

Texcare Forum Asia国际纺织品专业护理亚洲论坛由CINET欧盟国际纺织品护理委员会、中国联合装备集团有限公司和法兰克福展览（上海）有限公司联合举办，并得到VDMA德国机械设备制造业联合会服装与皮革技术协会大力支持，是业内极具影响力的论坛活动。本届论坛将设为期半天的研讨会及为期一天的高级培训班。研讨会主题包括全球纺织品护理行业的可持续发展、市场发展趋势、商业案例和可持续发展、统一集中处理、可持续投资等。培训班将由国内外专家主持，讲解现有业务实践和机遇、干湿洗的基准化分析、机械技术和信息通信技术的创新、亚洲转型项目、介绍实用工具、节约成本和人力资源管理，以及风险管理等。

Co-organised by CINET International Committee of Textile Care, China National United Equipment Group Corp and Messe Frankfurt (Shanghai) Co Ltd, also close corporation and support by VDMA Garment and Leather Technology, Texcare Forum Asia is one of the most influential and important laundry and dry-cleaning forums. In the 2013 edition, there will be a half-day workshop and one-day education and training programme. Topics to be discussed include sustainable innovation in Professional Textile Care (PTC), market development trends, business cases and sustainable processing, integrated processing, sustainable investment, etc. The full-day education and training programme will be presented by regional and international experts, who will demonstrate business practices and opportunities, benchmarking of dry and wet cleaning, innovations in machine technology and ICT, Switch Asia, implement tools for operational excellence, budget-saving and manpower allocation methods as well as advice on risk management.



论坛地点 Forum Location

上海新国际博览中心 (W4号馆内W4H01会议室)
中国上海市浦东新区龙阳路2345号
Shanghai New International Expo Centre (Room W4H01 Hall W4)
No. 2345, Longyang Road, Pudong New Area, Shanghai, China

展馆布局图 Fairground layout



论坛登记表

Forum Registration Form

请您在**2013年11月5日**之前完成该登记手续，确保您在现场领取国际纺织品专业护理亚洲论坛会议手册一本及论坛礼品一份（数量有限）。请填写以下表格并传真至+86 21 5876 9332或电邮至texcareasia@china.messefrankfurt.com。Please complete the form and fax it to +86 21 5876 9332 or email to texcareasia@china.messefrankfurt.com before **5 November 2013** to ensure that you will get the handbook of Texcare Forum Asia and an exclusive gift (while stock lasts).

请登记以下人员为论坛听众 Please fill in using BLOCK CAPITALS:

姓名Name: _____ 职位Job title: _____

公司名称Company: _____

地址Address: _____

邮编Postal code: _____ 城市City: _____ 国家Country: _____

电话Tel: _____ 传真Fax: _____

手机Mobile: _____ 电邮Email: _____

网址Website: _____

我要参加以下论坛活动 We would like to join in the forum:

- ☐ 洗衣行业的商业发展与可持续创新研讨会（价值500元）
Business Development & Sustainable Innovation of the Professional Textile Care (PTC) Industry (Value RMB500)
- ☐ 洗衣业界的高级培训班（价值1,000元）
Education and Training in Professional Textile Care (Value RMB1,000)
- (请立刻回传申请免费名额。Please fill in and return the form to secure your free entry pass.)

国际纺织品专业护理亚洲论坛与2013国际纺织品专业处理(洗衣)亚洲展览会同期举办。递交该登记表后，您可直接在上海新国际博览中心2号入口厅的观众登记处“论坛听众”服务柜台领取展会胸卡入场。Texcare Forum Asia will be held in conjunction with Texcare Asia 2013. Upon successful registration, you may acquire the visitor badge at the Forum Attendee Counter at No.2 Entrance Hall of Shanghai New International Expo Centre to enter the exhibition hall.

如您有更多同事或朋友想参加此论坛，请复印此页完成登记手续，预留论坛座位。名额有限，请速登记。(主办单位具有最终解释权。)
If your colleagues and friends wish to attend the forum, please copy the registration form and complete it to apply for the entry pass.
(The organiser reserves the right of final explanation.)

