supply chain and by extension, the future of fashion. They also discussed metrics for measuring sustainable performance and the potential of sustainability initiatives as driver for business growth.

In general, the panelists agreed that technology would be very helpful in changing the behavior along the supply chain. For one thing, a more transparent and digital end-to-end supply chain could provide statistics that could shrink the lead time, allow retailers to better understand consumers' demands and give more flexibility to manufacturers so as to avoid over-production. On the other hand, a traceable supply chain could better allow those with original and interesting solutions to be rewarded at the budding stage. Nevertheless, although the benefits of technology are undeniable, Dr. James Lei suggested that there should be a careful consideration on how to make use of the technology when deploying new technology.

Ms. Inwha Huh from HSBC stressed that industry players must examine what metrics are important to drive the right behavior

through the entire supply chain across multiple suppliers. Moreover, the industry should consider how to help the entire supply chain, help small suppliers to get financing aid as well as leveraging with the big players. For Ms. Pamela Mar from Fung Group, it is difficult and realistic for the industry to agree on a single set of metrics or targets. But the proliferation of industry implementations has so far raised attention and created peer pressure for brands to take action. This is a good first step and the industry can further coordinate on those successful ideas.

On whether sustainability initiatives can be a driver for business growth, Mr. William Wong from Goddess International Limited brought up the example of the Adidas sneaker created from recycled ocean plastic. It has sold very well despite a considerable higher price compared with conventional sneakers. It demonstrates that people actually care about the environment and are starting to look at the possibility of diversifying the products they buy.

In the last part of the discussion, panelists mostly shared the similar view that digitalizing and making the supply chain more transparent, traceable and scalable by using technology such as block chain is fundamental for the future of fashion. On one hand, by aggregating and sharing data thus benchmarking one's own performance against others, companies can be driven to improve their performance. As competitors get to know each other more, they can better calibrate their business strategies in relation to their own comparative advantages. On the other hand, transparency can be competitiveness in itself because in a world where consumers' social and environmental awareness are heightened as never before, those retailers who disclose information on sourcing, manufacturing and labor treatments would be more appreciated by the consumers.

Conference Day 1 PM: 6 September 2018
Innovation & Inspiration (N026-8)

KEYNOTE
PRESENTATION I

How to Use Design Thinking on Fashion Design

Dr. Alison Gwilt, Adjunct Senior Research Fellow, University of South Australia



Summary:

In her keynote speech, Dr. Alison Gwilt, Adjunct Senior Research Fellow from the University of South Australia, pointed out that circularity relies on everybody working in the system around them. To bring wearers into play, it is important to bridge the gap between the wearer and production.

So she elaborated on her vision of Design Thinking, which she believes is a new way of thinking, working, and solving problem creatively. It is a human-centered approach, meaning that designers should think about design in three perspectives: design for people, design by people and design with people. Dr. Gwilt suggested designers to consider gathering and interpreting information from wearers for the design practice. In this approach, designer might lead the creative process and the wearer might take the role of consultant or advisor. She also encouraged designers to provide more opportunities for wearers to respond, be involved and participate in the creative process.

She rounded up her speech by stressing the importance of fashion to engage wearers in a clothing consumption habit that is in line with the principle of circular economy.

KEYNOTE
PRESENTATION II

How to Use Design Thinking on Fashion Design

Mr. Stephen Wong, Founder & Lead Curator, Design Thinking In Action – Asia



Summary:

Stephen Wong is the founder of Design Thinking In Action – Asia, a community of design thinking practitioners to share, learn, grow and create value together.

In his speech, he made a comparison of two different processes of design thinking. Traditional design thinking is a linear process with 5 steps: 1. Know the problem, 2. Create ideas, 3. Try them and narrow down the options, 4. Test them with the market and finally, 5. Go to production. Contrarily, he proposed a new way of design thinking with these five steps: Empathize, Define, Ideate, Prototype and Test. In this new mode of design thinking, designers must keep in mind that they should never start with a solution without knowing the problems. They are advised to go beyond the customer's functional needs and cater for the customer's emotional needs as well. This can be done as directly as talking to him about his problem.

