

To Local, Fashion, Economy, Lifestyle and environment sections' hosts/editors/reporters:

【Revolution of Fashion Packaging】

Fashion Summit (HK) proudly present
The “Eco-friendly Packaging in Fashion” Seminar
Successfully Gathered Different Players in the Fashion Industry
Discovering New Alternatives for Sustainable Packaging



This seminar was facilitated by Fashion Summit (Hong Kong), which brought together various stakeholders in the fashion industry. Participants at the seminar discussed the issue of sustainable fashion packaging.

【2022.8.24 | Hong Kong】 With an annual average of 14,739 tonnes of solid waste disposed of in landfills and over 77 tonnes of packaging waste from online shopping alone per day, there is no

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time to waste in addressing the packaging waste problem. The fashion industry is frequently referred to as one of the world's top five polluters, and the retail industry, manufacturing industry, and consumers all have concerns and misconceptions about environmentally friendly packaging.

In light of this, the 5th Fashion Summit (HK), Asia's premier sustainable fashion event, took the initiative on 24 August 2022 to bring together various stakeholders to discuss eco-friendly packaging at The Mills Fabrica. The seminar featured panel discussions and question-and-answer sessions with various industry players to instill the proper concepts in the public, so that the four major stakeholders in the apparel supply chain, namely fabric suppliers, garment manufacturers, garment retailers, and consumers, could have a better understanding of eco-fashion packaging and dispel the myths surrounding eco-packaging. Concurrently, Fashion Summit (Hong Kong) encourages all sectors of the community to take the first step in promoting the transformation of eco-packaging, to seize the opportunities of sustainable fashion, and to embark together on a green fashion journey in accordance with the new ESG trend.

This year's Fashion Summit (Hong Kong) was honored to have Mr. Richard Cheng, Chairman of the Clothing Industry Training Authority and Ms. Jersey Yuen, Assistant Head of Create Hong Kong, The Government of the HKSAR, to deliver welcoming speeches.

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Mr. Richard Cheng, Chairman of the Clothing Industry Training Authority, gave a welcome speech to the seminar and spoke about the work of Fashion Summit and introduced the theme of the seminar.

Mr. Richard Cheng stated, "The Fashion Summit (Hong Kong) plays a vital role in the development of sustainable fashion by bringing together key fashion industry stakeholders, NGOs, media, and policymakers to provide insights on the most recent sustainable fashion trends, technologies, and best practices. Fashion Summit (HK) 2022's theme is "Actions to the Sustainability Journey." A series of events will be held to encourage fashion designers and the industry to think creatively and incorporate sustainable practices into their businesses."

He added, "Until now, the issue of packaging in the fashion and apparel industry has not been taken seriously. We are delighted to host a seminar on eco-friendly packaging today, and we hope that today's event will help remind the industry and stakeholders of the issue of packaging in the fashion supply chain and prepare them for upcoming regulations and challenges."

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Ms. Jersey Yuen, Assistant Head of Create Hong Kong, The Government of the HKSAR, suggested methods for the fashion industry to effectively implement sustainable development, such as educating students early on about sustainable development, boosting the international profile of sustainable development, and promoting sustainable fashion and digital fashion.

Ms. Yuen stated, "Effective strategies to adopt sustainability in the fashion industry include educating kids about sustainability from a young age, increasing the international profile of sustainability, and promoting sustainable fashion and digital fashion."

In the seminar, Mr. Pat-nie Woo, Partner, Head of ESG - Hong Kong, KPMG China and Global Co-Chair, Sustainable Finance, KPMG IMPACT; and Mr. Cyril Drouet, Founder of ADDLESS Design Studio are invited as guest speakers.

Meanwhile, four guest speakers are invited in each panel discussion. In panel discussion one, Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong; Mr. Angus Tsang, Research & Investment, The Mills Fabrica; Mr. Ken Lam, Regional Sales Director of G-Lochs Group in Asia; and Dr. Peter Cheng, Chairman of Hanbo Enterprises Limited, discussed the topic of sustainable packaging worldwide.

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In addition, Prof. Thomas C.C. Wong, Chairman of Institute of International Sustainable Development; Hon. Sunny Tan, Member of the HKSAR Legislative Council (Textiles & Garment); Mr. Osvaldo Patricio Álvarez Pérez, Consul General of Chile to Hong Kong and Macau; and Mr. Patrick Orchard, Consul (Economic), Australian Department of Foreign Affairs and Trade, are invited in the panel discussion two to review Hong Kong's packaging legislation, which is leading the industry to adopt the ESG trend, liberating society from the limits of sustainable packaging, and revolutionizing packaging.

Joint efforts of stakeholders will be a key to sustainable packaging



Ms. Karen Ho, Head of Corporate and Community Sustainability, World Wide Fund for Nature (WWF) Hong Kong, emphasised the challenges of converting eco-packaging and the significance of transforming the mindsets of many stakeholders in the apparel supply chain.

