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Shanghai congress takes shape

During the annual meeting of the International Council of Tanners (ICT) in Hong Kong at the end of March, the organisation's president, Richard Pai, and Su Chaoying, honorary chairman of the China Leather Industry Association (CLIA), provided an update on the third World Leather Congress - of which they will be joint hosts - to take place in Shanghai on August 29, 2017.

The core theme of the third congress is 'The Leather Revolution - How the Industry Will Respond'. Recognising the profound changes that will take place throughout the leather marketing chain over the next 20 years, the congress will offer presentations from high-profile speakers from across the industry, as well as from outside experts, along with panel sessions designed to explore these issues in more detail.

The event will be divided into four main sessions. The first of these will consist of an overview of the industry, a keynote address, and an insight into what is happening specifically in the leather industry in China.

With the help of major brands and international tanners, the other three sessions will explore:

- the key changes in the way that consumers are behaving (again with a special focus on China);
- the direction that leather products manufacturers will take over the next few years and what will make them continue to use leather;
- how modern tanneries will respond to the challenges posed by consumers, brands, environmental demands and pressures on raw materials.

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SAM SETTER COLUMN

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