

Seminar on “Cotton Market Outlook and Latest Cotton Textile Technologies” 「棉業市場前景及最新棉紡技術」研討會

- Date 日期** : 16 / 1 / 2019 (Wednesday 星期三)
- Time 時間** : 11am – 12nn
- Venue 地點** : The Forum, Hall 1B, HKCEC
香港會議展覽中心 展覽廳 1B The Forum
- Speakers 講者** : • Ms Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International
美國國際棉花協會中國及東北亞區總監 毛凱琳女士
• Mr Benny Tsang, Manager, Technology Marketing, Cotton Incorporated
美國棉花公司技術推廣經理 曾偉興先生
- Language 語言** : English (with Simultaneous Interpretation in Putonghua)
英語 (附設普通話即時傳譯)
- Admission 入場** : Free of charge, pre-registration required 免費參加 · 需預先登記

Time 時間	Tentative Rundown 擬定程序
10:45am – 11am	Registration 登記
11am – 11:20am	Global Cotton Market Updates 全球棉業市場概況 Ms Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International 美國國際棉花協會中國及東北亞區總監 毛凱琳女士
11:20am – 11:30am	Q&A Session 問答環節
11:30am – 11:50am	Functional Technologies on Cotton 棉織物功能性整理 Mr Benny Tsang, Manager, Technology Marketing, Cotton Incorporated 美國棉花公司技術推廣經理 曾偉興先生
11:50am – 12nn	Q&A Session 問答環節

Remarks 備註:

- (1) Seats are limited and are granted on a first-come-first-served basis. 研討會座位有限 · 先到先得。
- (2) Pre-registered attendees have priority admission until 15 minutes before the event commences. Thereafter unoccupied seats may be made available to walk-in attendees. 已登記人士將獲安排優先入座 · 請各已登記人士於活動開始前 15 分鐘到達活動場地 · 此後主辦機構有權因應現場情況安排未登記人士入座。
- (3) Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
- (4) The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。

Organiser 主辦機構:

About the speakers 講者簡介

Ms Karin Malmstrom, Director, China & Northeast Asia, Cotton Council International

美國國際棉花協會中國及東北亞區總監 毛凱琳女士

Karin joined Cotton Council International (CCI) in April 2006. 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, Beijing, Osaka, Seoul and Taipei.



Karin, an accomplished Sinologist with over 30 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.

毛凱琳女士於 2006 年 4 月加入美國國際棉花協會，主要負責協會在中國及東北亞區的商貿服務專案、供應鏈行銷活動、消費者推廣活動以及政府事務，同時管理協會香港、上海、北京、大阪、首爾和台北辦事處的日常工作。

毛凱琳女士在中國有 30 多年相關經歷，是一位中國通。加入美國國際棉花協會之前，毛凱琳女士在自己一手創辦的商業、行銷和傳播諮詢公司 Malmstrom Associates Orient 工作。她普通話流利，在汽車、鋼鐵和旅遊行業、金屬和礦石貿易、技術轉讓、教育和傳播等領域有著豐富的經驗。在此之前，她曾擔任戴姆勒克萊斯勒北京總部的企業傳播總監。

Mr Benny Tsang, Manager, Technology Marketing, Cotton Incorporated

美國棉花公司技術推廣經理 曾偉興先生

Benny is the Manager, Technology Marketing at Cotton Incorporated, responsible for managing technology marketing activities and initiatives for Southeast and South Asia regions. Benny holds Associateship of Textile Chemistry from Hong Kong Polytechnic University and awarded Chartered Colourist from the "Society of Dyers and Colourist". He obtained his Master's degree of Business Administration from Strathclyde University in Scotland.



Benny had worked in Huntsman Textile Effect Division for more than 20 years and is professional in textile dyes and chemicals application. He served various positions from Technical Management to Marketing and Product Management. Before joining Cotton Incorporated, Benny was the Senior Technical Manager at bluesign technologies (China) Limited.

曾偉興先生是美國棉花公司技術推廣經理，負責與亞洲東南亞及南亞地區的紡織工廠合作開發並應用公司的創新技術。畢業於香港理工大學，獲取紡織化學院士及「英國染料及色彩師學會」的專業院士；是學會的註冊染色師。加入美國棉花公司之前，於亨斯邁公司工作超過 20 年，於紡織染整領域擁有豐富閱歷。

Organiser 主辦機構: