

Co-organizers

Hong Kong Intimate Apparel Industries' Association

香港內衣業聯會  
HKIAIA



製衣業訓練局  
CLOTHING INDUSTRY TRAINING AUTHORITY

## ***Seminar on “Athleisure: the Beauty of a Performance Material World!”***

**Venue:** Lecture Hall, 1/F, CITA Building, 63 Tai Yip Street  
**Date:** 7 July 2017  
**Time:** 3:00 – 5:00p.m.  
**Language:** Cantonese & Putonghua  
**Fee:** Free (Seat are limited ; First priority to HKIAIA members)

According to Morgan Stanley, "Athleisure" hit will last to 2020 and inject \$ 350 billion revenue for the global apparel retail market.

With this new consumption pattern, the existing apparel industry is bounded be facing a revolution. Here comes a big challenge for the manufacturers – Can they survive with their own competitive advantages under the new environment?

Nature selects, the fittest survives. The winners go to the one who are able to grasp the opportunity in “Athleisure” hit. Want to become one of them? The key to success is to understand more on the characteristics of the new generation functional textiles and be able to make good use of them.

### **Agenda**

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#### **1) Welcome Remarks**

Speaker / Ms. Angie Lau (Chairlady, Hong Kong Intimate Apparel Industries' Association Ltd. )

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#### **2) New Consumption Pattern and Opportunities Under "Athleisure"**

Speaker / Mr. Alex Young (Group CEO, Tex-Ray Industrial Co., Ltd)

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#### **3) The Key to Success for New Generation Functional Textiles – Application of Innovative Technology by TexRay Industrial Co., Ltd.**

Speaker / Mr. Aero Chu (Division Manager, Tex-Ray Industrial Co., Ltd)

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*For any enquiries please contact Ms. Cash Wan at 2263 6388 or by email: cash.wan@cita.org.hk.*

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### **Registration Form**

Please email the completed registration form to [cash.wan@cita.org.hk](mailto:cash.wan@cita.org.hk) or fax to (+852) 2795-0452.

Company Name	
Participant Name	
Position	
Email	
Contact No.	
<b>HKIAIA Member</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No

#### **Use of Personal Data**

The personal data provided by means of this form will be used by the Authority for the purpose of processing application, enrolment, administration, registration and statistics.

#### **Opt-out from the use of personal data in direct marketing**

We intend to use your name, telephone number and email address for direct marketing of our education and training programmes, competitions, surveys, events organized / co-organized / supported by the Authority.

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Participant Signature