

Programme

Date/ Time	Programme
30-Mar-11	Morning: Standardisation Workshop (Theatre 2)
09:00-09:02	Welcome message by Mr. Michael DUCK, Director, APLF Ltd.
09:02-09:04	Introduction by the Master of Ceremonies, Mr. Stephen E. LAMAR, Executive Vice President, American Apparel & Footwear Association (AAFA)
09:04-09:13	Opening remarks, 'Develop a REACH Competence Centre for Hong Kong Textiles and Clothing Industries,' by Prof. Philip YEUNG, Executive Director, Clothing Industry Training Authority
09:13-09:23	Special remarks by Mr. Markus FERRIGATO, Head of Innovation, SWAROVSKI® ELEMENTS
09:23-09:35	Introduction by Mr. Thomas NELSON, MD, VF Asia Ltd.
09:35-10:05	Part A: Sustainability Updated by Mr. Bill FOU DY, VP, Head of Strategy and Brand Sourcing, Apparel, adidas Group
10:05-10:50	Updated by Mr. Sean CADY, VP, Product Stewardship and Sustainability, VF Corp., Representative, the Apparel Coalition Mr. Kevin MYETTE, Director of Product Integrity, Recreational Equipment, Inc.
10:50-11:05	Open discussions
11:05-11:10	Special remarks by Mr. Søren KARAS, VP and MD, Head of South China, Maersk Line
11:10-11:30	Coffee break Prime Source Fashion Parade
11:30-12:00	Part B: Compliance Updated by Mr. Peter R. KAMINSKY, VP, Asian Operations, Hong Kong, The Children's Place Retail Stores
12:00-12:15	Open discussions
12:15-12:30	Part C: Product Safety Updated by Mr. André LEROY, Marketing Director, Modern Testing Services (Global) Ltd.
12:30-12:45	Open discussions
12:45-12:58	Summary By Mr. Thomas NELSON, MD, VF Asia Ltd.
12:58-13:00	Closing by the Master of Ceremonies, Mr. Stephen E. LAMAR, Executive Vice President, American Apparel & Footwear Association (AAFA)
13:00-14:30	Lunch sponsored by Maersk Line (Room S221, Level 2)

Date/ Time	Programme
30-Mar-11	Afternoon: Technology Workshop (Theatre 2 and Rooms S223-226)
15:15-15:22	Welcome message by Mr. Derek DICKINS, Director, APLF Ltd.
15:22-15:35	Theatre 2 Introduction by the Master of Ceremonies, Dr. Michael T. FRALIX, Ph.D., President and CEO, [TC] ²
15:35-16:00	<p>PART A: How can we improve the overall efficiency of the supply chain, from product development to distribution? Cost-effective ways to reduce waste through better material utilisation, lower work-in-process inventories, more efficient container and storage space utilisation, managing transportation costs, and more accurate factory scheduling will be discussed.</p> <p>Group A: Room S223 Technology for Fast Fashion - Find the right application of technology to solve critical business problems faced by apparel industries People say that technology makes things easier. Given the status of technology adoption in apparel industry, how and where these technologies are being applied today? How are they benefiting or not benefiting the industries or companies? What and where further improvements are needed? If technology is critical important, what will be the strategy for a successfully technology investment and employment?</p> <p>Moderated by Mr. Andreas A. KIM, MD, Lectra Greater China and Japan Panelists:</p> <ul style="list-style-type: none"> • Prof. Raymond AU, PhD, Professor and Associate Head, Institute of Textiles & Clothing, The Hong Kong Polytechnic University • Dr. Michael T. FRALIX, Ph.D., President and CEO, [TC]² • Ms. Jane SINGER, Editor Director, Inside Fashion • Mr. Ka-Ho YAN, VP, Technical Design & Quality Assurance, Kirkstone Co., Ltd/Charming Shoppes Inc. <p>Group B: Room S224 Realising Value with PLM Today and Beyond Regarded as a business imperative, PLM enables faster decisions and shorter time to market. Hear success stories on how supply chains synchronise, sourcing gets involved early and product accuracy is being transformed, as well as what's next for quality and sustainability.</p> <p>By Mr. James PAPPAS, SVP, Global Retail & Consumer, PTC</p> <p>Group C: Room S225 How does Wesfarmers increase agility, speed and cost savings with its Direct Sourcing System?</p> <p>By Mr. Michael FAGAN, Intl Programme Manager, CGA; Mr. Michael HUNG, CEO, Core Solutions</p>
16:00-16:30	Open discussions in specific groups in Rooms S223-225
16:30-16:50	Coffee break

