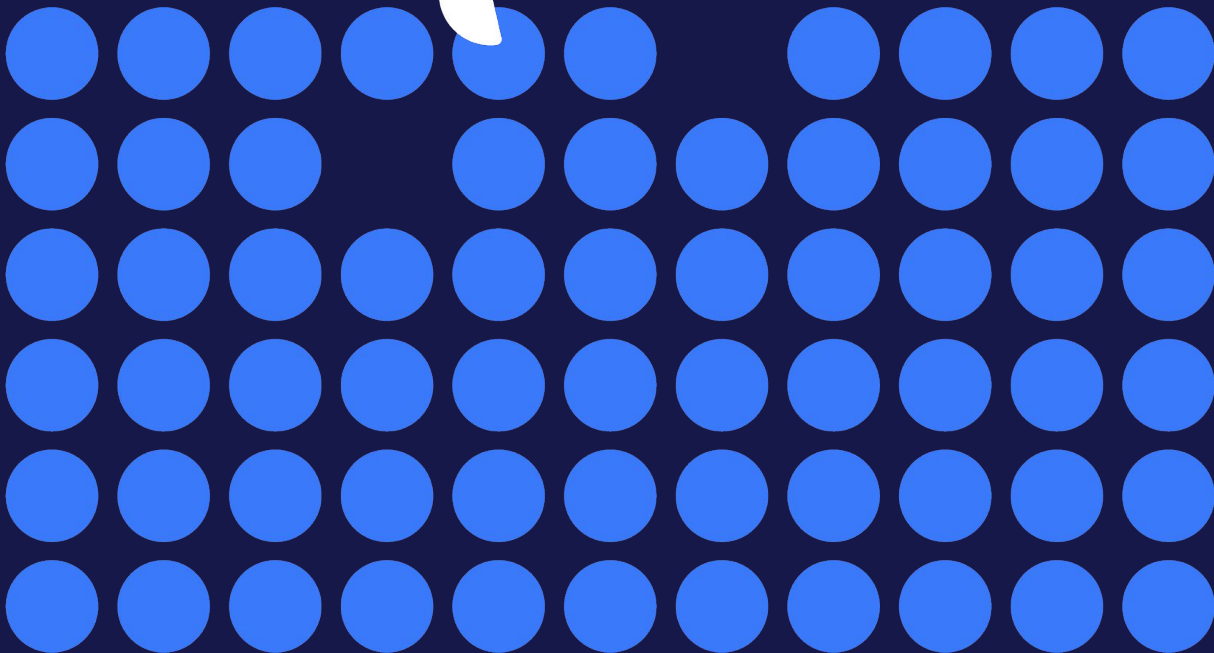



**Cascale  
Annual  
Meeting**  
Hong Kong  
Sep 2025





# Welcome to Cascale Annual Meeting 2025

Join us in Hong Kong on September 15-17, for Cascale's flagship Annual Meeting, where our brand, retailer, manufacturer, and affiliate members will come together under the theme "A Movement for All" to drive impact at scale. Through collective action, future-proofing with standardized tools and data - such as the Higg Index - and amplifying diverse voices, this event will showcase how unified action creates tangible, and sustainable, business value for all. This is where transformation happens. Be a part of it.

# Relive the event from 2024



Day 1



Day 2

[View Event Gallery](#)



## Event in Numbers



600+ attendees



300+ member organizations



80+ expert speakers



30+ countries



5 vibrant stages



3 days of impact



# Events Highlights

Our program is intricately crafted to synchronize with Cascale's strategic plan, emphasizing our two core pillars: combating climate change and ensuring decent work for all.

