



Shanghai, China
Jun 23rd-24th, 2011

6th Annual China Luxury Summit 2011

Highlighting Arising Opportunities while Illustrating ROI Focus
in A Prosperous Market

A Splendid and Significant Luxury Gathering:

- Totally over 500 luxury elites to be present
- More than 200 VIPs from top luxury brands on-site
- Mini-exhibition just offering over 50 booths for your selection
- Around 30 top industry elites to address the most enlightening market issues
- One grand award ceremony paying special tribute to those market trail-blazers
- Pleasant journey to China Pavilion of Shanghai World Expo, only 30 VIP seats for early reservation



Organizer:



Official Collaborator:



Official Endorsers:



2011 Sponsor:



Special Thanks to 2010 Partial Guest Speakers:



Juergen Gessler
Group CEO
Porsche Design Group



Edwin Fenech
President & CEO
Ferrari Asia Pacific, Middle
East & Africa



Denis Morisset
Executive Director
ESSEC MBA in International
Luxury Brand Management



Dinesh Tandon
CEO Asia Pacific North
Bally



Traugott Kaminski
CEO
Sunseeker China



Peter Lyngdorf
Founder
Steinway Lyngdorf



Carmine Rotondaro
World Real Estate Director
Gucci Group



Kurt Kupper
CEO
Reuge S.A.



Ilham Abbas
Chairman
Ilhaam Group



Thomas Lindemann
Group Human Resources
Director
Richemont Group



Paolo Bodo
President & CEO
Sixty Far East Ltd



Philippe Charriol
Group CEO
Charriol Group



Edward Lu
Managing Director China
MontBlanc



**Maxence Van Der
Bauwede**
CEO
Van Der Bauwede Genève



Armando Branchini
Executive Director
Fondazione Altagamma



Miriam Bray
CEO, Asia Pacific
Lancel



Andrea Bonardi
Managing Director,
Asia Pacific
La Perla



Alessandro Paparelli
Regional Human
Resources Director, Asia
Pacific
Salvatore Ferragamo



Allison Pyrah
Vice President Operation
Swarovski



Benjamin Bilteryst
Managing Director, Asia
Pacific
Christofle

2010 Partial Participating Companies:

Richemont Group
Gucci Group
Lancel
Van Der Bauwede
Imaginex
Calvin Klein
Campari
Lacoste
Hugo Boss
Ferrari
La Prairie
Sunseeker China

Charriol Group
Burberry Asia
Christofle
Forevermark
Godiva
Folli Follie
Charmonde
LVMH P & C
PUIG ASIA PACIFIC
Furla
Swarovski
TOD's

Ermenegildo Zegna
Lladro
Reuge S.A.
Luxottica
Georg Jensen
Miele
Diafuego
Bang & Olufsen
Herborist
John Hardy
ECCO
Ports1961

LVMH Watch & Jewelry
L'Oreal
Salvatore Ferragamo
Coty
Bulgari
DFS
Coach INC
Frette
DKSH
PRADA
ENZO
TTF Jewelry

Porsche Design
Vertu
Bottega Veneta
Bally
P&G Prestige
Cartier
Anna Hu
Steinway Lyngdorf
Lalique
Haya Retail
Shang Xia
Sixty Group

Special Gratitude to 2010 sponsors:



Welcome address:

Dear all,

It is with great pleasure that 2010 witnessed the gradual recovery of world luxury industry and rapid as well as booming development of China's luxury market despite financial crisis in 2009. It is expected that China will remain to be the most powerful country by means of its robust luxury consumption in the coming years.

The evolution of financial crisis brought great blow to world luxury industry meanwhile has greatly changed its world pattern, for the focus of luxury giants has been transferred from the west to the east, among which China is focal point by means of its rapid economic growth and astonishing luxury consumption. Taking such into great consideration, 5th Annual China Luxury Summit 2010 focusing on 'China Luxury Market--An Oasis of Hope and Possibility' was successfully held to further illustrate potential opportunities and risks emerging from China's booming market. Meanwhile, 2010 Inno-luxury Summit highlighting the progress of innovation application in luxury further contributed to the in-depth inspiration of luxury industry.