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30-Mar-11	Afternoon: Technology Workshop (Theatre 2 & Rooms S223-226)
16:50-17:15	<p>PART B: Latest technologies to enhance business at retail. The importance of sustainable business practices will also be discussed.</p> <p>Group A: Room S223 Concept to Consumer: End-to-end management of the fashion demand chain Tight integrated solution between PLM and ERP system is essential to simply your processes form product concept to sourcing, planning, replenishment, selling and shipping. Product life cycle management and supply chain management will be covered. By Mr. LEUNG Wai Yeung, Solutions Architect - Fashion Asia Pacific, Lawson Software; Mr. Robert MCKEE, Industry Strategy Director for Fashion, Lawson Software; Ms Cynthia TONG, R&D Manager, Studio East Ltd.</p> <p>Group B: Room S224 Improving Apparel Supply Chain without Major Investments and Supplier Process Improvement Strategies This session will discuss the methodologies of lean manufacturing and other process improvement strategies. Learn what is required for a successful implementation and also how to measure the impact of your improvements. By Mr. Roger NELSON, MD, Concepts 2 Results Ltd.</p> <p>Group C: Room S225 Leveraging cloud technology to connect all parties in the retail supply chain to deliver goods in less time, at less cost By Mr. Kurt CAVANO, CEO, TradeCard, Inc.</p> <p>Group D: Room S226 Leveraging Avery Dennison information solutions to streamline cost and accelerate performance throughout the global retail supply chain From online ordering to generate advanced shipping notice; from scan and pack to deliver crystal clear inventory visibility and from in-store stock count to price-off management are all enable by Avery Dennison's scalable information solutions. This session will be conducted interactively with cases discussion and solutions demonstration. A live session you cannot afford to miss. By Ms. Selina GOH, Director, Market Development, Commercial, Global Sourcing Regions, Avery Dennison</p>
17:15-17:45	Open discussions in specific groups in Rooms S223-226
17:45-18:00	Theatre 2 Wrap-up and closing by the Master of Ceremonies, Dr. Michael T. FRALIX, Ph.D., President and CEO, [TC] ²

Programme

Date/ Time	Programme
31-Mar-11	Forum Day 1 (Theatre 2)
09:00-09:02	Welcome message by Mr. Michael DUCK, Director, APLF Ltd.
09:02-09:17	Welcome address by Mr. Gregory SO Kam-leung, JP, Under Secretary for Commerce and Economic Development, The Hong Kong SAR Government
09:17-09:27	Introduction by the Master of Ceremonies, Mr. Andrew B. SCHROTH, Managing Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP (Hong Kong)
09:27-10:20	Keynote speech, 'Supply Chain Challenges and Opportunities for the Next Decade' by Mr. Edwin KEH, Former SVP, COO, Wal-Mart Global Procurement; Lecturer, The Wharton Business School, University of Pennsylvania
10:20-10:40	Coffee break sponsored by Groz Beckert Prime Source Fashion Parade
10:40-11:55	Session 1: Challenges and competition Moderator: Mr. Steven WALTON, Chairman, Wing Tai Intl Apparel Group Lead speaker: Mr. Kevin BURKE, President & CEO, American Apparel & Footwear Association (AAFA) Panelists: <ul style="list-style-type: none"> • Mr. Kurt CAVANO, CEO, TradeCard, Inc. • Mr. Edward A. GRIBBIN, President, Alvanon Inc. • Dr. Harry LEE, SBS, JP, CEO, TAL Apparel Ltd.
11:55-13:55	Lunch sponsored by Avery Dennison (Room S221, Level 2)
13:55-15:10	Session 2: Balance of trade Currency a deep dive, supply chain costings and trade policies - how to increase profits but minimise the impacts of the currency fluctuation? Strategies to deal with currency concerns will be discussed. Moderator: Dr. Peter PFNEISL, Former President, The European Apparel and Textile Confederation; Authorised Signatory, Eybl Austria GmbH Lead speaker: Mr. Ligang LIU, Head of Greater China Economics, ANZ Panelists: <ul style="list-style-type: none"> • Ms. Julia K. HUGHES, President, United States Association of Importers of Textiles and Apparel • Mr. Stanley SZETO, CEO, Lever Style Inc.
15:10-15:30	Coffee break sponsored by Alvanon Prime Source Fashion Parade

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31-Mar-11	Forum Day 1 (Theatre 2)
15:30-16:45	<p>Session 3: Labour issues and lessons learned Instability of labour supply and increasing labour wages drive production costs up.</p> <p>Moderator: Mr. Robert MCKEE, Industry Strategy Director for Fashion, Lawson Software Lead speaker: Ms. Brenda A. JACOBS, Counsel, Sidley Austin LLP Panelists:</p> <ul style="list-style-type: none"> • Ms. Chandrima CHATTERJEE, Director, Compliance, Economic & Consultancy, Apparel Export Promotion Council, India • Mr. Christophe DEGOIX, President, The Sourcing Committee, The French Chamber of Commerce and Industry in Hong Kong • Mr. Francis K C YÜK, SVP, Worldwide Responsible Accredited Production (WRAP)
16:45-17:05	Coffee break sponsored by Apparel Singapore Prime Source Fashion Parade
17:05-17:15	Special remarks, 'Innovative solutions to strengthen profitability in a competitive environment' by Forum Sponsor, Mr. Hermann WINKLER, Director of Sales, China & Hong Kong, Element Business, SWAROVSKI @ ELEMENTS
17:15-18:30	<p>Session 4: Material innovation Quest for innovative materials to tackle the problem of material shortage and increasing costs</p> <p>Moderator: Mr. Jalaj HORA, Senior Director, Global Raw Materials Development, Target Sourcing Services/ CIRFS Lead speaker: Mr. Pat-Nie WOO, Director, Central Textiles (HK) Ltd.; Chairman, Sustainable Fashion Business Consortium Panelists:</p> <ul style="list-style-type: none"> • Dr. Geoff COLLINS, Regional Marketing & Sales Director, Business Unit Nonwoven Fibers, Lenzing Fibers (Hong Kong) Ltd. • Mr. Paul MUI, Head of Business Management, Textile Chemicals, BASF • Ms. Khishigjargal TSEDEV, Executive Director, Mongol Yak Society
18:30-18:35	Special remarks by Mr. Andreas A. KIM, MD, Lectra Greater China and Japan
18:35-20:30	Cocktail Reception sponsored by Lectra (Convention Foyer)

