

Swiss Association & Swiss Chamber of Commerce Joint Luncheon
2nd September, 2019 (Monday)

Innovation Series: The Future of Consumers

A KPMG report has revealed that Chinese consumers are far ahead of the global average when it comes to interest in new technology.

More than half (53%) of China respondents say they are very interested in new technology and will be among the first to buy a new device when it comes out, ahead of the 29% global average. Eight in 10 Chinese consumers also say that it is important for brands they regularly purchase to have a dynamic social media presence.

The Swiss Chamber is delighted to have Anson Bailey, KPMG China's Head of Consumer and Retail, ASPAC and Head of Technology, Hong Kong, to host a panel discussion of distinguished speakers including K-Style Labs and Retail in Asia to share their insights into dealing with those future consumers and the latest hot consumer trends. The luncheon will cover:

- ◆ Chinese vs Western consumers
- ◆ Is the future Digital?
- ◆ The customer journey
- ◆ Strategies for dealing with those future consumers
- ◆ What are the new Consumer Trends for 2020?

Moderator:

Mr. Anson Bailey – Partner, Head of Consumer and Retail, ASPAC and Head of Technology, Hong Kong of KPMG in China

Panel Members:

Mr. Al Hong – Co-Founder and Managing Director of K-Style Lab

Ms. Esterina Nervino – Director of Retail in Asia

Reply Slip

I/We wish to join the Luncheon on 2nd September 2019.

Please book for.....Members (HK\$250) /.....Non-members or Guests (HK\$350)

Name: _____

Title: _____

Your company name: _____

Contact phone no: _____

Email: _____

Meal Request: (Meat / Vegetarian / Fish) Others: _____

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Date: 2nd September 2019 (Monday)

Time: 12:00 – 14:00

Venue: KPMG, 8/F, Prince's Building,
10 Chater Road, Central, Hong Kong

Dress Code: Business Attire

Participation fee:

HK\$250 (SwissCham & SAHK Member)

HK\$350 (Non-member, late registration & walk in guest)

* Late registrations / walk-ins will be accommodated on a best effort basis.

Light lunch and drinks will be provided at the venue.

Payment method:

*(PayPal Payer will bear extra
HK\$25 for the charges):*



Member:

<https://www.paypal.me/swisschamhk/275>

Non-member:

<https://www.paypal.me/swisschamhk/375>

Bank Transfer:

HSBC: 848-448-494-838 (The Swiss Chamber of
Commerce in Hong Kong Limited)

FPS: admin@swisschamhk.org

*Cancellation must be notified in writing
before 26 AUG 2019. No Cancellations and
refunds after the deadline. No shows will be
charged.

Moderator:

Mr. Anson Bailey joined KPMG in Hong Kong in 1999 and is currently a partner based in the Hong Kong office heading up the Consumer and Retail Practice. He is part of the KPMG Regional Consumer and Retail Practice Leadership team as well as being a member of the Global Technology Innovation Centre and the Cluster Leader for the Technology, Media & Telecoms Practice based in Hong Kong.

He is active in driving number of thought leadership reports and briefings for senior executives covering innovation and consumers in China and across Asia, and helping corporates to understand these markets.



Panelists:



Mr. Al Hong is Co-Founder and Managing Director of K-Style Lab which provides turn-key solution for brands to launch pop-up stores in the region. Al has been in retail real estate for more than 25 years, heading expansion programs for Carrefour, Walmart, and Apple in Korea, China and Hong Kong. Al is also currently working as a consultant for Folli Follie and various Korean brands.



Ms Esterina Nervino, Director of Retail in Asia (part of Bluebell) and is in charge of the media brand operations including content selection, curation, edition, and media strategy. Additionally, she is involved in communication and business development projects for the group. Prior to Retail in Asia, she taught media and business communication at the university level, and worked for Italian companies in fashion and tourism.