The event includes:



**Keynote presentations by global leaders**



**Collaborative roundtable discussions**



**Solution-driven workshops**



**Intentional networking**



**Innovative exhibitions**



**Exclusive offsite visits**



**Wellness activities**



**Creative sessions**



# Schedule at a Glance

	Sept 15	Sept 16	Sept 17	Sept 18	Sept 19
AM/PM	Board Meetings & Strategic Council  Field trips & Activities	Annual Meeting Program Day 1	Annual Meeting Program Day 2	Worldly Customer Forum	Field Trips  Wordly Trainings
EVENING	Drink Reception		Dinner Reception	Worldly Drink Reception	

# Program Advisory Council

Cascale  
Annual  
Meeting  
Hong Kong  
& Online  
2025

## Dr. Delman Lee

Vice Chair  
TAL Apparel

## Priyanka Khanna

Innovation Director  
Fashion for Good

## Dhanujie Jayapala

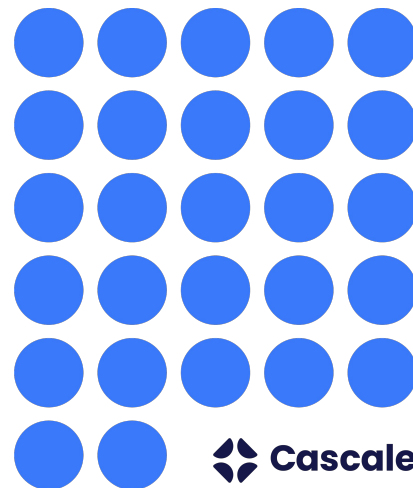
General Manager of Environmental  
Sustainability  
MAS Holdings

## Shasta Oloughlin

Head of ESG  
KMD Brands Limited

## Dr. Katy Stevens

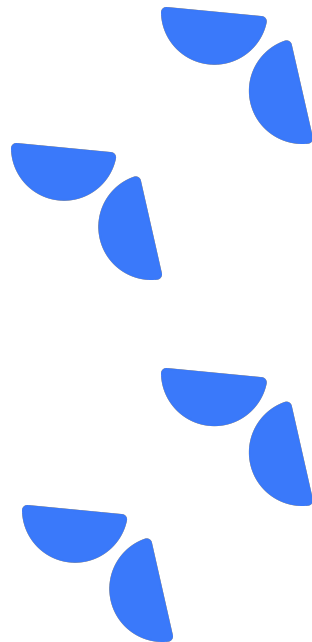
Head of CSR and Sustainability  
European Outdoor Group



# Why **You** Must Attend

The Cascale Annual Meeting is where the global value chain comes together to co-create solutions for a more responsible future in consumer goods.

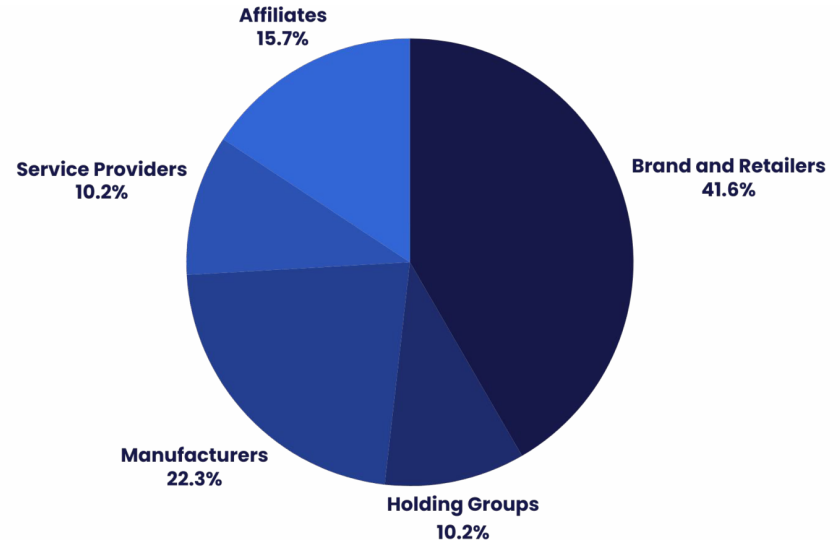
- **Cutting-Edge Insights:** Be the first to hear updates on Cascale's strategy, Higg tools, regulations & impact programs.
- **Expert-Led Discussions:** Learn from leaders across policy, ESG, and supply chains.
- **Hands-On Workshops:** Build skills, share insights, and co-create real solutions.
- **Curated Networking:** Meet peers through matchmaking, wellness sessions, and themed receptions.





