

Fashion Summit (HK) 2024

Date: 26 Nov 2024 Venue: Hong Kong Palace Museum

The theme in 2024: **Power Up Sustainable Fashion Business**

2024 Partner Country **ITALY**

	26 Nov (Tue) HKJC Auditorium (Conference Programme)
09:00 – 09:40	Registration & Morning Coffee
09:40 – 09:45	Welcome Remarks Mr. Richard Cheng, Chairman of Fashion Summit (HK) 2024
09:45 – 09:55	Keynote Speech by Guest of Honour Mr Michael WONG Wai-lun, GBS, JP Deputy Financial Secretary
09:55 – 10:05	Opening Address Hon. Sunny Tan, Member of the HKSAR Legislative Council (Textiles & Garment)
10:05 – 10:15	Photo op
10:15 – 10:35	Keynote Presentation I Mr. Yang Zhao Hua, Vice President of China National Textile And Apparel Council
10:35 – 10:45	Keynote Presentation II Mr. Carmelo Ficarra, Consul General of Italy in Hong Kong (Partner Country)
10:45 – 12:00	Panel Discussion 1: Presage Sustainable Fashion Trend Italy and Hong Kong brands, designers, and organisations who have joined the Milan Roundtable meeting will talk about the future sustainable fashion trends in their markets. Speakers <ul style="list-style-type: none"> Jane Rűsz Scaffidi Abbate, Lecturer of Eco-Design and Circular Economy in the fashion sector at IED – European Institute of Design Milan Mr. Peter Hui, Chairman of Hong Kong Knitwear Exporters & Manufacturers Association Mr. Eric Lau, Vice Chairman of Sustainable Animal Fibers Council, FHKI Mr. Italo Marseglia, Founder of Italian brand Italo Marseglia, Master Course Coordinator at IED - European Design Institute Roma Moderator: Ms. Karen Ho, Head of Corporate and Community Sustainability, WWF-Hong Kong
12:00 – 14:00	Lunch Time

	LG/F HKJC Auditorium	LG/F Magnus Hall
14:00 – 14:45	<p>Panel Discussion 2: Potentials of Green Support to Drive Sustainable Fashion Business</p> <p>When prioritizing sustainable fashion business, companies should not only mitigate environmental impact but also unlock new avenues for growth and innovation. Various green support like green marketing within the apparel industry underscores its transformative potential and strategic significance.</p> <p>Speakers</p> <ul style="list-style-type: none"> Ms. Gina Azaric, Senior Executive, Advisor and Board Professional Ms. Chloe Deng, Director Public Affairs - International Business, CAINIAO Prof. Esterina Nervino, Assistant Professor, Department of English, Department of Marketing, City University of Hong Kong Mr. Paul Tai, Regional Director at Mainetti Group <p>Moderator: Prof. Thomas CC Wong, Chairman of the Institute of International Sustainable Development</p>	<p>Panel Discussion 5: Dreams Become Reality (Cantonese)</p> <p>Gen Z is often motivated by a sense of purpose and aligns with their values and beliefs. A high percentage of Gen Zers have started or plan to start their own business despite facing significant financial obstacles. These determined generations are exploring innovative strategies to turn their dreams into reality. Let's uncover their challenges and creative solutions.</p> <p>Speakers</p> <ul style="list-style-type: none"> Ms. Lam Ka Yan, Founder & Designer of WHY Ms. HoiKi Liu, Founder, Anthora collection Ms. Jennifer Tam, Director of Chicks Mr. Stephen Yeung (Business Development Director) & Mr. Ken So (Public Relations Director) of #CCCCCc Select <p>Moderator Ms. Jessica Ng, Founder of The JESSICA Company</p>
14:45 – 15:00	Coffee Break	Coffee Break
15:00 – 15:45	<p>Panel Discussion 3 (Mandarin and Real-time English Translation) AI Empowerment in Fashion Business</p> <p>AI & digital experts, influencers, fashioner suppliers & retailers to discuss the latest Avatar Shopping, Digital Celebrities, On-Demand Manufacturing, and Real-Time Consumer Data of fashion to optimize customer buying experience, reduce return rates and increase suppliers' revenue.</p> <p>Speakers</p> <ul style="list-style-type: none"> Mr. Kenneth Au, Chief Technology Officer at Stylespace.ai Mr. Alfie Chen, COO of Style 3D Prof. Li Li, Division of Integrative Systems 	<p>Panel Discussion 6 Uncover the Eco-material</p> <p>What does Eco-material mean? Should Eco-materials be defined on the scientific base Carbon emission or other assessments throughout the entire product life cycle? What are the views of Eco-materials from the material suppliers, brands, ESG advocates, and verification organizations? Let's explore!</p> <p>Speakers</p> <ul style="list-style-type: none"> Ms. Yi Di Chen, Founder and Creative Director of MATTER

	<p>and Design of HKUST</p> <ul style="list-style-type: none"> Mr. Brian Luo, Product Director of Guangdong Quaternion Technology Ltd <p>Moderator: Prof. Hongbo FU, Acting Head, Division of Arts and Machine Creativity, HKUST</p>	<ul style="list-style-type: none"> Ms. Denise Ng, Head of Softlines, Connectivity and Products, SGS Hong Kong Limited Mr. Francis Tsang, Cofounder, ChromeFree® Leather Alliance Mr. Jason Wang, VP of Asia, Apparel, The LYCRA Company <p>Moderator: Prof. Joanne Yip, Assoc. Dean of School of Fashion & Textiles Hong Kong Polytechnic University</p>
15:45 – 16:15	Networking Break	Networking Break
16:15 – 17:00	<p>Panel Discussion 4 (REDRESS Panel)</p> <p>Circularity Opportunities for Asia</p> <p>Speakers</p> <ul style="list-style-type: none"> Mr. Rod Henderson, President of TAL Apparel Ltd Mr. William Wie, Manager of Sustainable Customer Solutions Company, Wenzhou Tiancheng Textile Co.Ltd Ms. Ngoc Thu Le, Sustainable Fashion Designer, Redress Design Award Alumni from Vietnam <p>Moderator: Dr Christina Dean, Founder/Chair Redress, Founder/CEO The R Collective</p>	<p>Panel Discussion 7 (InvestHK Panel)</p> <p>Hong Kong for your business success – how to set up retail, eCommerce, or supply chain operations.</p> <p>Sharing by entrepreneurs and InvestHK</p> <p>Speakers</p> <ul style="list-style-type: none"> Ms Natacha Van, Founder & Designer of Natacha Van Collection, Cambodia Mr. Igor Gulyaev, Founder of Fashion House in Russia Mr. Jesse Lee, Designer Mr. Norman Mabire-Larguier, French Fashion designer Ms. Fanny Serouart, Founder, Designer & Creative Director of LÉCLISSE <p>Moderator: Miss Angelica Leung, Head of Consumer Products, Invest Hong Kong</p>
	Conference Closing	Conference Closing