

# 重点活动 – 市场信息及营销策略

## FEATURED EVENTS – MARKET INFORMATION & BUSINESS STRATEGIES

5.1-K148  
对话纺织  
Textile Dialogue

5.1

地点 Venue

### 毛孩时尚：探索宠物服装的创新与趋势

#### Beyond the Collar: Trends and Innovations in Pet Apparel

论坛  
FORUM



与我们共同探索宠物服装市场的迷人世界！顶级审计公司 KPMG 将分享最新的市场趋势，帮助您把握行业脉动。全球领先纤维生产商兰精集团将展示创新材料，兼顾功能与可持续性。本次论坛将揭示宠物和主人在服装选择上的真实需求。把握宝贵机会，确保您的品牌在不断发展的宠物时尚世界中保持领先地位！

Embark on a captivating journey into the pet apparel market at our engaging panel discussion! Hear from top global auditing organization – KPMG who will highlight the latest market trends. Discover cutting-edge material innovations from leading fabric manufacturers – Lenzing Group that enhance both functionality and sustainability. This forum will spill the tea on what pets and their owners are really looking for in apparel. This is your chance to gather invaluable insights, ensuring your brand stays ahead in the ever-evolving pet fashion world!

### 2026.3.12

时间 Time	议程 Schedule	讲者 Speakers
13:15 - 13:45	2025 年中国宠物行业市场报告 2025 China Pet Industry Market Report	刘婉婷，毕马威中国，零售及消费品行业合伙； 2025 中国宠物行业市场报告组委会主席 Sherry Liu, Partner of Consumer & Retail, Partner-in-charge of 2025 Pet Industry Report, KPMG China
13:45 - 14:15	环保天丝™，和谐宠护 Green TENCEL™, Pets Protection	王艳民，功能性产品市场拓展经理，兰精集团 Fred Wang, BD Manager, Functional Wear, Lenzing Group

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