如有疑问，敬请垂询 Enquiry:

法兰克福展览（上海）有限公司
Messe Frankfurt (Shanghai) Co Ltd
陈丽 小姐 / 金晶 小姐 Ms Mandy Chen / Ms Sherry Jin
电话 Tel: +86 21 6160 8509 / 6160 8529
传真 Fax: +86 21 5876 9332
电邮 Email: texcareasia@china.messefrankfurt.com
网址 Website: www.texcare-asia.com

资料截止2013年9月 Subject to change as of September 2013

texcare

forum ASIA

国际纺织品专业护理亚洲论坛

预登记申请免费名额
Registration for free entry pass

入场请柬 Invitation

2013年11月19至20日

上海新国际博览中心
W4号馆内W4H01会议室

19 – 20 November 2013

Room W4H01, Hall W4
Shanghai New International Expo Centre

www.texcare-asia.com

洗衣行业的商业发展与可持续创新
Business Development & Sustainable innovation of the Professional Textile Care Industry



论坛日程 Programme Educational Session

主题：洗衣行业的商业发展与可持续创新研讨会 日期：2013年11月19日（星期二） 地点：上海新国际博览中心W4号馆内W4H01会议室 ThemeBusiness Development & Sustainable Innovation of the Professional Textile Care (PTC) Industry Date19 November 2013 (Tuesday) LocationRoom W4H01, Hall W4, Shanghai New International Expo Centre 时间Time 议程Item 12:30 专刊发布会 《专业纺织品护理世界》——全球纺织品护理行业的市场特点及发展趋势在中国市场的专刊介绍和发布会 The promotion programme of the World of PTC Introducing the first book on the textile care industry, “The World of PTC, Market Characteristics & Trends” to official Chinese delegates 13:30 致欢迎词 Welcome remarks 13:35 致欢迎词和介绍 欧盟国际纺织品护理委员会首席执行官， Peter N.M. Wennekes先生 - 阐述重点环节 - 简述会议大纲 - 提问及解析 Welcome remarks and introduction Mr Peter N.M. Wennekes, CEO of CINET - Headlines - Moderation - Questions for the panel 13:40 全球纺织品护理行业: 商业案例，最佳实践和可持续创新 欧盟国际纺织品护理委员会首席执行官， Peter N.M. Wennekes先生 - 市场需求和业务概况 - 加强实践 - 全球纺织品专业护理行业的影响 - 创新和投资 The World of PTC, business cases, best practices & sustainable innovation Mr Peter N.M. Wennekes, CEO of CINET - Market demand and business profiles - Need to implement Best Practices - Impact of a Global PTC market - Innovation & Investment 14:05 中国洗衣行业的创新和市场开发 中国商业联合会洗染专业委员会秘书长、潘伟先生 - 行业动向和创新步伐（细分市场） - 需求和必需品（技术，可持续发展，管理） - 国际化和供应链 - 未来商业案例 Innovation and market development in China Mr Pan Wei, Secretary General of the China Laundry Association (CLA) - Current direction and pace of innovation (per market segment) - Needs & necessities (technologies, sustainability, management) - International & supply chain cooperation - Business cases of the future 14:35 美国干洗店的商业案例和可持续发展 干洗和水洗学会， Mary Scalco女士 - 美国干洗的市场特点 - 新的商业案例 - 可持续发展的需求 - 改善成本和收入 Business cases and sustainable processing in U.S. Drycleaners Mrs Mary Scalco, DLI - Market characteristics of the U.S. drycleaning - New business cases - Need for sustainable processing - Improving cost & revenues 15:00 纺织品服务公司的商业案例和客户导向 欧盟国际纺织品护理委员会， G. Böttger先生 - 改变纺织品租赁服务的市场需求 - 应对竞争和市场需求的關鍵战略方案 - 创新的方向和需求 - 行业未来展望 Business cases and customer orientation in textile service companies Mr G. Böttger, CINET - Changing market demand for textile rental services - Key-strategies to meet competition and market demand - Direction & needs for innovation - Future Industry profile 15:30 统一集中处理以满足中国市场的需求 VDMA德国机械设备制造联合会服装与皮革技术协会， Elgar Straub先生和温斌先生 - 大规模定制 - 每个细分市场的需求 - 工艺改进 - 节约成本的潜力 