

10:30 - 11:00

5.2H L96 睡眠论坛区 Bedding Seminar Area

设计风向标
Design
Inspiration

“震泽丝绸杯”第八届中国丝绸家用纺织品创意设计大赛颁奖典礼暨第九届启动仪式
"Zhenze Silk Cup" The 8th China Silk Home Textile Creative Design Competition Awards Presentation Ceremony & The 9th Kickoff Ceremony

10:30 - 11:30

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

“张謇杯”2023 中国国际家用纺织品产品设计大赛颁奖典礼暨 2024 启动仪式
"Zhang Jian Cup" 2023 China International Home Textile Design Competition Awards Presentation Ceremony & 2024 Kickoff Ceremony

11:30 - 12:00

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

中国床品流行趋势解读
Trends of Bedding in China

10:00 - 10:30

5.2H L96 睡眠论坛区 Bedding Seminar Area

高阳毛巾(纺织)区域品牌发布暨高阳纺织产业项目推介
Gaoyang Towels (Textile) Regional Brand Presentation & Introduction of Gaoyang Textile Industry

12:50 - 14:00

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

浙羽展团 — 中国羽绒之都萧山发布会
Press Conference of The City of Down in China - Xiaoshan Pavilion

- 精品展示秀
Premium Items Showcase
《科技驱动 赋能品牌全线升级》
"Technology in Brand Enhancement"
讲者: 范利圆女士 柳桥集团有限公司品牌经理
Speaker: Ms. Liyuan Fan, Brand Manager of Zhejiang Liuqiao HOME Textile Co., Ltd.
- 《时尚亦可循环》
"Sustainability in Fashion"
讲者: 毛凤伟先生 浙江三星羽绒股份有限公司常务副总
Speaker: Mr. Feather Mao, Deputy General Manager of Zhejiang Samsung Down Co., Ltd.
- 《负离子羽绒在家纺领域的应用》
"The Application of Ion Down in Home Textiles"
讲者: 叶夫子先生 杭州北天鹅羽绒家居有限公司经理
Speaker: Mr. Fuzi Ye, Manager of Hangzhou North Swan Co., Ltd.
- 《芯类床上用品的开发与创新》
"Development and Innovation of Core Bedding Items"
讲者: 张燕女士 杭州嘎嘎家纺有限公司经理
Speaker: Ms. Yan Zhang, Manager of Hangzhou Gaga Home Textile Co., Ltd.

技术最前线
Textiles &
Technologies

14:00 - 14:30

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

大朴品牌发布会
Press Conference of DAPU
讲者: 张福民先生 烟台明远创意生活科技股份有限公司品牌运营经理
Speaker: Mr. Fumin Zhang, Operation Manager of Yantai Pacific Home Fashion Co., Ltd.

14:30 - 14:40

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

科技赋能、国货新生、洁玉品牌再出发
Revitalizing JEYU with New Technology
讲者: 宫凯先生 孚日集团市场部总监
Speaker: Mr. Kai Gong, Marketing Director of Sunvim Group

14:40 - 14:55

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

睡眠科技材料研发及在家纺产品中的应用
Innovations in Bedding Materials Technology and the Application of Home Textile Products
讲者: 曾跃民先生 众地家纺有限公司总工程师
Speaker: Mr. Yuemin Zeng, Chief Engineer of Granday Home Textile Co., Ltd.

14:55 - 15:10

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

设计师家纺的未来
Future of Home Textile Designers
讲者: 王亚奇先生 青岛夏尔小镇创意家居有限公司总经理
Speaker: Mr. Yaqi Wang, General Manager of Qingdao CielTown Creative HomeTextile Co., Ltd.

15:10 - 15:25

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

行业高质量发展新实践 — 家纺全系统协同创新服务平台 纤意坊创意产业园
New Development Application in the Industry – New Service Platform of Home Textile Xianyifang Creative Industrial Park
讲者: 沈建东先生 南通纤意坊置业有限公司 副总经理
Speaker: Mr. Jiandong Shen, Assistant General Manager of Nantong Xianyifang Properties Limited

