

Speaker Profiles



Mr. Craig DANA

Senior Vice President, Ann Inc.

Managing Director, Ann Taylor Sourcing Far East Ltd.

Ann Inc. is one of the leading women's specialty retailers for fashionable clothing in the US, operating 992 Ann Taylor, LOFT, Ann Taylor Factory, and LOFT Outlet stores in 47 states, the District of Columbia and Puerto Rico as well as online at AnnTaylor.com and LOFT.com.

ATFE is Ann Inc's Hong Kong based buying office responsible for the development and production of Ann Inc's apparel needs through a network of finished goods suppliers in China, Indonesia, the Philippines, Vietnam, Thailand, Bangladesh and Sri Lanka.

As Managing Director, Dana is responsible for Asian teams located in seven offices in six countries. He is a member of the corporate leadership team that develops and implements Ann Inn's global sourcing and international trade strategies.

He has been in his current position since February 2007.

Dana has held leadership positions in a variety of functions during his more than 10 years with the company, including Strategic Planning, Investors Relations and Corporate Procurement.

Previously he was a management consultant specialising in the apparel and retail industries.

Dana is also a Board member of the industry association, the Global Apparel, Footwear and Textile Initiative (GAFTI).

Dana has an MBA from New York University's Stern School of Business and a BA from Colgate University.

Speaker Profiles



Mr. Joppe VAN ELDIK
General Manager
USG Asia Ltd.

Joppe van Eldik is General Manager of the Unlimited Sports Group (USG)'s buying office in Hong Kong, and he is responsible for USG's sourcing and buying activities in Greater China, ASEAN and South Asia.

USG owns and manages the Dutch sports retail companies Perry Sport, Aktiesport and Time Out Sports and Belgium sports retailer Primo, as well as the brands Tenson, Valsport, INQ, SPEX, Wildebeast and Athlete. USG also has the licences for Lotto, Champion, Le Coq Sportif, Helly Hansen, Ellesse, Maui and Sons, Fila, Pantofola d'Oro and Cars Footwear in several countries.

Before joining USG in 2008, van Eldik was Regional Manager at Apparel Sourcing Agent Waves Far East in Southeast Asia for 7 years, which he was based in Bangkok. He was responsible for their sourcing offices in Cambodia, Indonesia and Thailand.

Van Eldik received his Master's degree in Industrial Engineering from the University of Twente in the Netherlands, and he is an Executive Committee member of Source ASEAN Full Service Alliance (SAFSA), a private sector alliance of textile mills and garment factories in Southeast Asia and global brands and retailers of apparel that source from the region.

Speaker Profiles



Mr. Frank GOUT
Former Managing Director
Nice Apparel Group

Frank Gout is an apparel professional with 30 years of senior-level management and consulting experience within high-growth technology and manufacturing organisations, large corporations and small businesses.

In his last position as Managing Director of the Nice Apparel Group (Sportswear), he contributed to the company to become one of the top 3 suppliers at Adidas' Supplier Base.

This has resulted in Strategic partnerships with both Adidas & Nike with a combined monthly production of 3 million pieces per month and a target of 60 million pieces for 2015. To counter high salary increase in Thailand he successfully set up a 'factory of the future' focusing on efficiency, flexibility and complexity management.

Gout has worked in Bangladesh, China, India, Laos, the Netherlands, Sri Lanka, Thailand and Tunisia.

Speaker Profiles



Dr. Jean-Pierre HAUG
Secretary General
Oeko-Tex® Association

Dr. Jean-Pierre Haug serves as Secretary General of the Oeko-Tex® which is the most successful certification scheme for textiles in the world. The association consists of 15 independent textile testing institutes in Europe and Japan with offices and contact points in more than 60 countries of the world, which provides close networks to the textile and clothing industry.

Currently more than 12,000 certificates for millions of single articles are issued each year, which are tested for the absence of critical substances in harmful concentrations. The range of certified articles covers ready-made articles as well as semi-finished products, and the association works intensively on the refurbishment of Oeko-Tex® Standard 1000 for environmentally friendly textile production. The re-launch of the next “STeP” (Sustainable Textile Production) will be presented at the Prime Source Forum in Hong Kong in March 2013.

Dr. Haug's professional career started in 1993 when he finished his doctoral thesis on the development of a principle for an optical sensor at ETH, Zurich and entered TESTEX AG, possibly the world's oldest textile testing institute that exists today. He introduced the field of analytical chemistry and started to work with Oeko-Tex® Standard 100 in Switzerland.