Integrated processing to meet Chinese market demand Mr Elgar Straub and Mr Wen Bin, VDMA Garment and Leather Technology - Mass customisation - Market needs of each market segment - Processing improvements - Potential in cost savings	16:00 中国洗衣行业的可持续投资 赫伯凯尼基莎有限公司， John Hacker先生 - 中国面临的挑战 - 开拓亚洲项目 - 目标和结果 - 未来发展规划 Sustainable investment in Chinese PTC companies Mr John Hacker, Herbert Kannegiesser GmbH - Challenges of China - Switch Asia programme - Objectives & results - Future planning 16:30 分组讨论 — 新的商业案例和2013年中国的创新 - 演讲嘉宾和与会者交流讨论 - 与会者提问 - 陈述 Panel discussion, new business cases and innovation in China 2013 - Participation of speakers and suppliers - Questions from the audience - Statements 17:00 会议结束 End of session	Working methods Sustainable requirements Process optimisations 11:15 国际干洗标准和干洗标签 TKT技术知识中心， T. Lucassen先生 International standards and care labelling for dry cleaning Mr T. Lucassen, TKT 11:35 问答 Q & A Session 12:30 午餐 Lunch 13:00 可持续洗涤系统的最佳实践 - 可持续性的需求 - 技术应用 - 实践组织 Best practices in sustainable laundering detergent systems - The need for sustainability - Technologies applied - Practical organisation 13:25 机械技术、信息通信技术和物流等方面的创新 简森集团， 尹涛先生 - 最新发展 - 工艺优化 - 服务优化 Innovations in machine technology, ICT and logistics Mr Thomas Yin, JENSEN Group - Latest developments - Optimisation of processes - Optimisation of services 13:50 亚洲转型项目 — 对可持续发展的实际支持 Switch Asia项目机构， Erik ter Avest先生和Mingshun Zhang先生 - VA3概念的原则 - 经济学与生态学 - 政府参与 - 目前为止的项目结果 - 未来展望 Switch Asia – a practical support to improving sustainable processing Mr Erik ter Avest and Mr Mingshun Zhang, Switch Asia Consortium - The principle of the VA3 concept - Economics V.S. ecology - Governmental involvement - Project results so far - Future perspectives 14:15 相关国际标准的概述 上海航星机械（集团）有限公司， 郑小娟小姐 - 相关国内外标准 - 可用标准概述 - 国际标准化 - 标准化机构 An overview of relevant international standards Ms Ivy Zheng, Shanghai Sailstar Machinery Group Co Ltd - Relevance of international and national standards - Overview of available standards - International standardisation - Standardisation bodies 14:40 认证需求和操作方式 德国海恩斯坦研究院上海分公司， 黄海滨女士 - 如何选择合适的酒店布草和制服 - 高效酒店洗衣房的定义 - 洗涤质量认证将成为酒店的重要资产 - 国际专业洗涤质量认证RAL-GZ 992 - 认证程序和标准的实施 The need for certification and applicable organising methods Ms Rachel Huang, Hohenstein Institute Shanghai Branch - How to choose the right hotel linen and uniforms - What is high efficiency hotel laundry - Quality certification of washing will become the important assets of the hotel - Professional standard RAL GZ 992 - Certification procedures and implementation of the standard 15:15 可获得的技术知识和文献 欧盟国际纺织品护理委员会市场营销经理， L. Wennekes先生 - 文档 - 电子学习 - 实践培训 Availability of technical knowledge and literature Mr L. Wennekes, Marketing Manager, CINET - Documentation - E-learning - Practical training 16:00 提问，讨论自有洗衣店或洗衣厂的实际营运情况 Questions and discussions on the implementation of the presented information in own shops / laundries 16:55 技能证书颁发 Presentation of personal certificates 17:00 会议结束 End of session
--	---	---