This new mode of design thinking encourages designers to reiterate and co-create with the customer in order to deliver a successful and lovable product that truly suits the customer's needs.

PANEL DISCUSSION

Exploring Fashion For Circularity From The Designer's Perspective

Panelists:

- Dr. Christina Dean, Founder, Redress
- Ms. Orsola de Castro, Co-Founder & Creative Director, Fashion Revolution
- Ms. Johanna Ho, Fashion Designer
- Mr. Francois Souchet, Lead - Make Fashion Circular, Ellen MacArthur Foundation

Moderator: Ms. Clare Press, Sustainability Editor-at-Large, Vogue Australia



Summary:

This panel brought together designers, representatives from a local NGO and an UK-based charity focusing on circular economy to share their insights on exploring circular fashion from the designer's point of view.

Mass production and excessive consumption have made fashion wasteful. Besides, retailers often have insufficient consideration of the product's possibility after end-of-life. On the other hand, research has shown that up to 80% of the environmental impact of a product is decided at the design stage. In this context, what role can designers play in reversing this worrying trend?

Ms. Orsola de Castro stressed that designers are responsible for finding the solution rather than exacerbating the problem. They must adopt circular thinking, which is the idea of designing something that is to last, to be loved and be worn. Before waste is waste, it is surplus and a reusable resource. So the concept of reusing what is left behind should be ingrained in their minds. This call for "unlocking the potential of waste" was also echoed by Mr. Francois Souchet, whose Ellen MacArthur Foundation has published a report urging for improving recycling by transforming clothing design and processing.

Local designer Ms. Johanna Ho believed that designers should stop

chasing the system, change the pace of design by taking more time on thinking and researching on finding the right fabrics and factories, before actually designing the product. In this way, it is likely that the environmental impact of a product could be alleviated at the design stage.

Panellists also agreed on the importance of educating young designers, consumers and even retailers on circular thinking. It is beneficial for young designers if they can be led to think more deeply about how to design and collect materials, and how the whole process of design works until the product is delivered to the end consumers. There are many encouraging signs as Dr. Dean reflected on her experience working with younger designers. Many of the next generation design talents are already in tune to the needs and ideals of a new sustainable age and they display a deeper awareness on circularity in general.

As a conclusion to the discussion, the panellists were all optimistic that circular economy could be achieved in business, because there is the enthusiasm and an abundance of talented and competent people working for this cause.

PANEL DISCUSSION

Who Takes the Role In Consumer Education?

Panelists:

- Ms. Elita Lam, Head, Department of Fashion & Image Design, Hong Kong Design Institute
- Mr. Moto Suzuki, President Director, hap co., ltd.
- Ms. Chieko Watanabe, President, Avanti Inc.

Moderator: Ms. Leonie Barrie, Managing Editor, Just-Style



Summary:

This panel brought together two Japanese speakers specializing in material development and organic cotton product manufacturing respectively, as well as a local speaker from the academia to discuss education on sustainability.

The panellists first introduced their respective works on promoting sustainability to the audience. Ms. Watanabe had a corporate philosophy that holds the manufacturing, selling, buying of the product from consumers and protection of the environment in a equally high regard. Sustainability is also a focus for Mr. Suzuki, whose company has developed a sustainable fabric that comes with 10 comfortable functions. Whereas for Ms. Elita Lam, the head of Fashion and Image Design at HKDI, she has been teaching her students to understand the real concept of sustainability which is not only about upcycling or recycling, but about reusing and appreciating the product itself.

Concerning the question who should take the role to educate consumers to opt for more sustainable consumption behaviours, companies do have a big responsibility because they are the one who created the problems in the first place by over producing, using non environmentally-friendly materials or manufacturing methods, etc. On the other hand, other than brands and retailers trying to raise the awareness of consumers, it would be beneficial to educate future consumers as early as possible, starting perhaps in kindergarten or primary school. Because it takes a long time to ingrain a correct lifestyle and habit to deal with a product, which is

what sustainability should be about rather than a mere concept, in the minds of young consumers.