# Who should attend?

- **Decision-Makers:** CEOs, COOs, senior executives
- **Sustainability Leaders:** ESG professionals, Compliance Officers, and Environmental Experts
- **Manufacturers & Supply Chain Professionals:** Factory Owners, Production Managers, and Suppliers
- **Brand & Retail Teams:** CSR Managers, Buyers, and Business Development Executives, Sourcing & Procurement Professionals
- **Government & Policy Makers:** Regulators, Trade Officials, and Industry Stakeholders
- **Academics & NGOs:** Researchers, Labor Rights Advocates, and Thought Leaders
- **Regional & Country Leadership:** Country Managers, Regional Directors
- **Marketing & Communications:** Brand Managers, Marketing Executives



[Check here the full list of our members](#)

# Our **Worldwide** Member Network



# Why Hong Kong?



**Global Supply Chain Hub** – A key gateway to Asia, perfect for industry discussions.



**Seamless Connectivity** – World-class infrastructure for easy global access.



**Sustainability & Innovation** – Strong ESG policies align with Cascale's goals.



**Strong Local Presence** – Home to many Cascale members and partners.



**Strategic Location** – Close to major manufacturing hubs for supply chain collaboration.



# Venue Information

The event will take place at the **Kerry Hotel** Hong Kong, offering state-of-the-art facilities and breathtaking harbor views. Cascale has secured preferential rates at the Kerry Hotel to ensure a seamless stay for attendees.

**Address:** 38 Hung Luen Rd, Hung Hom, Hong Kong







# Building a Sustainable Event

## **Supplier Sustainability**

*Audited suppliers prioritize recycled materials*

## **Transportation and Waste Management**

*Sustainable trucking methods*

## **Additional Considerations**

*Accessibility and event comfort prioritized*

## **Circular Event Design**

*Furniture hired or donated locally*

## **Energy Efficiency**

*Energy-saving AV and lighting systems*

# Dinner Reception

**Hosted by Cascale & Worldly**  
*Hong Kong Palace Museum*  
*Wednesday, September 17*

An exclusive evening blending Eastern elegance with Western sophistication, set against the stunning backdrop of Victoria Harbour.



KING LUNG HEEN

此圖片只供參考，請以實際情況為準。



The background image shows a rooftop terrace with a light-colored tiled floor. On the left, there is a large beige patio umbrella over a dark metal sofa with cushions and a matching ottoman. In the center and right, there are several high-top metal stools and another patio umbrella. The terrace overlooks a body of water and a dense city skyline with many skyscrapers under a blue sky with scattered white clouds. Green plants are visible in the foreground and along the terrace edge.

# Welcome Reception

**Hosted by Cascale**

*Kerry Hotel*

*Monday, September 15*

Kick off the Cascale Annual Meeting in style.  
Connect with fellow attendees in a vibrant setting  
and begin building meaningful connections.

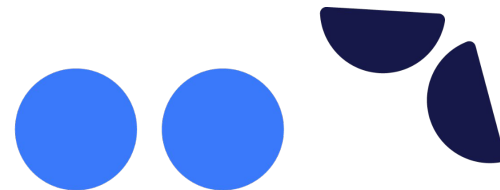
# Sponsors & Exhibitors

As a sponsor, you'll have the opportunity to demonstrate your unwavering commitment to sustainability and drive real impact. Your support not only contributes to the event's growth and reach but also aligns your brand with our mission and values.





# Why Sponsor?



## Increased Brand Visibility

- Boost brand image and create value through dynamic promotion.
- Increase social media reach and expand follower base for heightened brand exposure.
- Showcase your commitment to sustainability and gain exposure to a dedicated audience.



## Accelerated Lead Generation

- Achieve meaningful results and gain valuable returns on investment.
- Meet potential customers, future partners, and high-level decision-makers.
- Engage your target audience meaningfully to meet your objectives.

# Why Sponsor?

## Thought Leadership

- Showcase your sustainability leadership and innovative solutions.
- Collaboratively shape impactful sponsorship activities.
- Shape the future of sustainability by influencing industry norms through innovation.



