

## Hong Kong Fashion Design Industry: Seminar on Business Opportunities of Sustainable Fashion in the Mainland and Japan

### Free Seminar



16 June 2025  
15:00-17:00



Block F, 23/F, Superluck  
Industrial Centre Phase 2,  
57 Sha Tsui Road, Tsuen Wan



Cantonese and  
Putonghua



Hong Kong fashion  
enterprises

With funding from the "Trade and Industrial Organisation Support Fund" of the HKSAR Government, and HKPC as the implementation agent, the SFAA Foundation (Sustainable Fashion Apparel Association) set up "Hong Kong Pavilion" at Fashion World Tokyo (FaW Tokyo) in Tokyo and Fashion Source cum Original Design Fashion Week in Shenzhen, on 15-17 October 2024 and 31 March – 2 April 2025 respectively. The pavilions showcased the technical strength of "sustainable fashion" of Hong Kong fashion design industry in the Mainland and Japan, which attract potential overseas buyers and collaboration, thus benefiting the business expansion.

Exhibitors who participated in the two pavilions were invited to share their exhibiting experience and insight gained from the exhibitions. The seminar will also share the local market trends and potential business opportunities for the Hong Kong fashion design industry, and latest information on the "sustainable fashion".

Enrol now to attend this seminar for in depth market information of the Mainland and Japan for exploring more trade opportunity!

### Collaborating Organisations (in arbitrary order)



School of  
Fashion &  
Textiles



香港長衫協會  
HONG KONG  
CHEONGSAM  
ASSOCIATION



Hong Kong Apparel Society Ltd  
香港製衣同業協進會



香港鞋業商會  
HONG KONG FOOTWEAR ASSOCIATION



H K D A  
HONG KONG  
FASHION  
DESIGNERS  
ASSOCIATION  
香港時尚設計師協會



澳門時裝設計行業協會  
MPDIA

## Agenda

Time	Content	Speaker
15:00-15:05	Overview of the “Hong Kong Pavilion”	Ms Prudence Lam Senior Consultant Smart Manufacturing Division of HKPC
15:05-15:20	Sharing Exhibiting Experience at Fashion World Tokyo in Japan	Ms Doris Kath Chan Creative Director DorisKath
15:20-15:35	Sharing Exhibiting Experience at Fashion Source cum Original Design Fashion Week in Shenzhen, the Mainland	Ms Charis Chan Director PSYCHO Limited
15:35-15:55	Sharing Business Experience in Japan	Mr Stanley Kwok Co-Founder KnitWarm Limited
15:55-16:15	Sharing Business Experience in the Mainland	Mr Hin Fung Jesse Lee Founder & Creative Director JESSE LEE
16:15-16:35	Mainland Market Information and Opportunities	Ms Zhao Ya Kun Top Ten Designers in China
16:35-16:50	Latest information on the “sustainable fashion”.	Professor Alice Chu College of Art, Design and Media in Sanda University (Shanghai)  Mr Stafford Lau, Founding Chairman SFAA Foundation
16:50-17:00	Q&A session	

## Enrolment method

Please scan the QR Code on the right or register using the link below :

<https://campaigns.hkpc.org/en-event-reg-hong-kong-fashion-design-industry-seminar>



### Disclaimer

Any opinions, findings, conclusions or recommendations expressed in this material/event (or by members of the project team) do not reflect the views of the Government of the Hong Kong Special Administrative Region or the Vetting Committee of the Trade and Industrial Organisation Support Fund.

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