

Sustainable Natural Fibres

GLOBAL CONFERENCE

EVENT OVERVIEW



Sustainable Natural Fibres GLOBAL CONFERENCE

11-12 April 2024

JINHAI LAKE INTERNATIONAL CONVENTION CENTRE
PINGGU DISTRICT OF BEIJING, CHINA

Building a sustainable future

The **Sustainable Natural Fibre (SNF) Global Conference**

is an international event aimed at advancing sustainability and responsible practices within the natural fibres and fashion textile sector, covering animal fibres, down, silk, and other ethically sourced materials.

It serves as a learning platform for all stakeholders engaged in the industry supply chains, from herders and growers to manufacturers and international brands, as well as research and academic institutions, government bodies, private sector bodies and NGOs.

By fostering a collaborative environment, the event allows participants to come together, exchange ideas and cultivate synergistic relationships to raise awareness and promote climate action.



Experience the event

The global gathering will unite stakeholders from the natural fibres, fashion and retail sectors, including:



Growers & Herders



Standards & Certification Bodies



Associations



Processors & Manufacturers



Brands & Retailers



NGOs



Brokers & Exporters



Designers



Consultants



Media



Academia



Government

Be informed, inspired and empowered



The conference will feature plenary sessions, interactive workshops, and invaluable networking opportunities.

High-profile speakers and experts will provide insights on emerging trends, present-day challenges, and strategic approaches to safeguard communities involved in natural fibre production. Discussions will highlight successful case studies and facilitate meaningful conversations on creating a more sustainable future. Topics to be addressed include:

- **Climate change impact on herders, farmers and growers**
- **Sustainability trends in natural fibre and fashion industry**
- **Global brands and local enterprises collaboration for sustainability**
- **Regenerative agriculture**
- **Animal welfare considerations**
- **Innovative supply chain tools and technologies**
- **Green finance opportunities**

If you would like to share your expertise and speak at our event, please contact us at ADMIN@NATURALFIBRECONNECT.COM.

Sustainable fashion showcase

As part of the two-day event, the conference will launch the Sustainable Natural Fibre International Fashion Design Competition as well as feature a showcase for emerging designers specialising in the use of natural fibres. Innovative design creations will be exhibited at the conference venue, while a fashion show for a new generation of talented designers will take place at the U-town Shopping Centre.

Participants will have the opportunity to witness progressive fashion crafted by up-and-coming designers, skilfully blending creative concepts with a commitment to sustainability.

Contact us for information about how to enter the fashion competition and showcase.



Promoting responsible brands

The conference will offer an interactive platform of pop-up stores, displays and product launches, enabling responsible brands and retailers to present their eco-friendly collections.

The activities will take place at the U-town Shopping Centre, a modern complex with international allure, premium stores, upscale cinemas, and diverse dining choices.

The emphasis is on the connection between style, commerce, and sustainability, integrating sustainable practices into the core of fashion and retail.

To learn more about how to participate in pop-up stores, fashion displays, and product launches, please contact us at ADMIN@NATURALFIBRECONNECT.COM.



China emerges as the ideal location to host the SNF Global Conference

As the world's largest producer and exporter of textile raw materials, China possesses unparalleled expertise in natural fibres and holds significant influence in the global textile industry.

By embracing eco-friendly manufacturing practices and technological innovations, China can serve as a catalyst for inspiring global efforts towards sustainability.

The country's dynamic fashion industry and rapidly growing consumer market create an ideal environment for advocating sustainable choices. As Chinese consumers increasingly prioritise environmental considerations, China has the potential to spearhead worldwide trends towards greener fashion alternatives.



WELCOME TO THE PINGGU DISTRICT OF BEIJING!



Join us in Beijing

The Pinggu District in Beijing offers a blend of natural beauty and culture. Nestled among stunning landscapes, Pinggu offers picturesque views of Jinhai Lake and hosts the International Peach Blossom Festival every year in April.

In addition to its natural attractions, Beijing's cultural richness is reflected in its iconic landmarks such as the Forbidden City, the Temple of Heaven, and the Great Wall of China.

The city also boasts a vibrant culinary scene, bustling markets, dynamic arts and entertainment, and a thriving fashion and retail hub that blends traditional craftsmanship with contemporary style.



Prepare for your journey

To ensure a smooth and efficient journey to Beijing, we recommend securing your travel arrangements well in advance.

For air travel, your destination will be one of the three major airports: Beijing Capital International Airport, Beijing Daxing International Airport, or Beijing Nanyuan Airport.