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01-Apr-11	Forum Day 2 (Theatre 2)
09:00-09:07	Introduction by the Master of Ceremonies, Mr. Andrew B. SCHROTH, Managing Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP (Hong Kong)
09:07-09:55	Special address by Mr. David DODWELL, CEO, Strategic Access Ltd.
09:55-10:15	Coffee break sponsored by Global Sustainable Management Prime Source Fashion Parade
10:15-11:30	<p>Session 5: Sourcing in Asia / Alternatives to China (Part I) Is China still the most desirable region for apparel sourcing? Shift of sourcing regions ... what measures do the governments in Cambodia, Indonesia and Vietnam adopt to help overseas buying offices to source there?</p> <p>Moderator: Mr. Miguel A. CERNA, Executive Manager, the CSR Committee; MD, Group Administration Office, New Wide Group Lead speaker: Prof. Dr. Helmut MERKEL, Managing Shareholder, EurAsia Global Concept Ltd.</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. R. J. GURLEY, Director, VALUE Project, Nathan Associates, Inc. • Mr. Abdul Basir HOTAK, President, Herati Cashmere and Skin Processing Plant • Mr. Ranjan MAHTANI, CEO & MD, The Epic Group
11:30-11:40	Special remarks by Prestige Sponsor, Mr. Steve KELLY, Head of Commercial Sales, Global Markets, ANZ
11:40-13:40	Lunch sponsored by Coats (Room S221, Level 2)
13:40-14:55	<p>Session 6: Sourcing in Asia / Alternatives to China (Part II) What are edges of Bangladesh, India, Sri Lanka and other supplying countries to compete with China in apparel supplies?</p> <p>Moderator: Mr. Anson BAILEY, Principal, Business Development, KPMG Hong Kong Lead Speaker: Mr. Tom LEANDER, Editor-in-Chief, Asia, Lloyd's List</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Ms. Shirley CHAN, Head of Global Transaction Services, Hong Kong, The Royal Bank of Scotland N.V. • Mr. Stephen FORTE, MD, Global Sales, Coats • Mr. Veit GEISE, VP Asia Sourcing, VF Asia Ltd.
14:55-15:15	Coffee break sponsored by Scovill Prime Source Fashion Parade

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01-Apr-11	Forum Day 2 (Theatre 2)
15:15-16:30	<p>Session 7: Retaining talent by creating 'hot spots' From OEM to ODM/OBM and the prevalence of hand-made products in the US and Europe, where to source, train and retain talents to execute the transformation.</p> <p>Moderator: Prof. Marsha Ann DICKSON, Professor and Chairperson, Department of Fashion and Apparel Studies, University of Delaware</p> <p>Lead speaker: Mr. Joachim HENSCH, Head of Pattern Design and Technical Development, HUGO BOSS AG; President, Intl Association of Clothing Designers and Executives</p> <p>Panelists:</p> <ul style="list-style-type: none"> • Mr. Carlos ARIAS, President, Denimatrix • Ms. Susan JENNION, Director, Product Development and Sourcing Global Denizen, Levi Strauss & Co. • Dr. Andrew SIA, Chairman and CEO, ACE Style Intimate Apparel Ltd.
16:30-16:50	<p>Coffee break Prime Source Fashion Parade</p>
16:50-17:45	<p>Session 8: Debate This house believes that the internet poses a serious threat to the high Street?</p> <p>Chaired by Mr. Derek BINNS, Founder and MD, DBL Consulting</p> <p>Proposer: Mr. Michael Lee SERWETZ, President, Prophet Business Services Ltd.</p> <p>Propose seconder: Mr. Robert MCKEE, Industry Strategy Director for Fashion, Lawson Software</p> <p>Opposer: Mr. Andrew B. SCHROTH, Managing Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP (Hong Kong)</p> <p>Oppose seconder: Dr. Michael T. FRALIX, Ph.D., President and CEO, [TC]"</p>
17:45-18:00	Reprise by Mr. Andrew B. SCHROTH, Managing Partner, Grunfeld, Desiderio, Lebowitz, Silverman & Klestadt LLP (Hong Kong)
18:00-18:10	Closing by Mr. Michael DUCK, Director, APLF Ltd.

Information as of 1 April 2011.
The programme is subject to change by the Organisers.