Ushering into 2011, China, serving as a niche market, is more than just prosperity. It is believed that China's luxury market has transformed from 'land-rush' to 'ROI focus'. It is urgent for key market players to have in-depth knowledge of 'China's rule'. How to cultivate specific brand culture catering to local consumers? How to efficiently build brand image and grant to consumers? What is the ideal retailing solution for variant consumers? How to do ideal CRM in a niche market? It is certain that luxury consumption in China is more than purchasing but purchasing culture, spirit, life style of luxury brands.

Bearing such in mind, we would like sincerely invite you to join us to have in-depth knowledge to redefine China luxury market in 6th Annual China Luxury Summit 2011.

Lawrence Lee
Secretary General & Managing Director
China Decision Makers Consultancy



Unparalleled Event Structure:

Enlightening views concerning luxury culture, economy, spirit and life-style to be delivered in the form of keynote address, panel discussion, workshop, roundtable discussion, face-face dialogue, one-one VIP meeting and cocktail party for you to have an in-depth picture of China luxury market

Two-day forum :



Award ceremony :

Official awards will be presented to those making great contributions to luxury industry and authoritative advisory board constituted by China Decision Makers Consultancy, ESSEC MBA in International Luxury Brand Management, Walpole, Fondazione Altgamma, French Chamber of Commerce, Italian Chamber of Commerce etc.

Different from traditional luxury events, innovative participating mode, namely, mini-exhibition will offer unparalleled B-B opportunities and a certain hi-end retailers, shopping malls, consulting firms, logistic suppliers, law firms are expected to showcase the unique product and value-added service to VIP luxury brand players.

Mini-exhibition :



China Pavilion Visit :

The opening of Shanghai World Expo introduced Shanghai to the outside world meanwhile the culture, spirit and life style of luxury brands were also showcased through such unique platform. The visit to China Pavilion, the only remaining architecture in Expo park, is aimed to highlight traditional Chinese culture, spirit and life style to further illustration China luxury market.

Event calendar:

Afternoon Jun 22 nd	Morning---Afternoon Jun 23 rd	Evening Jun 23 rd	Morning---Afternoon Jun 24 th
Visit to China Pavilion	Day-one forum & mini-exhibition	Award ceremony & cocktail party	Day-two forum & mini-exhibition

An Unrivalled Luxury Journey to You:

- ➔ An Unrivalled luxury carnival covering enlightening forum, special award ceremony, mini-exhibition and site tour you can't miss
- ➔ Meet over 500 luxury elites from top brands, retailers, shopping malls and other key market players
- ➔ Cover many more luxury categories such as luxury clothes, watch, vehicle, yacht, electronics, hotel etc
- ➔ Officially supported by global luxury associations, institutions and academic institutes
- ➔ Tailor-made participating mode for your selection
- ➔ A certain astonishing and value-added pre & after sales services catering to your demands

Who to participate:

Luxury group/brand (clothes, watch, jewelry etc)
 Luxury automobile/yacht/private jet
 Luxury telecommunication
 IT solution provider
 Retailer
 Research/consulting firm
 Property developer
 Luxury manufacturer/OEM
 High-end media/PR Co
 Law firm
 Department store & shopping mall
 Investment bank/private bank/credit card/VC
 Private club
 Trading company
 Conference venue host/facility provider
 HR service provider
 Airline/luxury cruise
 Government institutions
 Research institution/association
 Chamber of Commerce

Testimonials:

'A wonderful event, I am quite happy to be here'
 ---Philippe Charriol, Group CEO, Charriol Group

I learnt a lot from other guest speakers, thanks a lot!
 ---Olivier Arzel, Former CEO Asia Pacific, Lladro

'Well organized, the topics are meaningful'
 ---Nancy Liu, Managing Director, Forevermark

'I once participated in China Luxury Summit for 4 consecutive years and I will be happy to be present again'
 ---Allison Pyrah, Vice President Operation, Swarovski

'I learnt a lot of enlightening views about China luxury market and exchanged ideas with many distinguished guests'
 ---Kurt Kupper, CEO, Reuge S.A.