Conference Day 2 AM: 7 September 2018
Innovation & Technology Symposium 2018 (N201)

WELCOME REMARKS Mr. Nicholas W. Yang, GBS, JP
 Secretary for Innovation and Technology, The Government of the
 Hong Kong Special Administrative Region



OPENING REMARKS Mr. Edwin Keh, CEO, The Hong Kong Research Institute of Textiles
 and Apparel



Mr. Karl-Johan Persson, CEO H & M Hennes & Mauritz AB and Board
 Member H&M Foundation



Conference Day 2 AM: 7 September 2018
Innovation & Technology Symposium 2018 (N201)

KEYNOTE
PRESENTATION

Winning In the Digital Economy

Dr. David Bell

President and Founding Partner, Idea Farm Ventures

Former Chaired Professor of Marketing, Wharton School of the University of Pennsylvania



Summary:

In his speech, Dr. Bell explained that brands must start to think about innovation on the customers' side, i.e. the front-of-house of their business, so that it can complement the back-of-house operation.

He introduced the BOSS Model, a winning go-to-market framework for the digital economy. With this framework, brands would not need to spend millions of dollars on traditional media platforms to promote themselves. Rather, this model relies on authentic and organic conversation brands percolate, contribute and the direct relationship they share with the customers.

The B of BOSS stands for "Bonding instead of branding", which calls for a close relation with customers that develops as a result of shared experiences. O means "Orators not customers". Customers should be thought of as orators that could share their stories around. It is also necessary to Identify relevant influencers and use incentives to drive word-of-mouth. The first S refers to "Showroom not stores". Instead of stores, brands should look to build showrooms, which are places for the display of products and the creation of shared experience with the customers. Such places must be technology-friendly and efficiently located in terms of operation to allow important and in-depth interaction with the customers to take place. Last but not least, the final S stands for "Science not service". Brands should constantly try to gain systematic knowledge of the world through observation and experimentation so as to better understand and meet market needs

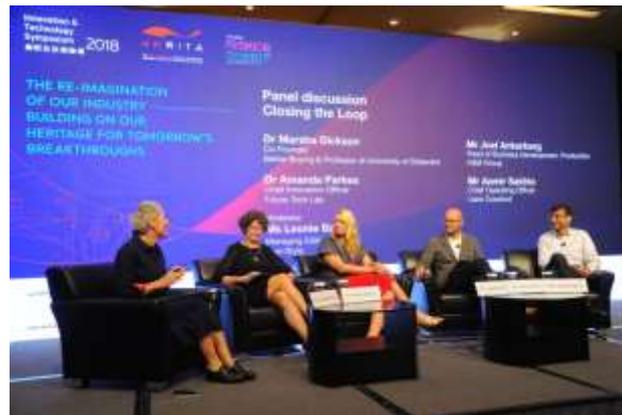
PANEL DISCUSSION

Closing the Loop

Panelists:

- Dr. Marsha Dickson, Co-Founder, Better Buying & Professor, University of Delaware
- Dr. Amanda Parkes, Chief Innovation Officer, Future Tech Lab
- Mr. Joel Ankarberg, Head of Business Development, Production, H&M group
- Mr. Aamir Sakhia, Chief Operating Officer, Lane Crawford

Moderator: Ms. Leonie Barrie, Managing Editor, Just-Style



Summary:

This panel brought together speakers representing the academia, a retailer, a brand and a venture capital fund-cum-accelerator to discuss the meaning of “closing the loop”, identify the challenges, opportunities and roles of different stakeholders in evolving the fashion industry.

Panelists shared the opinion that “closing the loop” is a new business model that should involve everyone along the whole supply chain, whether it be suppliers, retailers or consumers. There are some obstacles on the way such as insufficient leadership, lack of collaboration, money and funding. Although innovation is happening everywhere in the industry, the cost of new technologies might result in more expensive products at the beginning which might deter consumers. But with time and after having scaled, panelists thought that these products would become cheaper and more competitive eventually.

Panelists tended to agree that government should play a more active role in driving the change, by educating consumers and the industry on sustainability and circularity, and creating favorable conditions for a level playing field to encourage companies to adopt more sustainable practices. On the other hand, collaboration among stakeholders is also indispensable and even different voices must be brought to the table so that they could co-design a model that everyone could agree and contribute to.