# Sponsors

## Annual Meeting 2024



## Our **Communication** Network



**78,200 followers**



**40,000 Higg  
Index users**



**11,000 followers**



**300+ member  
organizations**



**7,000 followers**



**24,000 contacts**




# Marketing and Promotion

## Email campaign

Sent on weekly basis to all our members, with a special thank you to our sponsors

### Nike-Hosted Run & Wellness Classes

We're thrilled to offer a Nike-hosted run and wellness classes as part of our event. Spots are limited, so be sure to sign up in advance through the event app. This is a fantastic way to stay energized and connect with other attendees in a more relaxed setting.



Download the App

Apple App Store

Google Play Store

#### What to Bring

To ensure a seamless experience, please remember to bring the following:

- **Phone & Charger:** You'll be using the event app all day for engagement, live polling, and more. Make sure your phone stays charged! We have some charging spots available, but if you have a portable charger, please bring it with you.
- **Comfortable Attire:** Dress in business casual, and consider layering, as the venue's temperature may vary.

#### Where to Go

Please use the event app to view the venue map and locate the various sessions. The venue will be clearly signposted, and our staff will be available to direct you.

#### Virtual Attendance

For those joining us virtually, you can access the event via our dedicated virtual platform. Instructions on how to log in and participate will be sent closer to the event date. Be sure to check your email for updates!

Secure Virtual Tickets

#### How to Register: Unlock Your Complimentary Ticket!

As a valued member, you're entitled to one complimentary ticket (in-person or virtual) for the Cascale Annual Meeting. Use the codes below to claim your spot:

- Complimentary In-Person Ticket: CAS\_MEMBER\_K24
- Complimentary Virtual Ticket: VIRTUAL\_AM
- Combo Ticket: MEMBER\_COMBO (Cascale Annual Meeting + Worldly Customer Forum)

Note: The Worldly Customer Forum is exclusively for in-person attendees. Your complimentary ticket only covers the Cascale Annual Meeting; you must purchase a ticket to the Worldly Customer Forum.


#### Additional Information

**Event Hashtags:** #CascaleAnnualMeeting #CascaleAM2024


**Contact Us:** If you have any questions, please don't hesitate to reach out to us at [email address]

We're looking forward to seeing you at the Cascale Annual Meeting! Prepare for two days of insightful discussions, valuable connections, and actionable takeaways that will help shape a new era of unified impact.


#### A Big Thank You to Our Sponsors!




Wellness Sponsor




Gold Sponsor




Gold Sponsor




Dinner Reception Host



Silver Sponsor




Silver Sponsor



## LinkedIn post


A dedicated post to each confirmed sponsor, thank you for the collaboration



cascale\_THANK YOU

Home My Netw

Posts People Jobs Companies Groups Products S



**Cascale**  
76,555 followers  
3w · 🌐

Thank you to **TÜV Rheinland Group** for joining us as a Silver sponsor for the Cascale Annual Meeting 2024!

In today's globalized business environment, sustainable corporate governance is crucial. With locations in 52 countries, TÜV Rheinland is perfectly positioned to support your company in ensuring sustainable practices throughout your entire supply chain.

Discover how TÜV Rheinland can help you:

- ✓ Identify risks and opportunities for improvement
- ✓ Implement sustainable practices within your company and supply chains
- ✓ Conduct auditing, certifying, verifying, and validating

🎉 It's not too late to join us in Munich from September 8-11! <https://lnkd.in/d/aG6nsVC>


🗳 Can't attend in person? Grab a virtual ticket! <https://lnkd.in/d/aG6nsVC>

🗳 <https://lnkd.in/d/YzcbE7i>



#CascaleAM2024 #AnnualMeeting2024 #NewEraUnifiedImpact

Cascale Annual Meeting  
Munich 2024

**Thank you to  
our sponsor**























**TÜVRheinland®**  
Precisely Right.



# Sponsorship Opportunities



















# Sponsorship Packages

	PLATINUM	GOLD	SILVER	BRONZE
Number Available	2	3	5	10
Investment	\$50K	\$25K	\$15K	\$7.5K
Brand Exposure: Prior to the Event				
Company's logo linked to your website featured on:				
Event homepage				
Sponsor page				
Email campaigns				
Social media posts: LinkedIn, X, Instagram				
Pre event email				
Highlight in the monthly newsletter				
Dedicated email sent to attendees on your behalf				
Exclusive Company Profile Section on the event page, 100 words				
Feature Blog spotlighting services and sustainability initiatives				

