

# SEMINAR



**SAIGONFABRIC** 26 - 29/07  
**SUMMER 2023**  
**2023**

Hall B, SECC



SECC - Saigon Exhibition & Convention Center 799 Nguyen Van Linh, Ho Chi Minh, Vietnam

## Workshop

## Topics

26/07/2023 13h30 – 16h00

### "Made in Vietnam" product introduction session Some textile enterprises will introduce typical products

Hosted by: VITAS – VIETNAM TEXTILE & APPAREL ASSOCIATION

27/07/2023 09h00 – 11h30

### Solutions to promote green transformation of textile and garment enterprises

Hosted by:  
AGTEK – THE HO CHI MINH CITY  
TEXTILE AND GARMENT -  
EMBROIDERY ASSOCIATION

Topic 1: 09h00 – 09h55

Green Transformation – Strategy for the development and greening of the textile and garment industry

Presented by: Representative of State management agency/expert in the field of textiles

Topic 2: 09h55 – 10h20

Promote green transformation of enterprises through the pilot mechanism of circular economy development

Presented by: Representative of State management agency/expert in the field of circular economy

Topic 3: 10h20 - 11h20

Discussion "Solutions and support needs of textile enterprises in green transformation"

Speakers:

- Representative of Ho Chi Minh City Textile and Garment Enterprise (2 enterprises)
- Representative of Research Institute/University
- Representative of Investment Fund, Finance - Banking
- Representative of Consulting Unit on Standards

27/07/2023 14h00 – 16h30

### StoryTelling – The Power of E-Content in B2B Marketing

Hosted by:  
AGTEK – THE HO CHI MINH CITY  
TEXTILE AND GARMENT -  
EMBROIDERY ASSOCIATION

Topic 1: 14h15 – 14h30

GOTS - Global Organic Textile Standard

Topic 2: 14h30 – 14h40

StoryTelling – The Power of E-Content in B2B Marketing

Topic 3: 14h40 – 16h10

- Sharing from Speakers (20 minutes/section)

Meta Partner: E-Content in Meta, Meta's role in the near future

Tiktok Partner: Tiktok in B2B Marketing, Case study

LinkedIn Partner: LinkedIn in B2B Marketing, building and exploiting LinkedIn effectively

Faslink: a tool to support B2B marketing on digital platforms, WGSN, Digital

28/07/2023 09h00 – 11h30

### OEKOTEX Certificate System – sustainable solution for textile & garment supply chain.

Hosted by: VITAS – VIETNAM TEXTILE & APPAREL ASSOCIATION

28/07/2023 13h30 – 16h00

### Waterless textile dyeing technology – the optimal solution for investment – production in the textile dyeing sector in Vietnam.

Hosted by: VITAS – VIETNAM TEXTILE & APPAREL ASSOCIATION