As a conclusion to the discussion, panelists would love to see that in 5 years, there would already be some scalable technologies, materials or solutions in place available for brands, allowing them to try different product models. With concrete incremental steps and more consideration throughout the supply chain, a circular fashion industry could well be within our reach.

Conference Day 2 PM: 7 September 2018
Innovation & Technology Symposium 2018 (N201)

PANEL DISCUSSION

Smart Technology for Future Manufacturing

Panelists:

- Mrs. Jill Dumain, CEO, bluesign technologies ag
- Mr. Rio Chau, CEO, RV Automation Technology Company Limited
- Mr. Gerhard Flatz, Managing Director, KTC Limited
- Mr. Lawrence Wu, President & Executive Director, Sunseap Group Pte Limited
- Mr. Wilkie Wong, Managing Director, Finance & Production Planning, Esquel Enterprises Limited

Moderator: Ms. Janice Wang, CEO, Alvanon



Summary:

This panel brought together two speakers from the manufacturing side, two speakers from solutions providers specializing in robotics automation and bluesign system respectively and a speaker from a renewable energy firm, to share their insights on the challenges of implementing new and smart technologies in the manufacturing process and how that could be achieved.

Panelists discussed about how to leverage the best of both people and technology in the fashion industry from a manufacturing point of view. In general, they agreed that technology can benefit brands, manufacturers, logistics providers and even customers, especially in a context of insufficient manual labour globally. Technologies such as automation and robotics can allow tasks to be done more efficiently. Yet, although technology would be very helpful, manufacturers should keep a right balance between automation/predictability and flexibility so that any unforeseen circumstances could be dealt with duly. In such way, technology and people can optimize the whole operation together.

There are companies that have been reluctant to welcome

innovations or smart technologies. When asked about how to change these companies' mindset and drive a change in the status quo, panelists had similar responses that education and a shift in company culture were much needed. Innovation should be welcome within the company. Lower-ranked employees in the company should be encouraged to voice their interesting ideas. Manufacturers have to realize that they could not keep moving to the cheapest manufacturing countries to reduce cost when technology could do a much better job at that in the long term. So, while being human-centric and valuing the employees, technology could be brought in to help them do their work.

Panelists also stressed on the importance of transparency and communication to the customers so that they would have more knowledge behind the scene. With that knowledge, they might be able to change their consumption behavior in the long-run. It is equally important to foster empathy along the whole supply chain, that all players could gain a better understanding of the roles of their counterparts and make concerted efforts which is vital to achieving a sustainable fashion industry.

As an endnote, the panelists had a simple appeal to the audience: Just do it, get started and be mindful of everything happening on the planet and around us.

KEYNOTE
PRESENTATION

Fashion Future - Innovative Start up
Catalyzing Collaborative Innovation

Ms. Katrin Ley, Managing Director, Fashion for Good



Summary:

This speech by Ms. Katrin Ley from Fashion for Good provided an introduction of FfG and their mission.

Fashion for Good is a global initiative founded in Amsterdam in 2017 with the goal of driving sustainable change through innovation and collaboration. They look for and help innovations that address the biggest challenges and most impactful areas in fashion, such as raw materials, dyeing and finishing, cut-make-trim, retail and use, and end-of-life.

About one year in, Fashion for Good now have 8 corporate partners in their innovation network and more than 50 innovators in their support programs. They have organised over 360 introductory sessions between innovators and brands, and over 50 meetings with investors. For Fashion for Good, scaling innovation is a collaborative effort.

PANEL DISCUSSION

Panelists:

- Ir. Andrew Young, Associate Director for Innovation, Sino Land Company Limited
- Mr. Alexander Chan, Co-Director, The Mills Fabrica
- Mr. Anandakumar Duraisamy, CEO, Asia Operation, Morgan Tecnica Hong Kong Limited
- Ms. Hana Kajimura, Sustainability Lead, Allbirds

Moderator: Ms. Katrin Ley, Managing Director, Fashion for Good



Summary:

This panel invited speakers from various backgrounds to share what their companies were doing in terms of innovation and their views on innovation and start-ups in shaping the future of fashion.