13:30 - 16:00

5.2H L96 睡眠论坛区 Bedding Seminar Area

渠道放大镜
Business O2O

- 2024 助眠力高峰论坛
Sleeping Aid Submit 2024
- 睡眠产业协同创新机制战略合作签约仪式
Signing Ceremony of the Strategic Collaboration Agreement in Quality Sleeping Industry
 - 《2024 助眠力洞察报告》发布仪式
Release of "2024 Sleeping Aid Report"
 - 报告解读
Report Presentation
 - 荣誉时刻 — 联合发布品牌及支持单位
Awards Presentation - Brands and Supporting Partners Announcement
 - 2024“睡眠消费节”启动仪式
2024 "Sleeping Fest" Kickoff Ceremony
《床上用品舒适睡眠场景评价》团标项目启动仪式
Campaign Logo Kickoff Ceremony of "Quality Sleeping Scenes Review"
 - 《被(芯)舒适性综合评价方法》团标项目启动仪式
Campaign Logo Kickoff Ceremony of "Comfort of Core Bedding Items Evaluation Review"
 - 圆桌对话: 协调共创睡眠产业生态共融拉动新消费
Round Table Discussion: Co-create a New Shopping Trend on Sleeping Industry

2024.3.7 星期四 Thursday

10:30 - 12:00

5.2H L96 睡眠论坛区 Bedding Seminar Area

渠道放大镜
Business O2O

- 2024 助眠力高峰论坛 — 京东家纺趋势分享及京东采销直选会
Sleeping Aid Submit 2024 - JD.com Home Textile Trend Sharing & Products Fest
- 京东家纺趋势洞察分享及工厂直供合作宣讲
JD.com Home Textile Trend Insights Sharing & Direct Supply Presentation
 - 优眠好品秀 — 优质产品供给案例
Quality Sleeping Premium Items Showcase
 - 荣誉时刻 — “2024 优眠好品”授牌仪式及企业标准“领跑者”颁证仪式
Awards Presentation - "2024 Quality Sleeping Items" & Model Corporation "Leader"

13:30 - 15:40

5.2H L96 睡眠论坛区 Bedding Seminar Area

- 2024 助眠力高峰论坛 — 抖音“质选好家”主播培训暨“睡眠节”直播选品会
Sleeping Aid Submit 2024 - TikTok "Create a Sweet Home" Host Training & "Sleeping Fest" Live
- 抖音电商家居板块 2024 发展策略
Strategy of TikTok E-commerce Home Living
 - 舒适睡眠科普《讲好睡眠故事, 拉动消费增长》
Quality Sleeping Popularization "Consumption Boosting through Promotion of Quality Sleeping"
 - 优眠好品秀 — 优质产品供给案例
Quality Sleeping Premium Items Showcase
 - 头部主播经验交流分享
Sharing from Top Host
 - “舒适睡眠”推广大使颁奖仪式
"Sleep Wellness" Ambassadors Award Presentation Ceremony

13:30 - 14:00

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

业内突破性针织床品 — 0 感针织系列
Revolutionary Knitted Bedding - 0 Sensation Knitted Series
讲者: 孙瑾聪先生 上海恒源祥家用纺织品有限公司总经理
Speaker: Mr. Kevin Sun, General Manager of HYY Home Textile Group

0 感针织系列产品介绍
Products Introduction of 0 Sensation Knitted Series
讲者: 张峻诚先生 上海恒源祥家用纺织品有限公司品牌推荐官
Speaker: Mr. Jadon Zhang, Chief Brand Ambassador of HYY Home Textile Group

14:00 - 14:15

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

中医外治法在居家产品中的应用及前景
The Application and Prospects of Chinese Medicine Topical Therapy in Home Textile Products
讲者: 刘以海先生 成都晓梦纺织品有限公司董事长
Speaker: Mr. Yihai Liu, Chairman of Chengdu Sleepmate Textiles Co., Ltd.

14:15 - 14:30

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

全新赛道健康睡眠中医药类纺织品
Chinese Medicine in Quality Sleeping in Home Textiles
讲者: 袁女士 华西调理健康管理中心销售总监
Speaker: Ms. Yuan, Director of Sales of Huaxi Conditioning and Health Management Center

14:30 - 14:45

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

为什么越来越多的消费者更愿意购买经过可持续的, 经济高效的, 非杀菌异味控制的植物基纺织品整理剂处理的产品?
Why Consumers Are Willing to Buy Quality Bedding Items?
讲者: 葛亚芳女士 上海环谷新材料科技发展有限公司业务发展经理
Speaker: Ms. Shauna Ge, Business Development Manager of Shanghai Higoal New Material Sci.&Tech. Development Co., Ltd.

14:45 - 15:00

5.2H L99 技术论坛区 Textiles & Technologies Seminar Area

纳米杀螨功能新材料
New Materials for Nano Mite-Eliminating
讲者: 朱家骏先生 江苏奥度利康新材料有限公司董事长
Speaker: Mr. Jiajun Zhu, Chairman of Jiangsu Aldo Health Materials Co., Ltd.

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