	PLATINUM	GOLD	SILVER	BRONZE
Brand Exposure: During the Event				




#### Company's logo featured on:








Event app with a link to your website				
Signage distributed throughout the venue				
Bumper slide during the event				
Verbal acknowledgment during the event				
Company's video featuring in networking area				
Company's video featuring in plenary session				
Participant badge				

Speaking Opportunities				
15 minute presentation on mainstage				
Panelist on Main Stage <i>or</i> sponsorship spotlight on side stage				
Panelist on side stage				

	PLATINUM	GOLD	SILVER	BRONZE
Exhibition Booth <i>(optional)</i>				

Booth size	4x4	3x3	2x3	2x2
Bespoke design which can be tailored to meet requirements				
TV screen				
Lounge area				

Enhanced Networking & VIP Experience				
Private Meeting Room: host private meetings or a breakfast/lunch for targeted networking				
VIP Table at Final Dinner day 2: Reserved seating at the table for two representatives				
Exclusive Dinner: Day 1 dinner with selected attendees of your choice				

Key Access				
Access to attendee list and contact information (upon consent of attendee only)				
All session recordings				
Additional tickets	9	6	4	2



# About the Packages

**Enhanced Brand Exposure:** All packages provide visibility before and during the event. Larger packages offer more exposure through additional communication channels and prominent placements, as shown in the table.

**Speaking Opportunities:** Available from the Silver package onward, with options across main and side stages.

**Exhibition Booth:** Included in all packages, with size and location varying by package. Alternative onsite visibility options are available if you choose not to exhibit.

**Key Access:** Depending on the package, features include access to the attendee list, private meeting room, company profile on the website, and more.



# Exhibitions



\*final designs pending





# Workshop Host

*\$15,000*

**Host an exclusive workshop in a dedicated space, inviting your target audience to learn about your sustainability journey, impact, and case studies. Take center stage with your team to showcase your expertise and engage directly with key stakeholders.**

## **Pre-event:**

- An exclusive invitation to your target audience will be sent on your behalf.
- Company's logo linked to your website featured on the event website
- Company's logo featured on all our email campaigns
- A dedicated post announcing the collaboration on our social media channels

## **During the event:**

- A dedicated room tailored to your session needs, including AV equipment, flip charts, and more.
- Customize the room with your branding.
- Your session will be featured in the official event program.
- Refreshments of your choice will be provided.
- Includes 5 complimentary event registrations.



# Networking Dinner Host

**\$25,000**

**The much-anticipated networking dinner will be held on the second day, serving as the event's grand finale. Guests will enjoy local cuisine in a vibrant atmosphere. It's the perfect opportunity to showcase your brand to the community.**

## **Pre-event:**

- Company's logo linked to your website featured on the event website, sponsorship page
- A dedicated social media post to present your company as the main host
- Logo visibility on all our email campaigns

## **During the event:**

- Company's logo featured on signage distributed throughout the venue
- Company's logo featured on the event app with a link to your website
- Company's branding prominently displayed throughout the dinner location
- Option to provide your company's merchandise to the participants
- Thank you speech alongside Cascale CEO
- Includes 5 complimentary event registrations



# Networking Reception Host

\$20,000

Kick off the event with a vibrant drinks reception, featuring a live band setting the perfect mood. As guests mingle over drinks and bites, your brand takes center stage.