Ms. Hana Kajimura is from Allbirds, one of the hottest footwear brands currently and also a start-up. She attributed their recent success to their business model, one that is directly facing the customers. In their products, they take away something that customers would expect (eg. the flash and choices) but give them the comfort and the sustainability story underlining them. It is important for their products to not be merely shoes. They have to stand for something bigger as in their environmental mission, so that they could differentiate themselves from other brands on the market.

Morgan Tecnica Hong Kong Limited is a solution provider for the cutting room that was founded in 2008. As explained by Mr. Anandakumar Duraisamy, it came about because the founders saw that many companies in the industry were producers but there was not as many solution providers. The company designs solutions from the end-user's point of view. They design, develop and provide integrated solutions for customers by working with service providers. They are well-positioned to connect brands, manufacturers and the entire supply chain for a better dialogue on product and material control.

For a perspective on innovation from a corporation angle, Ir. Andrew Young from Sino Land Company Limited believed that the hardest part is for traditional industry to change their culture and accept innovation. Yet, there is no denying that numerous start-ups and innovators are there to shake things up. As an example, his company emphasizes collaboration and co-creation, and values the creation of an environment that encourages innovation. Rather than an internal R&D department, they are now partnering with different groups and universities to expedite the change in a wide spectrum of areas. He advised that new start-ups must be resilient, able to accept failures and walk away from things that don't seem to work, and move onto the next step.

Representing the local incubator the Mills Fabrica, Mr. Alexander Chan had some more advices for new start-ups in the fashion industry. Fabrica gauges start-ups by the impact they can have and the capacity and vision of the team. He advised start-ups to look for team members that have foresight, complementary skillsets from the beginning stage and must consider the scalability and market potential of their products. In particular, they value start-ups that either utilize smart materials and production methods, represent new retail voices or develop wearable apparels that symbolize something bigger than tradition.

Conference Day 2 PM: 7 September 2018
Communicating Product Sustainability (N206-8)

KEYNOTE
PRESENTATION

Ms. Fernanda Gimenes, Consultant, Consumption and Production Unit, Economy Division, UN Environment



Summary:

Ms. Fernanda Gimenes, Consultant of UN Environment, gave a presentation on the Guidelines for Providing Product Sustainability Information, published by United Nations Environment Programme. The Guidelines seek to guide the entire industry to share the sustainability information of their products so that consumers can make more well-informed choices on sustainable goods and services.

Companies should follow five fundamental principles in the sharing of product's sustainability information, namely: relevance, reliability, clarity, transparency and accessibility. But apart from meeting the fundamental principles, companies are encouraged to do beyond that. The so-called aspirational principles refer to the enhancement of the impact and effectiveness of their information sharing by showing the complete picture of the product's sustainability, the help in fostering a behavior change and long-term impact on consumers, the adoption of a multi-channel and innovative approach when engaging with customers, the assistance to consumers choosing between similar products and also collaboration with others in the industry to increase acceptance and credibility.

The Guidelines has been recently road-tested by the UN's 10YFP Consumer Information Program Guidelines to ensure their applicability over different regions, sectors and target groups and assess which principles were met by the participating companies, how they were met, and where future improvements could focus.

INTERACTIVE SESSION

How To Apply The 10 Principles For Product Sustainability Claims

Moderators:

- Ms. Fernanda Gimenes, Consultant, Consumption and Production Unit, Economy Division, UN Environment
- Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong
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Summary:

As a juxtaposition to the global guidelines of the UN, Ms. Karen Ho from WWF-Hong Kong introduced the guideline that is in practice in Hong Kong— the WWF Low Carbon Manufacturing Program (LCMP). This program invites companies to measure their carbon footprint and implement emission reduction measures over-time in hope of reducing their carbon emission. LCMP was started in 2010, much earlier than the UN Guidelines, so it is unlike the UN template. But it is considered the best practices guideline in terms of energy emissions particularly implemental in manufacturing facilities.