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Ms. Karen Ho, Head of Head of Corporate and Community Sustainability at WWF-Hong Kong, believes that the current business model of the fashion industry has a significant impact on the environment, particularly the e-business model, which generates a significant amount of waste. Therefore, promoting sustainable development is essential, and the key to reducing waste is for all sectors of the community to communicate and collaborate.

She stated, "The present technological business model places even more strain on natural resources. There is an urgent need to support sustainable development because the fashion industry's ecological footprint will continue to increase and have a negative impact on the earth.

She added, "Every stakeholder has a role to play in promoting sustainability, and the fashion industry has a responsibility to lead the way by disseminating more environmental information, assuming responsibility for reducing pollution at the source, and developing more sustainable packaging and products. In order to reduce the environmental impact of their clothes use, consumers must develop a "transformational mindset."

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The manufacturing and retail sectors can face the challenge positively



Mr. Tsang described the present trend of environmental packaging transformation from the perspective of package suppliers and provided instances of the packaging transformation of many prominent fashion companies, including H&M and Zara.

Mr. Angus Tsang, Research & Investment of The Mills Fabrica stated, "The inconsistencies and different infrastructures across countries have made the transition to sustainable packaging a huge challenge for global brands, and improved infrastructure can optimise packaging materials and increase the use of recycled materials. Many international brands, including H&M, ZARA, and Burberry, have already begun using sustainable packaging."

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As a representative of the business sector, Dr. Peter Cheng, Chairman of Hanbo Enterprises Limited, emphasised the significance of ESG and urged the industry to take the initiative in packaging change. He stated that sustainable growth does not necessitate 'Think big,' but that 'Think more' can save the earth."

Dr. Peter Cheng, Chairman of Hanbo Enterprises Limited, discussed his company's successful experience to inform the industry that utilising sustainable packaging presents problems, but also offers solutions. Profit, Planet, and People are the three defining characteristics of sustainable development. In truth, there are numerous methods for implementing sustainable packaging," he explained. "We discovered that consumers frequently disregarded the extra buttons on clothing, so we began to cut money on packaging and stickers. The accumulated funds were donated to Cambodian schools. This is an excellent method to reduce packing expenses, protect the environment, and give back to the community. We believe that the packaging sector may follow this example and actively promote sustainable packaging. Dr. Cheng added, "Sustainable growth does not necessitate 'Think big,' 'Think more' can preserve the earth."

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The challenge of adopting sustainable packaging



In the first round of the panel discussion, Ms. Ho acted as moderator and led Dr. Peter Cheng, Mr. Ken Lam, and Mr. Angus Tsang in a discussion of the packaging transformation difficulties encountered by various stakeholders in the garment supply chain.

Ms. Karen Ho, Head of Corporate and Community Sustainability at WWF-Hong Kong; Mr. Angus Tsang, Research & Investment, The Mills Fabrica; Dr. Peter Cheng, Chairman of Hanbo Enterprises Limited; and Mr. Ken Lam, Regional Sales Director of G-Locs Group in Asia, discussed the packaging challenges and the need to actively promote the use of sustainable packaging.

Mr Tsang stated, "Cost is the industry's primary issue when converting to sustainable packaging. Additionally, consumers are more concerned with the ease of sustainable packaging than with its sustainability, which discourages their use. There is a need to connect with the industry and stakeholders in order to persuade them to utilise more ecologically friendly practises and be more receptive to sustainable packaging.

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Dr. Cheng likewise replied, "When profitability is not attained, the issue of packaging expenses will spiral out of control; at this time, the emphasis should be on minimising the use of packaging and encouraging the use of sustainable packaging through cost savings."



Mr. Ken Lam, Regional Sales Director of G-Loacs Group in Asia, offers examples of successful sustainable fashion innovation packaging in order to instill confidence in the garment supply chain and motivate the community to support package revolution.

According to Mr. Ken Lam, "Cost remains the industry's top priority, and stakeholders are waiting for each other to make sustainable movements. However, the industry is beginning to recognise the need for reform. I hope the market will take sustainability of the product into account in addition to profit.

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Packaging policies can still be improved, and businesses can use sustainable packaging as an ESG strategy.



Mr. Pat-nie Woo, Partner and Head of ESG Hong Kong at KPMG China, as well as Global Co-Chairman of Sustainable Finance at KPMG IMPACT, emphasised the significance of ESG in capital markets. He also used successful overseas experiences to emphasise the importance of packaging policies and regulations.

During the seminar, KPMG China Partner Mr. Pat-nie Woo shared numerous examples of sustainable fashion development in other countries and emphasised the importance of sustainability.

"Sustainability is currently a hot topic in the financial and capital free market," he said, "but the current business model generates a large packaging and carbon footprint." Europe is a leader in sustainability and is currently implementing a carbon border adjustment mechanism, and the fashion industry can follow suit in the future."

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Hong Kong can learn from successful sustainable packaging initiatives in other countries.