## Pre-event:

- Company's logo linked to your website featured on the event website main page
- Company's logo on all email campaigns
- A dedicated social media post presenting you as the host

## During the event:

- Company's logo and branding featured on signage distributed throughout the venue and on event app
- A display of company's video
- Welcome speech alongside Cascale CEO
- Thank you mention by the moderator on the main stage at the opening of the event
- Includes **4 complimentary** event registrations





# Networking Lunch Host for All Attendees

\$7,000

**As attendees enjoy their lunch, they have the chance to engage in meaningful conversations, exchange ideas, and build professional relationships over a delicious meal. Make the most of this dynamic moment to elevate your brand's visibility.**

## **Pre-event:**

- Company's logo linked to your website featured on the event website, sponsorship page
- Company's logo featured on all our email campaigns

## **During the event:**

- Company's video in will be displayed in networking area
- Company's logo featured on signage distributed throughout the venue and on event app
- The company's logo will be exclusively featured on all stage screens as the networking lunch host
- The company's logo will be exclusively featured during the lunch networking break on all buffets and drink stations throughout the networking area
- Includes 3 complimentary event registrations



# Networking Coffee Break Host

\$4,500

The networking coffee break offers attendees the ideal chance to mingle, connect, and engage with fellow participants. Take advantage of this lively occasion to give your brand exclusive visibility.

## Pre-event:

- Company's logo linked to your website featured on the event website, sponsorship page
- Company's logo featured on all our email campaigns

## During the event:

- Company's logo featured on signage distributed throughout the venue and on event app
- The company's logo will be exclusively featured on all stage screens as the networking lunch host
- The company's logo will be exclusively featured during the lunch networking break on all buffets and drink stations throughout the networking area
- Includes 2 complimentary event registrations



# Wellness Sponsor

\$20,000



- Host a memorable wellness session, showcasing your brand through an engaging, eco-friendly experience like: run, yoga, stretching, etc.
- Promote well-being, reduce stress, and foster focus while networking.
- Align with sustainability and create lasting, positive memories.
- Demonstrate your product while fostering camaraderie and inclusivity.



- A dedicated Opportunity to customize the room to showcase your branding.
- Sessions included in the event program and acknowledgments on the main stage.
- Exhibition stand in the networking area to display your products.
- Logo featured on all pre-event and onsite communications, including a company video in the networking area.
- 5 complimentary tickets for your team





# Private Dinner

*\$10,000*

**Host an exclusive dinner for your company, inviting handpicked selection of attendees for a private and intimate gathering. This is an exceptional opportunity to present your company, share your vision, and build deeper connections with key stakeholders in a relaxed setting.**

## **Pre-event:**

- An exclusive invitation to your target audience will be sent on your behalf.
- Company's logo linked to your website featured on the event website
- Company's logo featured on all our email campaigns
- A dedicated post on our social media channels

## **During the event:**

- Exclusive dinner arrangements at a premium city restaurant
- Cascade management and select attendees of your choice
- Company's branding will be featured during the event
- 3 complimentary event registrations

# Host a Field Trip

\$4,000

**Host an exclusive facility or factory tour, inviting attendees to experience your operations firsthand. Provide a unique, behind-the-scenes look at your processes in action, showcasing the real-world impact of your work.**

## **Pre-event:**

- A dedicated section on the event website featuring your facility, with your company logo and a link to your website
- The facility tour will be included as part of the official event program

## **During the event:**

- Your company logo will be displayed on all onsite communications
- A promotional video of your company will be showcased in the networking area
- Banner and promotional materials at the networking area
- Includes 2 complimentary event registrations







# Maximize Exposure

## Sponsor Both the Worldly Customer Forum & Cascale Annual Meeting

- **Expanded Reach** – Gain visibility beyond Worldly's customer base by engaging with Cascale's member network of brands, retailers, and manufacturers.
- **Maximized Event Impact** – Leverage two high-profile events to reinforce messaging and increase brand presence across industry leaders and practitioners.
- **Broader Industry Connections** – Connect with a wider range of stakeholders, from sourcing and procurement leaders to sustainability leads, ensuring deeper engagement.
- **Greater ROI** – Optimize sponsorship investment by aligning with both Worldly and Cascale, ensuring multiple touchpoints and extended exposure.

**10% discount when you sponsor both events**

# Thanks!

## Do you have any questions?

Our dedicated team is always available to meet with you to discuss and explore together which opportunities best suit your company to maximize your impact and gain the exposure it deserves.

[Contact the Events Team](#)