After the presentations, a short interactive session followed where the audience was shown an example of a t-shirt that was labelled as green and ethical. The example ethical t-shirt raised active discussion among the audience and with the speaker on the meaning of Green in the Green label and the meaning of 100% organic cotton(Whether it is a logo or fiber representation).

Conference Day 2 PM: 7 September 2018

Global Standards: How Do We Achieve Less Variability And Less Complexity (N206-8)

PANEL DISCUSSION

Panelists:

- Ms. Joyce Chau, Representative Greater China, amfori
- Ms. Christelle Esquirol, Vice President of Sustainability, TAL Apparel Limited
- Dr. Christina Raab, Global Implementation Director, The ZDHC Foundation
- Ms. Amina Razvi, Vice President of Membership, Sustainable Apparel Coalition
- Mr. Marc Sidler, Group CMO, TESTEX

Moderator: Mr. Pat-nie Woo, Partner, KPMG



Summary:

Roundtable Discussions

Roundtable I	What is the role of key stakeholders in supporting Hong Kong to become a sustainable fashion sourcing hub?
Date	6 Sep 2018 (Thu)
Time	11:00 am – 12:30 pm
	
Participants	<ol style="list-style-type: none"> 1. Ms. Diana Amini, Global Manager, H&M Foundation 2. Mr. Erik Bang, Innovation Lead, H&M Foundation 3. Mr. Milton Chan, Chairman, Sustainable Fashion Business Consortium 4. Hon. Felix Chung, Legislative Councilor, Functional Constituency – Textiles and Garment 5. Dr. Christina Dean, Founder, Redress 6. Mr. Willie Fung, Director, The Hong Kong Garment Manufacturers' Association 7. Ms. Brenda Koekkoek, Programme Officer, SAICM Secretariat, UNEP 8. Ms. Angie Lau, Chairman, Hong Kong Intimate Apparel Industries' Association 9. Mr. Bosco Law, Chief Executive Officer, Laws Group 10. Dr. Delman Lee, President, TAL Group 11. Mr. Kenneth Lo, Chairman, Crystal Group 12. Dr. Christina Raab, Global Director, Implementation, ZDHC 13. Ms. Amina Razvi, Vice President of Membership, Growth and Impact, SAC 14. Ms. Janice Wang, Chief Executive Officer, Alvanon 15. Mr. Wilkie Wong, Managing Director, Esquel Group
Moderators	<ol style="list-style-type: none"> 1. Prof. Philip Yeung, Executive Director, Clothing Industry Training Authority 2. Mr. Edwin Keh, Chief Executive Officer, The Hong Kong Research Institute of Textiles and Apparel

Roundtable II	How important is innovation and incubation driving the development of Hong Kong to become a sustainable fashion business hub?
Date	7 Sep 2018 (Fri)
Time	11:00 am – 12:30 pm
	
Participants	<ol style="list-style-type: none"> 1. Prof. Tom Cassidy, Chair of Design, University of Leeds 2. Mr. Alexander Chan, Co-Director, The Mills Fabrica 3. Ms. Sissi Chao, Founder, REmakeHub 4. Mr. Peter Cheng, Chairman, Hanbo Enterprises Ltd. 5. Mr. Kelvin Cheuk, Former Chairman, Hong Kong Institution of Textile and Apparel 6. Ms. Janet Cheung, Vice Chairman, Hong Kong Fashion Designers Association 7. Ms. Orsola de Castro, Associate Lecturer, University of the Arts London 8. Ms. Elizabeth Fung, Political Assistant to Secretary, Commerce and Economic Development Bureau, HKSAR 9. Dr. Alison Gwilt, Adjunct Senior Research Fellow, University of South Australia 10. Mr. Walden Lam, Unspun Tech 11. Mr. Benjamin Lau, Chairman, Fashion and Textile Training Board, V Vocational Training Council 12. Mr. Anderson Lee, Marketing Director, HK Non-woven Fabric Inc. Co. Ltd. 13. Ms. Katrin Ley, Managing Director, Fashion for Good 14. Ms. Kay Liu, Redress 15. Prof. Robert Meeder, Associate Chair Building Arts, Fashion and Language Studio, Savannah College of Art and Design 16. Mr. Francois Souchet, Lead – Make Fashion Circular, Ellen MacArthur Foundation 17. Mr. Victor Tsang, Head, CreateHK