'Quite exciting moments, an unrivalled opportunity to meet so many industrial elites'
 ---Peter Lyngdorf, Founder, Steinway Lyngdorf

'I expect the event to be more influential and significant in Asia and even in the world'
 ---William Zhao, CEO, Copais



Day One: Thursday, June 23rd, 2011**8:00 Registration****8:45 Welcome address from Chairman****Global Perspective****9:00 State of Luxury Industry in 2011**

In the wake of world financial crisis which brought blow to luxury industry, how will the latest world economic, political and environmental pattern influence luxury industry?

9:30 Redefining 'Luxury' from Global Perspective

Ushering into 2011, luxury consumption is more than mere product experience or consumption, it integrates design creativity, cultural tradition, elegance and spirit etc. Therefore, luxury has been a distinct carrier of economy, culture, history, lifestyle, spirit and many more.

10:00 Morning Tea Break**10:30 Case Study: Being Successful in Capital Market**

The success of a brand largely depends on its capital market. The session will showcase you practical experience on capital operation and management.

11:00 What has Technology brought to us?

In the era of information technology, luxury industry has been witnessing great evolvement with the utilization of innovation & technology, besides traditional luxury clothes, watch, jewelry, cosmetics, a series of luxury yacht, vehicle, electronic device, private jet is beginning to be indispensable part of someone's life.

11:30 Panel Discussion: Where should we go?---Highlighting Opportunities and Challenges against Industrial Rebound

Against the world luxury background, what specific strategies should be made to seize the opportunities to develop variant markets will be discussed and highlighted.

12:00 Luncheon

Emerging Market Insights

14:00 What Influence has Emerging Market Contributed to the Industrial Pattern?

Besides traditional mature markets such as the US, Europe, Japan, a certain emerging markets represented by China, Russia, India, Middle-east has been an innegligible power contributing to world luxury industry. What role this power will play in the world luxury pattern in the following years deserves exploring and illustrating.

14:30 Formulating Tailor-made Strategies in Terms of Specific Culture, History and Lifestyle Background

Nowadays, the success model of one luxury brand is more than mere copy. The successful experience in mature market isn't necessary feasible in a niche market, which boasts specific cultural, historical, religious, lifestyle even political background. Therefore, how to have an in-depth knowledge of the market and thus formulating tailor-made strategies should be taken into account.

15:00 Afternoon Tea Break

15:30 Efficiently Building up Brand Image and Awareness in A Niche Market

As a relatively new entrant in a niche market, specific strategies serve as the key to brand success. Facing competition from other brands as well as consumers' unfamiliarity, how to efficiently build up brand image and awareness through diversified channels to enhance consumers' brand familiarity, purchasing power and loyalty is worth deeply studying.

16:00 Face-face Interview: Significant Track of Trail-blazer

This session will invite one senior management from top luxury brand to share practical experience in successfully promoting brand in a niche market with us.

16:30 How to Successfully Promote Local Brand in Emerging Market?

Besides booming luxury consumption in emerging market, a certain local talented designers are beginning to promote their own brands. However, a successful brand doesn't merely lie in product quality or brand tradition, it serves as a carrier of culture, lifestyle, commercialization, communication. Bearing such in mind, just like Japanese brands did in the past decade, it is expected that one or more international luxury brands will turn up from emerging markets like China, India, Middle-east and Russia.

