

JOHN ROBERTS

General Manager, Eastern Hemisphere,
The Woolmark Company

John Roberts is the General Manager, Eastern Hemisphere for The Woolmark Company and brings nearly 30 years' experience in the wool industry, having worked in a wide range of industry sectors, from primary production to processing, marketing and trading. Roberts stems from a wool-producing family in Binalong, NSW, and started his career in the industry as a shipping and administration clerk for the Exporter Booth Hill & New Pty Ltd in Sydney in 1988. He spent a number of years as a wool buyer in Sydney before moving into wool trading. He continued to expand his experience in the industry, developing risk management tools for woolgrowers before moving to Dubbo, NSW, as the Topmaking and Trading Manager at Fletcher International in the 1990s.

John Roberts是The Woolmark Company东半球总经理,拥有近30年的羊毛从业经历,曾广泛涉足从初级产品生产到加工、营销和贸易等众多行业领域。他来自新南威尔士州宾那龙(Binalong)的一个牧民家庭,并于1988年入职 Exporter Booth Hill & New Pty Ltd公司担任货运及行政文员,就此开启了他的职业生涯。Roberts曾在悉尼担任羊毛买手一职多年,随后转入羊毛贸易领域。他曾经在Agrisk Pty Ltd担任高级交易员,负责为羊毛生产商开发风险管理工具,借此不断丰富自己的行业经验。随后他搬到新南威尔士州达博(Dubbo),在Fletcher International公司担任毛条生产及贸易经理。

Roberts spent three years based in Shanghai as trading manager for Elders Wool International. During this time, he initiated the first Australian wool auctions held in China, developed a number of new mill direct selling avenues, and led numerous farmer tours to China. He was also involved in running a number of wool processing mills both in Australia and China, was integral in the sale of the Austops combing plant and the Joint Venture of Geelong Wool Combing with the Nanshan Group. Roberts returned to Australia in the capacity of General Manager of Elders Wool International where he continued to trade significant volumes of wool with Chinese processors. More recently he was General Manager of Dalgety Wool Exports before starting his own agricultural consulting business, Eubindal Pty Ltd.

"I was always so impressed at how quickly the Chinese wool industry was able to learn, improvise, adapt and ultimately satisfy the highly quality conscious consumers from around the world. They transitioned from buying and processing broad micron wools for domestic consumption to sourcing some of the highest quality ultrafine Merino wool on the planet which needed to be caressed through the supply chain and then producing the highest quality garments in the world. These wool processing techniques took centuries to nurture and evolve and were coming under increasing commercial pressure globally against a backdrop of highly industrial, low-cost mass production of synthetics that was on a rapid ascendancy from the early 1990s onwards. China was able to breathe life back into the art of wool processing. Their immense and dedicated workforce and a passion to learn allowed the Chinese to reinvigorate the art of wool processing and soon they were converting raw wool into semi-finished and finished products at the most competitive cost ever seen in the industry."

Roberts曾被派驻上海三年,并开创了澳大利亚羊毛中国拍卖会的先河,开发了大量新的工厂直销渠道,牵头并组织众多牧民考察团前往中国考察观光,并谈判促成了Austops的销售以及Geelong Wool Combing与南山集团成立合资公司。随后,Roberts曾担任Dalgety Wool Exports公司总经理一职,随后他创办了自己的农业咨询公司Eubindal Pty Ltd并经营葡萄酒和羊毛出口业务。

"中国羊毛产业极其迅速地完成了学习、消化和适应的过程,并最终能够满足眼光挑剔的全球消费者,这点给我留下了深刻印象。他们已经从购买及加工粗羊毛供国内消费的阶段,转变为对整个供应链的全程精心管控的同时,采购全球最优质的超精细美丽诺羊毛,然后生产出全世界最优质的服装。这些羊毛加工处理工艺经历了数个世纪的发展演化,并且随着1990年代初期以来合成纤维以高度工业化且低成本的大规模生产模式迅速占据优势,在此背景下,羊毛生产工艺在全球范围内面临越来越大的商业压力。中国能够推动羊毛加工工业重获新生。他们拥有庞大的专业劳动力队伍以及巨大的学习热情,这让中国人能够振兴羊毛加工工艺并且很快他们就以行业有史以来最具竞争力的成本把羊毛原毛转变为半成品和成品。"

