

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

产业链重塑：新技术 新场景 新优势
Industrial Chain Restructuring: New Technology,
New Scenarios, and New Advantages



2023 年是一个充满挑战的年头。全球通胀压力加大、地缘政治风险等相互交织的复杂环境，亟须增强保持风险意识，把握全球产业格局重新调整的窗口期，重塑产业链，创造国际竞争新优势。就纺织服装行业来说，产业链、供应链更新迭代，将会造成一连串的多米诺效应，对产业架构造成影响。整体看，新兴市场和发展中国家依然是产业发展的空间所在、潜力所在区域，双边贸易协定的签订也正在进一步激活新兴国家的市场空间，同时，数字经济的快速增长也为跨境电商的发展带来了全新机遇。

在这样的国际局势下，伴随着产业边界的不断拓展以及数字经济赋能实体经济的不断深入，产业链跨界整合与无边界融合将越来越成为常态。注重比较优势的“产品竞争”模式，会越来越向注重产业链综合优势的“产业链竞合”模式转变。这不论是对一家企业、还是对一个区域的发展，都至关重要，我们又该如何顺应规律，将前沿技术落地为先进生产力，重塑产业链，引领行业发展，创造国际竞争新优势？

2023 is a challenging year. Initial re-opening, growing global inflationary pressure and geopolitical risks have become intertwined. In such a complex environment it is imperative for us to enhance risk awareness, seize the window of opportunity for global industrial restructuring, reshape industrial chains, and create new advantages in international co-opetition. For the textile and apparel industries, the updating and iteration of industrial chain and supply chain will cause a string of domino effects, affecting the industrial structure. On the whole, emerging markets and developing countries are still the regions with space and potential for the industrial development. The signing of the bilateral trade agreements is also further activating the market space of emerging countries. Moreover, the rapid growth of the digital economy also brings new opportunities for the development of cross-border e-commerce.

In such an international situation, with the continuous expansion of the industrial boundary and the continuous deepening of the digital economy energizing the real economy, the cross-border integration and the borderless integration of the industrial chain will become increasingly normal. The "product competition" mode, which focuses on the comparative advantages, will increasingly shift to the "industrial chain co-opetition" mode, which focuses on the comprehensive advantages of the industrial chain. It is crucial to the development of an enterprise or a region. How can we comply with the law to transform cutting-edge technology into advanced productivity, reshape the industrial chain, lead the industrial development and create new advantages in international co-opetition?

| 2023.3.29 | | |
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| 时间 Time | 主题 Topic | 讲者 Speakers |
| 14:00 - 14:05 | 主持嘉宾开场 Opening remarks by the guest host | 王军，中国服装论坛执行主席 Wang Jun, Executive Chairman of China Fashion Forum |
| 14:05 - 14:15 | 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) |

论坛
FORUM

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| 14:15 - 14:25 | 开场致辞 Opening speech | Olaf Schmidt，法兰克福展览有限公司纺织品及纺织技术展副总裁 Olaf Schmidt, Vice President Textiles & Textile Technologies, Messe Frankfurt Exhibition GmbH |
| 14:25 - 14:45 | 热点研判 Roundtable discussion | 方乐鸣，杭州朱丽燕网络科技董事长、海贝、紫涵品牌创始人 Fang Leming, Chairman of Hangzhou Juliet Network Technology Co Ltd and Founder of IHAPPY and Zihan brands |
| 14:45 - 15:05 | 热点研判 Roundtable discussion | 于茜子，LALABOBO 品牌联合创始人、董事、设计总监 Yu Xizi, Co-founder, Director and Design Director of LALABOBO Brand |
| 15:05 - 15:25 | 热点研判 Roundtable discussion | 谢锋，JEFEN 公司董事长兼艺术总监 Xie Feng, Chairman and Art Director of JEFEN Company |
| 15:25 - 16:00 | 先锋对话 产业链重塑：新技术 新场景 新优势 Panel discussion Industrial Chain Restructuring: New Technology, New Scenarios, and New Advantages. | 对话嘉宾： 伊芙丽集团副总裁 董俊 李梅，梦澜时尚国际有限公司总经理、Yoyooblu 品牌创始人 古卓文，上海丝绸集团品牌发展有限公司 LILY 女装供应链总监 徐高阳，江苏丹毛纺织股份有限公司副总经理 周劲锋，杭州万事利丝绸数码印花有限公司技术研发中心副总监 李大松，三阳纺织有限公司副总经理 Panelists: Dong Jun, Vice President of Eifini Group Li Mei, General Manager of DreamLine Fashion Limited, and Founder of Yoyooblu Brand Gu Zhuowen, Director of LILY Women's Wear Supply Chain of Shanghai Silk Group Co Ltd Xu Gaoyang, Vice General Manager of Jiangsu Danmao Textile Co Ltd Zhou Jinfeng, Deputy Director of the Technology R&D Center of Hangzhou Wensli Silk Digital Printing Co Ltd Li Dasong, Vice General Manager of Sanyang Textile Co Ltd |
| 16:00 - 16:30 | 纺织风向标（共谋论坛主题下产业的趋势发布） Textile barometer (Discussion on the industrial trend under the forum theme) | |
| 16:00 - 16:10 | 观点发布一：0 碳计划，描绘共生共赢的未来 Opinion 1: Carbon-free plan for a future of co-existence and win-win results (Ecological factory, green products, carbon neutral pioneer) | 发布嘉宾： 邹海华，爱慕股份有限公司供应链中心总监，爱慕苏州生态工厂 执行总经理 Guest: Zou Haihua, Director of the Supply Chain Center of Aimer Co Ltd, Executive General Manager of Aimer Suzhou Ecological Factory |
| 16:10 - 16:20 | 观点发布二：守正创新 在全球服装价值 链叫响中国制造、中国品牌 (非遗设计，中国特色价值链制高点) Opinion 2: Innovation with Original Intention; Gracing "Made in China" and "Chinese Brands" in the Global Clothing Value Chain (Design of Intangible Cultural Heritage, Peak of the Value Chain with Chinese Characteristics) | 发布嘉宾： 林霞，中国工艺美术大师、浙江台绣服饰董事长兼艺术设计总监 Guest: Lin Xia, Master of Chinese Arts and Crafts, Chairwoman and Art & Design Director of Zhejiang Taisilk Fashion Co Ltd |
| 16:20 - 16:30 | 观点发布三：从内生长 打造跨越成长 周期的中国面料品牌样本 (品牌内生动力源泉) Opinion 3: Seek inner growth and create Chinese fabric brands with enduring appeal despite the life cycle (Dynamism for brand internal growth) | 发布嘉宾： 江南，江苏罗曼罗兰集团户外新材有限公司总经理 Guest: Jiang Nan, General Manager of Jiangsu Romrol Group Outdoor Material Co Ltd |
| 16:30 | 论坛闭幕 Closing | |

* 提供普通话 ↔ 英语同声传译
Mandarin Chinese ↔ English Simultaneous Interpretation will be provided