17:00 Grand Award Ceremony

18:30 Cocktail Party

Day Two: Friday, June 24th, 2011

ROI Focus---Brand Retailing

9:00 Integrating Diversified Retailing Strategies to Realize Ideal ROI

In a niche market, market players have many retailing solutions such as opening boutique, looking for local retailer, choosing online retailing etc. However, there is no panacea assuring stable profit growth considering variant cultural backgrounds, consumers' brand awareness, consumer psychology etc. Therefore, market player, old or new, should equip in-depth knowledge and insights to realize ideal ROI and avoid unnecessary loss

9:30 Cultivating Retailing Talents to be Brand Ambassador

In the past few years, world luxury brands were largely focusing on setting foot on different cities in emerging markets featuring the opening of a lot of boutiques. The professionalism of local retailing staff is still falling behind that of foreign ones. What's more, take China for example, with luxury brands setting foot on a certain second even third-tier cities such as Chengdu, Shenyang, Wuhan, the lack of qualified luxury retailing talents calls for the establishment of internal comprehensive cultivation system as well as collaboration with external human resources institutions, thus making retailing staff be brand ambassador.

10:00 Morning Tea Break

10:30 Selecting and Decorating Your Boutique Contributing to Effective Retailing

For a luxury brand, boutique serves as the main gateway for consumer to experience and purchase luxury product, the venue selection and boutique decoration is based on the detailed study of surroundings, consumer psychology, consumer behavior and many more. Such factors should be taken into account for contributing to retailing business.

11:00 Technological Progress Contributing to Luxury Retailing

With the evolvement of technological innovation which has been playing increasingly important role in luxury industry, it is doubtless that luxury will closely interact with technology especially in retailing aspect featuring the utilization of advanced payment system, retailing solution and online retailing.

11:30 Looking into Specific Consumption Psychology to Realize Effective Retailing

It is known to all that the consumption psychology of today's luxury consumers is greatly different, for luxury consumption is more than pursuing superior lifestyle or showcasing social status, but caring for boutique environment, excellent after-sale service, service standard from luxury staff, even specific brand culture and tradition, facing intense competition among variant brands, it is necessary to have in-depth knowledge of clients' consumption psychology

12:00 Panel Discussion: Online Retailing Prospect from Brand's Perspective?

It is the fact that now a certain luxury brands are beginning to develop online luxury retailing platform while many others still regard boutique retailing as main channel. Meanwhile, the emergence of a certain luxury online websites such as Net-a-Porter, YOOX, Glamour Sales, it is inevitable that current consumers will have more channels to purchase and experience luxury. However, what are the views on online retailing from brand's perspective? Will it be one of diversified retailing channels or just tailor-made for specific target clients? Will online distributor bring challenges to brand retailing?

12:30 Luncheon**ROI Focus: Brand Management****14:00 Optimizing Brand Equity and Enhancing Brand Awareness**

Facing increasing market competition among variant luxury brands, it is essential for luxury brands to optimizing brand equity by means of carrying out diversified brand communication, brand extension, crossover and many more, thus fostering in-depth brand awareness and brand difference among clients

14:30 Social Media---A Growing Trend

Nowadays, the main communication channels for luxury brands focus on commercials, newspapers, magazines and online media, which seem more intuitive and efficient, however, with the spread of social media like facebook, twitter, MSN whose platform is characterized by rapid spread and low cost, therefore, will more luxury brands utilize social media as its communication channel and what's its role and influence in brand communication?

15:00 Launching Diversified Campaigns to Enhance Brand Image

Besides a certain marketing campaigns like press release, fashion show and other PR events, brands have been contributing to focusing more on diversified campaigns covering cultural, historical and especially charity elements enhance brand image in a niche market

15:30 Afternoon Tea Break**16:00 Case Study: Establishing Comprehensive CRM System Contributing to Brand Success**

For successful luxury brands, CRM plays an essential role in brand management, the session will invite one senior CRM personnel to showcase how to establish and maintain globally comprehensive CRM system to offer top on-site and after-sale service, thus fostering client loyalty and contributing to brand success

16:30 Panel Discussion: What will Luxury be Like in the Future?**17:00 End of Forum**