# STUART MCCULLOUGH
## Chief Executive Officer, Australian Wool Innovation & Managing Director, The Woolmark Company

"I first started travelling to China as a wool trader in the late 1980s and was convinced from an early stage that the Australian wool industry was going to significantly benefit from the processing capacity of China. What evolved during the next 30 years exceeded any expectation I had in those days and China has become not only a processing powerhouse but a consumption giant, the likes of which we will never see again. The domestic consumption of our fibre is now being driven by the emergence of great affluence in China which will continue to grow. Not only have we the perfect processing partner on our doorstep but we also have the perfect consumption partner."

"我对中国的第一次访问是在80年代末。当时我是H. Dawson Sons and Company的羊毛贸易商，公司总部设在英国的布拉德福德。那时候，没有像在网上预订酒店或机票这样的事。多数国内航班要等你到了中国后才能预订。我最早的记忆是必须去像山东青岛看工厂，要知道这在以前是很困难的，但现在变得很容易了。沟通在当时也是很大的问题，一切都要依靠翻译，而我们当时正试图将澳大利亚羊毛引入中国贸易市场。到了90年代初，我们在中国建立了一个分支机构，并招募了当地的员工。到中国旅行也变得容易多了。到1994年，我已然成为了一位羊毛信徒，我完全投入到了羊毛事业中，并相信正在发生的事情是充满价值的，这些将成为我生活充满影响力的一部分。"

Stuart McCullough has more than 25 years' experience in international business planning, product development management, marketing and sales strategy, strategic alliance negotiation as well as corporate communication experience. During the past 15 years, McCullough has worked in a variety of roles at Australian Wool Innovation where he has been responsible for leading strategic development, transition, establishment and growth of several of its business units as well as core initiatives. Responsibilities included directing new product innovation and retail commercialisation; initiating, launching and managing the North American operation; leading global shareholders communications through complex animal welfare issues; and acting as the Strategic Advisor to the Australian Wool Innovation Senior Executive in times of needed change. McCullough was subsequently appointed Chief Executive Officer in May 2010. He started his career in wool as a jackeroo on a sheep farm and later moved on to business management roles engaged in all aspects of the wool producing and demand generating pipeline: wool classer, wool testing, international wool exporter, trader and buyer, and global sales management roles.

Stuart McCullough在国际业务规划、产品开发管理、市场营销策略、策略联盟谈判和企业沟通经历等方面拥有超过25年的经验。在过去的15年内，McCullough先生在澳大利亚羊毛发展有限公司担任过多个职位，负责领导过其多个业务部门的策略发展、转型、建立以及核心倡议。他的职责包括：指导产品创新和零售商业化、开展、启动和管理北美业务，通过复杂的动物福利问题领导全球股东沟通，以及在公司需要变更的时期担任澳大利亚羊毛发展有限公司高管的策略顾问。McCullough随后于2010年5月被任命为首席执行官。他起初是在一个绵羊牧场开始了他的羊毛事业，并随后转向羊毛生产和需求生成等各方面的管理岗位，涵盖了羊毛分类，羊毛测验，国际羊毛出口、贸易与购买，以及全球销售管理等。

"What's changed with the level of affluence that has emerged in China is that they are now consumers of wool and luxury products, not just manufacturers. That to me is a very natural thing. As people get affluence they want luxury products and finer things and I think wool will always feature in the spending habits of the wealthy, or relatively wealthy. We won't ever, at least in our lifetime, see another place like China, with that scale and I have no doubt they will continue to consume even greater amounts of Australia's wool clip."

"随着中国富裕程度的提高，现在的中国已经成为羊毛和奢侈品最大的消费市场，而不仅仅是制造角色。对我而言这是必然的结果，随着人们富裕程度的提高，他们会想要优质和精致的东西，而我认为羊毛产品将会一直作为富裕人群或中产阶级的购买对象。至少在我们的有生之年，我们不会再看到另一个规模如同中国的地方，而且我相信中国消费者将会越发喜欢澳大利亚羊毛制品。"

"I don't think we will ever see another China. It has a population of 1.3 billion people, which is part of the reason it is so perfect for the Australian wool industry. They have already demonstrated they are wonderful converters of greasy wool to garments. From a manufacturing point of view, they are on our doorstep and they have labour costs that suit the conversion of greasy wool. They're often called the 'factory of the world' but they're our factory too. They're Australia's wool factory because more than 80% of Australia's wool is sent there."

"我不认为我们会再看到一个像中国的国家。它拥有13亿人口,这也是它作为澳大利亚羊毛工业的完美伙伴的原因之一。中国企业已经向我们展示了他们有能力将含脂原毛完美的转变为服装。从生产角度来看,中国离澳大利亚很近,而且有适合加工含脂原毛的劳动力成本。中国经常被称为'世界的工厂',也是'澳大利亚羊毛的工厂',超过80%的澳大利亚羊毛都会被送到这里。"