



香港工業總會  
FHKI

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Federation of Hong Kong Industries

香港九龍長沙灣 長裕街8號

億京廣場31樓

31/F, Billion Plaza, 8 Cheung Yue Street,

Cheung Sha Wan, Kowloon, Hong Kong

電話 Tel +852 2732 3188 傳真 Fax +852 2721 3494

電郵 Email fhki@fhki.org.hk

Industry News

Press Release

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### **FHKI signs MOU with AAFA to pave ways for future collaborations**

The International Affairs Committee (IAC), under the auspices of Federation of Hong Kong Industries (FHKI), signed a Memorandum of Understanding (MOU) for future collaborations with US-based American Apparel and Footwear Association (AAFA), in a signing ceremony held today (Tuesday).

Prior to the signing ceremony, AAFA President and CEO Rick Helfenbein, leveraging on his some 40 years of experience in the apparel, footwear and accessories industries, shared his insightful views on the latest situation of global trade, industry outlook and supply chain development. He also presented his acute observations on trade policies for related industries set forth by Washington for now and beyond.

Commenting on the MOU signing, Mr Helfenbein says, “We are thrilled to formalise our relationship with the FHKI and its 2,000-plus members, which represent the spectrum of business interests in the region, including a large and important section of the apparel and footwear supply chain, so it is appropriate that we collaborate on policies and thoughts that can be mutually beneficial.”

FHKI Deputy Chairman cum IAC Chairman Sunny Tan echoes, “In view of AAFA’s presence and reputation in the US, we are confident that the signing today will serve as a springboard for future collaborations particularly for our members in the relevant industries.” He also took the opportunity to provide his views on the latest development and export activities of the apparel and footwear industries in Mainland China and Hong Kong.

Established in late 2016, IAC’s objectives are to create and strengthen relations and communications between Hong Kong industries and countries abroad, bridge connection between global business communities and local manufacturers, and connect FHKI members to global peers and governing bodies.



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Headquartered in Washington, DC, AAFA is the national trade association representing apparel, footwear and other sewn products companies, and their suppliers, which compete in the global market. Representing more than 1,000 world famous name brands, retailers, and manufacturers, AAFA is the trusted public policy and political voice of the apparel and footwear industry, its management and shareholders, its nearly four million US workers, and its contribution of US\$384 billion in annual retail sales in the US.

**Photo captions:**

1. AAFA President and CEO Rick Helfenbein and FHKI Deputy Chairman cum IAC Chairman finalise MOU for future collaborations.





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2. Mr Helfenbein delivers his insightful views on Washington's latest trade policies.





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3. Over 30 industry players attended the signing ceremony and networking session.



#### **Media Enquiries**

Jason Wong

Tel: 2732 3103

Email: [jason.wong@fhki.org.hk](mailto:jason.wong@fhki.org.hk)

Angee Wong

Tel: 2732 3169

Email: [angee.wong@fhki.org.hk](mailto:angee.wong@fhki.org.hk)