	<p>18. Mr. Angus Tsui, Founder, ANGUS TSUI</p> <p>19. Prof. Calvin Wong, Deputy Head of ITC, Hong Kong Polytechnic University</p> <p>20. Prof. Philip Yeung, Executive Director, Clothing Industry Training Authority</p>
Moderators	<p>1. Dr. Christina Dean, Founder, Redress; and</p> <p>2. Mr. Pat-nie Woo, Partner, KPMG</p>

Conference Profile

Attendee profile

Anyone interested in the concept of “Sustainable Fashion”, who wants to be updated with the new technologies, innovation and the latest trends on sustainable fashion:

- Fashion business leaders, entrepreneurs, manufacturers and designers
- Fashion students
- Academics
- Government policy makers
- Non-government organisations and environmental organisations
- Media

Exhibition

Location:	N203 and N200s East Foyer
No of Exhibitors:	Sponsors: 6 Organizers & Strategic Partner: 4



Media Coverage

Fashion Summit (HK) 2018 has been covered by major local print media (eg. Singtao Daily, Hong Kong Economic Times, Wen Wei Po) local online and broadcast news platforms (eg. on.cc, RTHK English News) and overseas online news platforms (lepetitjournal, The Times of India)

Media Coverage Summary – Fashion Summit (HK) 2018		
<u>Type of coverage</u>	<u>Quantity</u>	<u>Estimated Advertising Value (HKD)</u>
Print	17	\$ 1,252,798.65
Online	61	\$ 2,865,000
Broadcasting/Online Video	3	\$ 185,814.5
Total	81	\$ 4,303,613.15[#]

[#] The media figures are provided by the event's official PR partner Mention PR Consultants Limited.

Testimonials:



Dr. James Lei, Acting Director, Intelligent Software & Systems, Hong Kong Applied Science and Technology Research Institute Company Limited

“Fashion Summit (HK) 2018 is a great event bringing together creative and productive professionals from many industries and backgrounds. The topics are very broad and timely, covering critical issues from fashion design, creative industry, manufacturing, production, marketing, finance, technology, green and sustainable development etc. One can walk away from this conference with not only updated information and knowledge, but also some professional acquaintance and friends. It really helps us look at the central theme of fashion from so many different angles. We joined this conference for the first time this year. We will join again in the future as it benefits us greatly.”



Dr. Alison Gwilt, Adjunct Senior Research Fellow, University of South Australia

“The event provided a wonderful opportunity to hear from and meet colleagues working in sustainability and the apparel industry. The Summit was both enjoyable and rewarding and I very much hope to attend next year.

I would also like to say that I found this year's Summit even more stimulating and engaging than last year. The speakers and panel discussions focused much more intensely on the circular economy and the ways in which the apparel industry can respond and move forward. So this year's Summit felt very focused and in-depth, which I found beneficial.

The organisation of this year's Summit was excellent. As always the level of hospitality which I received was exceptional - the hardworking members of the steering committee made me feel incredibly welcome. It is always a pleasure and delight to attend the Hong Kong Fashion Summit.”



Prof. Tom Cassidy, Chair in Design, The School of Design, The University of Leeds

“At my advancing age, I now tend not to travel very much, however I made an exception in this case. The organization was splendid from start to finish and I found the speakers to be interesting, exciting, profound and suitably contentious to engender passionate debate. The networking opportunities were fantastic and everyone entered into valuable discussions and made new relationships which will enrich the global fashion and related industries’ community. If there is an event you should attend next year, make it this one. I promise you will not be disappointed. “

What visitors say:

“The topics and variety of speakers was exceptionally useful.”

“Very insightful”

“Well done”

“It is excellent”

“There were some very interesting and informed panel members.”

Information

For more information about Fashion Summit (HK), please visit:

Social Media Channels

[Official website of Fashion Summit \(HK\)](#)

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