

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

2024 纺织产业数字化应用趋势论坛
2024 Textile Industry Digital Application Forum

论坛
FORUM



2024 纺织产业数字化应用趋势论坛议题依旧将紧跟纺织服装产业数字化创新应用趋势，聚焦于纺服数字化研发设计、智慧生产和制造、数字营销等核心环节展开系列案例分享和数字化升级变革的话题讨论。

2024 Textile Industry Digital Application Trend Forum will focus on textile and clothing R&D and design, smart production and manufacturing, and digital marketing. There will be a series of case sharing and topic discussions on digital transformation.

2024.3.7		
时间 Time	议程 Schedule	讲者 Speaker
14:30 – 14:35	开幕辞 Opening Speech	余诗慧，法兰克福展览（香港）有限公司总经理 Wilmet Shea, General Manager, Messe Frankfurt (HK) Ltd
14:35 – 14:55	纺织碳图谱 Textile Carbon Atlas	鲍劲松，东华大学机械工程学院智能制造研究所教授、博导、智能制造研究所所长 Jinsong Bao, Professor, Ph.D. Advisor, Director, Institute for Intelligent Manufacturing Department of Mechanical Engineering, Donghua University
14:55 – 15:15	服装纺织企业如何进行高效的色彩管理 How to Perform Efficient Colour Management	黄艳，COLORO 色彩专家，Coloro Intelligence 创意与研发总监 Huangyan, Color Expert, COLORO, Creative and R&D Director, Coloro Intelligence
15:15 – 15:35	数智赋能 – 激活纺织新引擎 Digital Intelligence Empowerment - Activating a New Textile Engine	刘红伟，杭州天富德泰信息技术有限公司 COO Hongwei Liu, COO, Hangzhou Tianfu Detai Information Technology Co Ltd
15:35 – 15:55	天丝™ 品牌的营销数字化 TENCEL™ Digital Marketing	李琦，兰精纤维（上海）有限公司纺织事业部中国区市场推广及品牌营销负责人 Maggie Li, Head of Marketing and Branding, Textile China, Lenzing Fiber (Shanghai) Co Ltd



15:55 – 16:10	数字化助力纺织服装跨境出海 Digitalization Helps Textile and Garment Industry Go Global	杨熙哲，锦贯展览（厦门）有限公司联合创始人 Xizhe Yang, Co-founder, Jinguan Exhibition (Xiamen) Co Ltd
16:10 – 16:30	圆桌论坛 Panel Discussion	主持人： 汪琴丽，a&s 传媒主编 嘉宾： 鲍劲松，东华大学机械工程学院智能制造研究所教授、博导、智能制造研究所所长 刘红伟，杭州天富德泰信息技术有限公司 COO 李琦，兰精纤维（上海）有限公司纺织事业部中国区市场推广及品牌营销负责人 Moderator: Amy Wang, Editor in Chief, a&s Media Group Panelists: Jinsong Bao, Professor, Ph.D. Advisor, Director, Institute for Intelligent Manufacturing Department of Mechanical Engineering, Donghua University Hongwei Liu, COO, Hangzhou Tianfu Detai Information Technology Co Ltd Maggie Li, Head of Marketing and Branding, Textile China, Lenzing Fiber (Shanghai) Co Ltd

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