

# Global Leather Innovation Summit 2021

🕒 July 21–22, 2021

📍 Guangzhou, China



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## 📌 Presentation Topics:

- Changing Innovation in Supply Chains and the Demand for a More Sustainable Future
- Full Speed Reconstruction - Digital Intelligence Drives New Growth in Footwear and Apparel Industry
- Digital Technology- Advanced Leather Design on Footwear Development
- Intelligent Footwear Production and Automation Upgrade of the Leather Industry
- Building Digital Supply Chain for Improving Transparency and Traceability of Leather Industry
- Development and Innovation of Automotive Leather Based on Environmental Protection Requirement
- How Block Chain Technology for Chemicals Can Accelerate Transparency in the Leather Supply Chain
- How Leather Goods Marketing is Evolving in Social Media to Attract Chinese Consumers
- How New Standard of Leather Tannery Transforming the Industry from Traditional to Technical
- Panel Discussion: The Trend and Latest Practice of Leather Industry Transformation
- The Overview of Global Leather Industry Innovation Trend and Policy
- Industry 4.0: How Digitalization is Reshaping the Leather Value Chain
- Dow Enables the Premium Synthetic Leather Solution
- Material Solution of Product Creation in Leather Industry
- Automobile Seat and Leather Trends Under the Demand of Ecology Intelligent
- SATRA Technical Services Support the Growth of Leather Industry
- Consciousness Revolution-Achieving Sustainability in Leather Sourcing



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**Organizer:**



**Presentation Sponsors:**



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## Background

As a traditional material, Leather is one the most widely used materials and most traded products globally. According to the data published by Statista, leather goods market value(worldwide) will reach 271.21 billion U.S. dollars in 2021. However, the trend of digitalization and environmental problems led this traditional industry on a road to innovation and transformation. Companies involved in leather supply chain keep making efforts on upgrading their business to accommodate the rapidly changing market. With the outbreak of COVID-19 in 2020, the development of leather industry faces many opportunities and challenges. New leather technologies and the trend of marketing strategies are going to be the main topics for us to discuss on this Summit.

Global Leather Innovation Summit 2021 will bring together about 100+ leather industry experts and senior executives to deeply analyze the impact of the international trade environment on the development of the leather industry, the innovation trend and policy, the change of business model under COVID-19, and discuss hot topics such as sustainability, digital design, product innovation and digital manufacturing. In addition, this summit will provide a reference and industry exchange platform for leather market through keynote speeches, group discussions and networking, to help the attendees get a better understanding of leather industry development status and find business opportunity.

### Attendees

- Presidents/Vice Presidents
- Managing Directors/General Managers
- Managers
- Directors/ Managers for Business Unit
- Design Directors/ International Design Managers
- Business Development Directors
- Strategy Development Directors
- Directors for International Market
- Regional Directors/Managers
- R&D Directors
- Technology Directors
- Sustainable Development Directors
- Quality Directors

### Sectors

- Leather Manufacturers
- Leather Suppliers
- Fashion Companies
- Automobile Companies
- Luxury Companies
- Chemical Suppliers
- Automobile Manufacturers
- Leather Machinery Manufacturers
- Leather Machinery Parts
- Chemicals Companies
- Dealers
- Leather Retailers
- Logistics Companies
- Law Firms
- Consulting Firms
- Certification Companies
- Technology Companies

### Inviting Guest Speakers

- KPMG
- Alibaba Cloud
- FILA
- SEMS United Footwear
- 4D ShoeTech
- FAW Group Corporation
- Stahl
- Vfluencer
- ECCO
- China Leather Industry Association
- INQOVA
- DOW
- VitroLabs
- BAIC Group
- SATRA Technology Centre
- VEJA

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## Day One

**08:30** Registration and Check-in

**09:00** Changing Innovation in Supply Chains and the Demand for a More Sustainable Future

**Kin CHAN**  
Director, Management Consulting  
KPMG

**09:35** Full Speed Reconstruction - Digital Intelligence Drives New Growth in Footwear and Apparel Industry

**Ziming SHANG**  
Retail Industry Solution Architect  
Alibaba Cloud

**10:10** Tea Break and Networking

**10:40** Digital Technology- Advanced Leather Design on Footwear Development

**Bruce Chang**  
Director of Footwear Innovation  
FILA

**11:15** Intelligent Footwear Production and Automation Upgrade of the Leather Industry

**Joel Lecroq**  
Vice President Strategy, Innovation & Marketing  
SEMS United Footwear

**11:50** Lunch and Networking

**13:30** Building Digital Supply Chain for Improving Transparency and Traceability of Leather Industry

**Zisen LIN**  
Chief Executive Officer  
4D ShoeTech

**14:05** Development and Innovation of Automotive Leather Based on Environmental Protection Requirement

**Yi ZHU**  
Senior Director of the Materials Research Institute  
FAW Group Corporation

**14:40** How Block Chain Technology for Chemicals Can Accelerate Transparency in the Leather Supply Chain

**Michael Costello**  
Group Director Environment, Social & Governance  
Stahl

**15:15** Tea Break and Networking

**15:45** How Leather Goods Marketing is Evolving in Social Media to Attract Chinese Consumers

**Sam Ng**  
Co-founder  
Vfluencer

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<b>16:20</b>	<b>How New Standard of Leather Tannery Transforming the Industry from Traditional to Technical</b> <ul style="list-style-type: none"><li>▪ Water and chemical usage reduce</li><li>▪ Chrome-free tanning and solvent-free finishing</li><li>▪ Sustainable tanning process</li></ul> <p>Liam Maher VP Creative Director ECCO</p>	<b>10:10</b>	<b>Tea Break and Networking</b>
		<b>10:40</b>	<b>Dow Enables the Premium Synthetic Leather Solution</b> <p>Qing SHI TS&amp;D Scientist DOW</p>
<b>16:55</b>	<b>Panel Discussion: The Trend and Latest Practice of Leather Industry Transformation</b> <p>World Famous Leather Industry Senior Executives and Experts</p>	<b>11:15</b>	<b>Material Solution of Product Creation in Leather Industry</b> <p>Alexia Krispin COO VitroLabs</p>
<b>17:45</b>	<b>End of Day One</b>	<b>11:50</b>	<b>Lunch and Networking</b>
		<b>13:30</b>	<b>Automobile Seat and Leather Trends Under the Demand of Ecology Intelligent</b> <p>Guangliang ZHONG INT Manager BAIC Group</p>
	<b>Day Two</b>		
<b>09:00</b>	<b>The Overview of Global Leather Industry Innovation Trend and Policy</b> <ul style="list-style-type: none"><li>▪ Latest policies</li><li>▪ Current trend of leather innovation</li></ul> <p>China Leather Industry Association</p>	<b>14:05</b>	<b>SATRA Technical Services Support the Growth of Leather Industry</b> <p>Hanks LEI Factory Services Manager SATRA Technology Centre</p>
<b>09:35</b>	<b>Industry 4.0: How Digitalization is Reshaping the Leather Value Chain</b> <p>Jorgen Sevid Managing Director INQOVA</p>	<b>14:40</b>	<b>Consciousness Revolution-Achieving Sustainability in Leather Sourcing</b>

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**15:15**    **Tea Break and Networking**

**15:45**    **End of Day Two**