For those travelling by high-speed train, the nearest station to the Jinhai Lake International Convention Centre is Yanjiao Railway Station.

It is important to note that entry into China may require a valid visa. To obtain comprehensive information regarding visa requirements and application procedures, we suggest reaching out to the Chinese embassy or consulate in your country of residence.



Enjoy your stay

The **SNF Global Conference** will take place at the Jinhai Lake International Convention Centre, situated in the scenic Pinggu District of Beijing. Its unique design is inspired by its natural surroundings of mountains, valleys, and integrated rock formations.

To ensure your comfort and convenience, accommodations at the Grand Metropark Jinhai Lake Hotel in Pinggu District and the Crowne Plaza Beijing Chaoyang U-Town in Chaoyang District have been arranged and will be fully covered for the duration of the event. Additionally, meals will be provided throughout the conference to ensure that all participants have a seamless and enjoyable experience.



CONFERENCE SCHEDULE

APRIL 2024

11 Thursday

REGISTRATION & CHECK IN 8:00AM
JINHAI LAKE CONVENTION CENTRE

WELCOME & OPENING SESSIONS 9:00AM
Welcome remarks and presentations on emerging trends, challenges, and breakthroughs in sustainable practices.

LUNCH 12:00PM
Buffet lunch is provided at the conference venue.

AFTERNOON SESSIONS 1:00PM
Natural Fibre Comprehensive Forum

FASHION DESIGN COMPETITION SHOWCASE 4:00PM

SNF CONFERENCE BANQUET 7:00PM
Venue TBC

12 Friday

OPENING REMARKS & AGENDA 9:00AM
JINHAI LAKE CONVENTION CENTRE

BREAKOUT SESSIONS 9:30AM
Roundtable discussions for animal fibre, down, and silk sectors.

LUNCH 12:00PM
Buffet lunch is provided at the conference venue.

CONFERENCE HIGHLIGHTS 1:00PM

FASHION SHOW & COMPETITION AWARD CEREMONY 4:00PM
U-TOWN SHOPPING CENTRE

CLOSING REMARKS 6:00PM

A person wearing a wide-brimmed hat with colorful geometric patterns and a pink and white striped shawl is holding a white alpaca. The background is a blurred landscape under a blue sky. The text "SPONSORSHIP OPPORTUNITIES" is overlaid in large white capital letters.

SPONSORSHIP OPPORTUNITIES

MAKING IT LAST

SPONSORSHIP LEVELS

PLATINUM

GOLD

SILVER

BRONZE

SUPPORTER

AMOUNT IN USD	\$24,000	\$12,000	\$6,000	\$3,000	\$1,500
COMPLIMENTARY CONFERENCE PASS	15	10	6	3	1
LOGO ONSITE	VERY PROMINENT	VERY PROMINENT	VERY PROMINENT	PROMINENT	PROMINENT
LOGO ON VIRTUAL PLATFORM	VERY PROMINENT	VERY PROMINENT	VERY PROMINENT	PROMINENT	PROMINENT
SOCIAL MEDIA MENTION	✓	✓	✓	✓	
TABLETOP EXHIBIT	✓	✓	✓		
POP-UP AT U-TOWN CENTRE	✓	✓	✓		
DISTRIBUTION OF PROMOTIONAL MATERIALS	✓	✓			
PROMOTIONAL MATERIAL ON VIDEO PLATFORM	✓				
SPECIAL MENTION BY MODERATOR	✓				

For more details on how you can sponsor, contact us at ADMIN@NATURALFIBRECONNECT.COM.

Take part in a global network

The **Sustainable Natural Fibre Global Conference** is organised by the International Cooperation Committee of Animal Welfare (ICCAW) of the China Association for the Promotion of International Agricultural Cooperation (CAPIAC).

The conference is held in collaboration with the Sustainable Fibre Alliance (SFA) and the Cashmere and Camel Hair Manufacturers Institute (CCMI). It is supported by the Government of the Beijing Pinggu District.

Partners of the event include Australian Wool Growers' Association, South African Mohair, China Down Industry Association, National Wool Industry Technology System, National Mulberry and Silkworm Industry Technology System, and Inner Mongolia Academy of Agriculture and Animal Husbandry.

U-town Shopping Centre as host and sponsor to the fashion competition and showcase.



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For more information about how to take part in this exciting event, please contact our communications team at the following email address:

ADMIN@NATURALFIBRECONNECT.COM

Whether you have inquiries about registration, speaker opportunities, sponsorship, or any other aspect of the event, we are happy to assist you.

SEE YOU SOON!