For long years, he was the head of the technical committee of the whole Oeko-Tex® Association and he influenced the development of the standard significantly.

In 2010 he was nominated Secretary General of the Oeko-Tex® Standard 100 and he now acts as a representative of the association and focuses on internal coordination.

Speaker Profiles



Dr. Reiner HENGSTMANN
Global Director
PUMA Safe Supply Chain
WORLD CAT Ltd. / PUMA AG

Dr. Reiner Hengstmann was born in 1962 in Germany. He finished his education at the University of Paderborn with a PhD on Chemical Science.

Dr. Hengstmann is currently the Global Director of PUMA Safe Supply chain, overseeing a team of 23 people covering environmental and social issues for the supplier's worldwide in the so-called S.A.F.E. Programme, through which PUMA aims at reducing its carbon footprint, facilitating the development of sustainable products and raising work and production standards globally.

His previous positions include Director of Chemischen Labors Dr. Weßling Ltd. in Germany, where he was responsible for the environmental analysis of air, soil and water (1991-1995); scientist at the University of Nuernberg-Erlangen, covering Environment and Recycling Technologies (1995-1996); Director of the Research and Development Centre for Hazardous Waste in Germany (1996-1997); additional studies at the University of Marketing and Sales (1998-1999); and Global Head for Environment and Social Affairs at PUMA AG (1999-2009).

Speaker Profiles



Mr. Prabakaran KESAVAN

Project Manager

The Source ASEAN Full Service Alliance (SAFSA)

Prabakaran Kesavan is a senior textile and apparel professional with 29 years industry experience primarily in the ASEAN sector. His expertise includes fabric and apparel sourcing, international business strategy and globalisation issue in the textile and apparel industry.

Kesavan previously served as Vice President of the Malaysia Textile Manufacturers Association. His current role as SAFSA Manager includes managing the communications with members, organising SAFSA member events and most importantly, recruiting apparel factories and fabric mills across the ASEAN region and linking them into strategic partnerships to serve the global apparel buyers seeking to do more sourcing in the ASEAN region.

Speaker Profiles

Mr. Mark LEE
Vice President
The Textile and Fashion Federation (TaFf)
CEO, Sing Lun Holdings Ltd.



Mark Lee is the Chief Executive Officer of Sing Lun Holdings Ltd., an apparel investment company that holds interests in apparel manufacturing, sourcing and supply chain management. He is responsible for the overall strategic planning and direction of the Group and has 12 years of experience in the apparel industry.

Lee holds a Bachelor degree of Business (Marketing) and an Advanced Diploma in Market Research from Monash University in Australia. He began his career in the IT industry before joining Sing Lun, the family's apparel business. He worked to take the company on a successful IPO on the main board of the Singapore Stock Exchange in 2000 and thereafter have effectively more than tripled the company's turnover during his tenure. In 2008, Lee led his team on a successful privatisation exercise of Sing Lun from SGX and returned significant shareholders value.

He has been instrumental in transforming Sing Lun from being just an OEM apparel manufacturer into a full-service provider of apparels, incorporating design and developmental services to manufacturing and supply chain management of a full range of apparel products covering knits, woven's and sweaters. Its manufacturing and sourcing offices are located in Singapore, Malaysia, Vietnam, Cambodia, Sri Lanka, China, Indonesia and Bangladesh. Some of its customers include The North Face, Puma, Reebok, Undearmour, Lululemon, Lucy, Lucky Brand, Banana Republic, Aeropostale, Macy's, Gymboree and Osh Kosh Bgosh.

Lee was awarded 'Most Outstanding Entrepreneur' during the Asia Pacific Entrepreneur Awards 2010 in Singapore. He currently serves as Vice President for Singapore Textile and Fashion Federation (TaFf), and is Chairman of the Textile and Fashion Federation Training Centre (TaF.tc) academic and examination board. Lee also serves as Treasurer at College Advisory Committee (CAC) at Tampines Junior College, and is a member of Young President's Organisation and Entrepreneurs' Organisation (Singapore Chapter).

Speaker Profiles



Ms. Marissa MAREN
Business Development
Busana Apparel Group

Marissa Maren develops new business ideas at Busana Apparel Group, where she works with the senior management to establish strategic initiatives as the group seeks to innovate and evolve within the dynamic landscape of apparel manufacturing.

Prior to working with Busana Apparel Group in Jakarta, Maren worked with both Lehman Brothers and Barclays Capital in their investment banking divisions in New York.

Maren holds a Bachelor of Science degree from Tufts University with a concentration in mechanical engineering.

