

## Co-organizers:



Sustainable  
Fashion  
Business  
Consortium

## Sole webinar sponsor:



## WEBINAR ON

### Cotton Market Updates and Sustainability Opportunity in the Pandemic

<b>Date</b>	<b>29th April 2021 (Thursday)</b>
<b>Time</b>	<b>10:00a.m. – 12:15p.m. (Hong Kong time)</b>
<b>Webinar Platform</b>	ZOOM <i>(If you do not have any Zoom accounts, please click <a href="#">here</a> to register new account)</i>
<b>Language</b>	<b>English</b>
<b>Fee</b>	<b>Free of charge</b>
<b>Registration</b>	<b>1. Click <a href="#">HERE</a> to register online before 28 Apr 5pm</b> <b>2. Receive confirmation email and Zoom details within 2 working days</b>

Cotton Council International, Sustainable Fashion Business Consortium, Hong Kong Institution of Textile and Apparel and Clothing Industry Training Authority are co-organising this webinar. The webinar will share the latest cotton market developments under current trade conditions, updates on U.S. Cotton Trust Protocol and explore how the industry stakeholders to work on their sustainability goal during the uncertain pandemic period.

### Tentative Topics and Rundown:

10:00 – 10:05	<b>Opening Speech</b> Hon. Felix Chung, Member of HKSAR Legislative Council (Textiles and Garment)
10:05 – 10:35	<b>“Cotton. For Fashion &amp; The Environment”</b> Mr. William Kimbrell, Vice President, Supply Chain Marketing Asia, Cotton Incorporated
10:35 – 11:05	<b>“Cotton Market Updates and U.S. Cotton Trust Protocol”</b> Ms. Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International
11:05 – 11:35	<b>“How a Denim Mill Pursuing its Sustainability Goals in the Pandemic?”</b> Mr. Michael Lam, Marketing Director, Advance Denim Ltd.
11:35 – 12:05	<b>“Future of Sourcing - 2021 and Beyond”</b> Mr. Pat Nie Woo, Partner, KPMG and Global Co-Chair, Sustainable Finance, KPMG IMPACT
12:05 – 12:15	Q & A

## ENQUIRY

**Clothing Industry Training Authority (CITA)**

Ms. Hailey Chan | (852) 2263 6312 | [hailey.chan@cita.org.hk](mailto:hailey.chan@cita.org.hk)

## **Speakers include:**

### **The Hon. Felix Chung, Member of the Legislative Council of Hong Kong**

Felix is at present the Member of the Legislative Council of HKSAR (Textiles and Garment Sector) and Life Hon. Chairman of Hong Kong Apparel Society. He is also the Party leader of Liberal Party.

Felix also has a good linkage with the Textiles & Garment trade and education organizations. In year 2001, with the support from many garment manufacturers, a non-profit making association was formed in the name of the Hong Kong Apparel Society Ltd (HKAS), Felix Chung was the founder of HKAS and nominated to be Chairman until 2012. The aim of HKAS is to link up the Hong Kong SMEs in Textile and Garment industry, to power up the strength, trust and relationship of the industry in order to gain the awareness and reflect the needs to the HKSAR.

In 2013, he initiated the Fashion Industry Development Council (FIDC) aims to gather elites of different specialties to share, plan and promote the development of the fashion industry in Hong Kong.

### **Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International**

Karin joined Cotton Council International (CCI) in April 2006 and is the Director for China and Northeast Asia. She heads up CCI's trade servicing programs, supply chain marketing activities and government affairs in the region, as well as manages CCI's offices in Hong Kong, Shanghai and Seoul and its representative offices in Beijing, Taipei and Osaka.

Karin, an accomplished Sinologist with over 25 years of China-related experience joined CCI from Malmstrom Associates Orient, a business and marketing and communication consultancy. Fluent and literate in Mandarin Chinese, Karin has worked in a variety of fields in China including the auto, steel and travel industries, metals and minerals trading, technology transfers, education, journalism and communications. Immediately prior to establishing Malmstrom Associates Orient, she was Director of Corporate Communications for DaimlerChrysler China, based in Beijing.

### **William Kimbrell, Vice President, Supply Chain Marketing Asia, Cotton Incorporated**

William Kimbrell serves as Vice President, Supply Chain Marketing Asia for Cotton Incorporated. In his role William oversees Cotton Incorporated's Hong Kong, Osaka and Shanghai offices and is responsible for marketing activities in the Asia region.

William began his career at Cotton Incorporated in 2003 and has held positions in several areas including, fiber processing research, technology implementation and technology marketing. William holds both a B.S. in Textiles and an M.B.A. from North Carolina State University and served on the North Carolina Textile Foundation Board of Directors from 2011-2017.

Cotton Incorporated, funded by U.S. growers of upland cotton and importers of cotton products, is the research and marketing company representing cotton. The Company is designed and operated to improve the demand for and profitability of cotton.

### **Michael Lam, Marketing Director, Advance Denim Ltd.**

Michael Lam has over 20 years' experience in the denim industry. As the Director of Advance Denim, He is responsible to connect the denim business and cultures from the East to the West. One of his major responsibility is to work together with his colleagues Enrico Forin in Amsterdam and Mark Ix in New York to connect and exchange the denim culture and trends to the Denim City, the Jeans School in Holland and FIT in New York.

Michael is actively in helping the young generation to understand more about the denim and jeans

cultures by working together with Hong Kong Polytechnic University and Hong Kong Design Institute to provide some seminars and sponsorships to the students. He worked together with Central St. Martin for the short course about denim and he went to London for the seminar in 2019.

Michael is one of the founding members of the Hong Kong Denim Festival, which this is one of the most important denim event in Asia. He also works together with the Kingpins show in United States and Denim by Premiere Vision in Europe for some events and seminars. By having this connection and experience, Michael always promotes the Chinese denim cultures to the world.

### **Pat Nie Woo, Partner, KPMG and Global Co-Chair, Sustainable Finance, KPMG IMPACT**

Pat is a Partner at KPMG China and is the Global Co-Chair for Sustainable Finance for KPMG IMPACT. He also leads the Sustainable Finance practice in Hong Kong and is very active in developing the ESG landscape for Hong Kong and international financial centres in the region.

He has been active for over 14 years in the field of sustainable development. In his previous capacity as a director at Central Textiles, through his leadership, Central Textiles was the first textile company in Asia to issue a Sustainability Report under the Global Reporting Initiatives (“GRI”) Guidelines in 2008. The report subsequently received an award from the Association of Chartered Certified Accountants (“ACCA”).

Through his initiatives Central Textiles subsequently won the Gold Award for the Hang Seng Pearl River Delta Environmental Award in 2012 and the Gold Award for Hong Kong Award for Environmental Excellence (“HKAE”) – Manufacturing Sector in 2013. He also helped KPMG win the HKAE Gold Award –Service and Trading Sector in 2019.

For his contribution to the textile industry with regards to sustainability, Pat received the Young Industrialist of the Year award from the Federation of Hong Kong Industries in 2009.