

2020 香港服飾產品創新研討會 (PI Apparel Hong Kong 2020)

「2020 香港服飾產品創新研討會(PI Apparel Hong Kong 2020)」將於 2020 年 3 月 31~4 月 1 日在九龍香格里拉酒店盛大舉行。服飾產品創新研討會(PI Apparel)是在世界各地舉辦的一系列活動，旨在研究數位技術在快速發展的時裝、服裝和鞋類等行業領域發揮的關鍵作用。本屆香港站的主題是「串聯各方」；目前行業內持續的趨勢就是摒棄過時的流程、平台和思維模式，並投入先進的數位技術，而這些行業參與者之間明顯缺乏協調和理解，這將影響整個價值鏈。如果不朝向整體整合和採取轉變舉措，數位化最終將無法實現其真正的潛力，宏觀層面將幾乎不會有任何改變。

本研討會採討論與互動會議方式進行；通過我們的一對一會議策劃師與同行領導者進行互動；並從我們精彩的主題演講和國際案例研究報告中尋找靈感及新視角。「2020 香港服飾產品創新研討會(PI Apparel Hong Kong 2020)」誠摯邀請各界品牌商、製造商、採購商與公協會踴躍參與。

■ 報名資訊

1. 活動時間：2020 年 3 月 31 日~4 月 1 日
2. 活動地點：九龍香格里拉酒店 香港尖東麼地道 64 號
3. 參加費用：紡拓會早鳥價 **HK\$1995/人**，1 月 31 日起恢復 **HK\$2695/人** (原價 HK\$4495/人，)
(以上不含機票，食宿費用)
3. 報名日期：以大會線上報名資料為準 (https://events.pi.tv/2020/apparel_hk/)
4. 承辦人：中華民國紡織業拓展會 服飾推廣科 王朝正 andrew@textiles.org.tw
(02)2341-7251 分機 2544

※ 本研討會以英文演說進行，限紡織相關產業，如服飾、鞋類、紡織產業及品牌等相關業者參加。

※ 若有相關技術相關，可逕透過 PI Apparel HK 信箱詢問 hello@pi.tv。

※ 相關資訊請搜尋：PI Apparel Hong Kong 2020

※ 透過紡拓會報名：

意者請填妥下列資料，索取報名表格

公司名稱：_____
參加人姓名：_____ 職稱：_____
連絡人：_____ 電話：_____ 分機：_____
E-mail：_____ 傳真：_____

請回傳至 andrew@textiles.org.tw



DIGITAL PRODUCT CREATION

Everywhere you look, the fashion industry is investing in digital tools to streamline the supply chain. But instead of taking a holistic approach to digital transformation, each phase is tackling it in a siloed manner. So with an ongoing tendency to abandon antiquated processes, platforms and mindsets and invest in advanced digital technologies, how can we better connect the dots to support alignment and understanding between these disparate parties?



SUPPLYCHAIN

Today, you have to be faster, but maintain quality and cost; you have to maximize every resource and inch of capacity but you have to be CSR compliant; you have to stay on top of changing demand from your entire network but still deliver on time and on budget. But how do you juggle all of these things?



SUSTAINABILITY

As sustainability transitions into the very make-up of how we approach the design and production of fashion, apparel and footwear, how can industry leverage technology to transform it into an essential strategic innovation tool?

PI Apparel is a World Series of events that examine the crucial role digital technology plays in the fast-moving World of fashion, apparel and footwear.

Our Hong Kong chapter is all about connecting the dots; with an ongoing tendency to abandon antiquated processes, platforms and mindsets and invest in advanced digital technologies, there is a distinct lack of alignment and understanding between those parties this will impact along the entire value chain. Without a shift to holistic integration and adoption, digital will ultimately fail to realize its true potential and little will change in the bigger picture.

We invite you to immerse yourself in interactive, discussion-based sessions; engage with your fellow industry leaders through our one-to-one meetings planner; and find inspiration and new perspectives from our fascinating keynotes and international roster of case-study presentations.