Speaker Profiles

Mr. Lalit MATAI
Director, Trisula Corp.
Director, Trisula International



Lalit Matai, originally from India, has spent 21 years of his professional career in the textile, apparel, and fashion industry in India, Indonesia and Taiwan.

Matai has been with the Trisula Group in Indonesia for the past 15 years. Established in 1968, the Trisula Group's spirit of quality, care and commitment has made it a major player in Indonesian textile, apparel, manufacturing, and retail industries. The Group has about 6,000 employees in Australia, Indonesia, Malaysia, Singapore and associate partners in the Europe, Japan, Korea, the UK and US.

The Trisula Group produces high-quality tailored suits, trousers and semi-tailored casual blazers and trousers for men and women, targeting well-known brands and retailers across Europe, Australia, Japan, and Korea, UK and the US. The Retail Division retails and distributes international brands such as G2000 and Jack Nicklaus as well as its own private brands – Jobb, Man Club and UniAsia – through more than 200 point of sales (POS) across Indonesia.

The Trisula Group became listed on the Indonesian Stock Exchange in 2012 as Trisula International, the holding company for Trisula Group's apparel manufacturing and retail operations.

Matai currently serves as Director in the Trisula Corporation and Trisula International Boards. His major role has been to strategise international market expansion for Trisula Group. As an apparel and fashion industry professional since 1992, Matai has spent the last two decades understanding the dynamics of markets, supply chain, cultures and business practices of East and West.

Matai earned his MBA with a specialisation in marketing from India in 1992, and is also a certified business/executive coach, who trained with the Newfield Network from the US. He has a passion for understanding the dynamics of human behaviour, believing it is crucial to develop and maximise human resources for sustainable long-term success in any organisation. He leads by cultivating valuable human relationships, and enjoys an occasional game of golf.

Speaker Profiles



Mr. Avedis H. SEFERIAN
CEO

Worldwide Responsible Accredited Production (WRAP)

Avedis H. Seferian joined WRAP in 2004 and became its President and CEO in April 2012.

He began his career in the research field, working for a business development organisation before moving to legal research.

Prior to joining WRAP, Seferian was with a small law firm in Washington, D.C. He has also taught in various capacities in the business and legal arenas, and is an adjunct professor in the MBA Programme of the University of Maryland University College.

Seferian speaks five languages and holds three degrees from three separate continents - a Bachelor's degree in Economics from St. Stephen's College, University of Delhi in India; a Master's degree in Business Administration from the American University of Armenia; and a Juris Doctor from the Georgetown University Law Center in the US, where he was a Law Fellow and made the Dean's List.

Seferian is a member of the Virginia State Bar, as well as the American Bar Association. He resides in the Northern Virginia area with his wife and two sons.

Speaker Profiles



Mr. Ade SUDRAJAT

Chairman, Indonesian Textile Association (API)
Former Chairman, ASEAN Federation of Textile Industries

Ade Sudrajat is the Chairman of Indonesian Textile Association (API) and the former Chairman of ASEAN's Federation of Textile Industries (AFTEX). He is widely experienced in the industry.

Sudrajat is also Head of the Standing Committee of Textile, Apparel and Footwear of the Indonesian Chamber of Commerce and Industry. He is not only on the Board of Directors of the Indonesian Entrepreneur Association, but Director of PT Bina Pusaka Intitama (a textile chemical company) and PT Kresna Samudera Pertiwi (a transportation and forwarding company).

Sudrajat graduated from the Department of Textile of the University of Mönchengladbach with a Diploma in Engineering. He has also participated in the training programme of the Pollution Control Management offered by the Association for Overseas Technical Scholarship (AOTS) in Japan.

Speaker Profiles



Mr. Fabio TERRIN
Senior General Merchandise Manager
VF Asia

Fabio Terrin is Senior General Merchandise Manager at VF Asia, Hong Kong.

He received his Textile degree from ITIS Fermi in Treviso, Italy.

Currently, Terrin handles sourcing operation for 3 company brands: Napapijri, Lee Asia Pacific and Wrangler Asia Pacific.

He has worked and lived in different countries for the past decade, from Europe to North Africa, from Indian Subcontinent to Far East, and currently resides in Hong Kong.

Prior to VF Asia, Terrin worked for Diesel, and supervised their sourcing operation in the Asian region.

In addition to work, Terrin is a passionate cuisine lover and an enthusiastic Juventus Football Club fan.

He is now living in Hong Kong with his wife Karen, their daughter Norah and numerous Skyscrapers.