During the second panel discussion, Prof. Thomas C. C. Wong, Chairman of Institute of International Sustainable Development, Mr. Osvaldo Patricio Álvarez Pérez, Consul General of Chile to Hong Kong and Macau, Mr. Patrick Orchard, Consul (Economic), Australian Department of Foreign Affairs and Trade, , and Hon. Sunny Tan, Member of the HKSAR Legislative Council (Textiles & Garment), discussed sustainability from different countries and ages.

In response, Hon. Tan said, "Hong Kong is a significant player in the global arena when it comes to investment or brand growth, but the development of sustainable, eco-friendly products in Hong Kong is expensive and hence necessitates close interaction between manufacturers and consumers. In order to address the existing packaging pollution issue, the Hong Kong fashion sector can look into measures to increase sustainability awareness, simplify labelling, and implement digital labelling. Even though sustainability is a slow process, everyone should collaborate to achieve it."

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Hon. Sunny Tan, Member of the HKSAR Legislative Council (Textiles & Garment), stated that all sectors should collaborate to develop sustainable packaging in the future.

Consul General of Chile, Mr. Osvaldo Patricio Álvarez Pérez, shared Chile's and the European Union's sustainable development practices, saying, "Most of the packaging produced by the fashion industry becomes waste, and the issue of plastic is a major international concern." Plastic is reduced in Chile through government regulation and collaboration between the government and non-governmental organizations, while textile manufacturers are responsible for recycling their products." Patrick Orchard shared his thoughts on sustainable packaging, saying, "International partnerships should be formed to promote sustainable packaging."

"Hong Kong is an important player in the fashion industry, and we can look to other countries to set targets for sustainable packaging reduction in the future," said Prof. Thomas C. C. Wong. We

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can use Australia's emissions reduction target of converting all packaging to reusable or recyclable plastic bags by 2025 as an example."



In the second panel discussion, Mr. Osvaldo Patricio Alvarez Pérez and Mr. Patrick Orchard shared their experiences with sustainable packaging development in other countries, while Prof. Thomas C.C. Wong suggested that Hong Kong should make reference to overseas targets for reducing packaging use in order to promote the sustainable development of Hong Kong's fashion industry.

The 5th Fashion Summit (HK), Asia's largest sustainable fashion event, was co-organized by the Clothing Industry Training Authority (CITA), Hong Kong Research Institute of Textiles and Apparel (HKRITA), REDRESS, Sustainable Fashion Business Consortium (SFBC), The Mills Fabrica, and WWF Hong Kong on August 24. Fashion Summit (HK) aims to be the driving force behind Hong Kong's sustainable development by inviting environmental groups, designers, and industry practitioners to share their perspectives on the topic of eco-fashion packaging, group discussion, and Q&A section to enable the four major stakeholders in the fashion supply chain, namely fabric suppliers, garment manufacturers, fashion retailers, and consumers, to gain a better understanding. In addition, the panel discussion will encourage the community to take the first step in promoting

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eco-packaging transformation, catalyzing the sustainable development of the fashion industry, and following the new ESG trend of implementing sustainable fashion together.

Editorial inquiries :

To know more about the "Eco-friendly Packaging in Fashion" Seminar, please visit :

<http://bit.ly/3C3Njhp>



About Fashion Summit (HK) :

Fashion Summit (Hong Kong) is an Asian event with a focus on "sustainable fashion," organised by the Clothing Industry Training Authority (CITA) and lead sponsored by Create Hong Kong. Since 2017, Fashion Summit (HK) has held an annual two-day international summit (with the exception of the postponement in 2020 due to the new Covid-19 pandemic), bringing together prominent fashion industry figures, renowned academics, representatives of non-governmental organisations (NGOs), media friends, and leaders and decision-makers from all walks of life in Hong Kong to exchange thoughts and views on the newest trends, innovations, solutions, and opportunities on sustainable fashion. Working together to achieve a sustainable fashion industry.

Fashion Summit (HK) will continue to place a strong emphasis on "sustainable fashion," "fashion designers," and "fashion consumers" starting in 2022. A number of events will be staged to advertise Hong Kong as a creative fashion hub, including a two-day international conference, seminars, exhibitions, workshops, guided tours, and overseas study trips. It aims to motivate fashion designers and other industry participants to apply their design, creative

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thinking, and sustainability concepts into their business operations and practices. Additionally, it aims to encourage consumers of fashion to engage in sustainable consumption.

"Actions to the Sustainability Journey" is the theme of the Fashion Summit (HK) 2022–2023. Step-by-step action is required to improve and accelerate the pace of the path toward sustainable fashion. What steps have the stakeholders in the fashion business taken along the way? What are a few of the several actions that need to be evaluated and acknowledged? The moment has come to talk about the world view and global perspective of the fashion industry, as well as solutions and actions for sustainable fashion now and in the future. We cordially invite you to join us at the Fashion Summit (Hong Kong) for a series of events to discuss the various sustainable fashion solutions and to take action towards sustainable fashion!

To learn more about Fashion Summit (HK), please visit: www.fashionsummit.hk

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