



## KLAUS STEGER

Chief Executive Officer, Südwolle Group

For more than 50 years, Südwolle Group has been a global leader in the spinning of pure wool and wool-blend worsted yarns for weaving, circular and flat knitting. The company was founded by brothers Wolfgang and Erhart Steger in Nuremberg, Germany and today remains a family business, and the second generation, represented by Wolfgang's son, Klaus, remain positive about the future of wool.

Südwolle集团有着50多年历史,在纯羊毛、羊毛混纺和精纺纱线编织、圆型针织和平型针织领域处于全球领先地位。集团由Wolfgang和Erhart Steger兄弟在德国纽伦堡创建,以家族企业方式经营至第二代,现由Wolfgang的儿子Klaus掌舵以开拓羊毛未来的发展前景。



“Südwolle was founded in 1966, very close to the date Australian wool entered China through official channels. From the very beginning, wool has always been our material of choice. My father and my uncle were fascinated by the material and learned the trade from a very young age. The quality and properties of wool have not changed and, in modern times, it has become a very beautiful and worthwhile niche product. I believe that because of its sustainable properties, wool will continue to play an important role and grow in its uses, particularly in areas of the textile industry that produce materials for use close to the human body.

“I believe that the new technological possibilities we are just now seeing will bring more innovative products into the world of wool, but we must not forget that these developments are also happening in other industries. I feel quite comfortable saying that wool’s potential is growing. It will be even more important in the future to make the comparative advantages of wool known to consumers. Only if the consumer asks for wool products will the distributors have the courage to source more of these relatively expensive products.

“The development in China over the past more than 20 years has been quite incredible. Obviously, the standard of living for many millions of people has increased dramatically and metropolitan areas have grown beyond imagination – the infrastructure is modern and world class.”

“Südwolle成立于1966年,与澳大利亚羊毛通过官方渠道进入中国的时间非常接近。羊毛一开始就是我们首选的原料纤维。我的父亲和叔叔对羊毛非常痴迷,而且从很小开始就从事羊毛贸易工作。羊毛的质量和特性始终如一,在现代社会,它已经成为美丽优雅且富有商机的重要商品。我相信未来对于可持续发展的愈发重视,羊毛将继续发挥重要作用并开发出更多用途,尤其在可与人体亲密接触产品的纺织工业领域。”

“我相信如今看到的各种新科技可能都会为羊毛制品带来更多革新,但我们不要忘记这些进步也在别的行业中发生。我可以肯定地说,未来羊毛甚至会变得更加重要,相对消费者已知的各种优势,羊毛可以开发出更多潜能。只要消费者需要羊毛制品,相关企业就有动力提供更多这类相对昂贵的产品。”

“在过去的20多年,中国的发展举世瞩目。显然,数百万中国人的生活水平大幅度提升,都市化程度超乎想象——基础建设非常现代化,可谓世界一流。”

