

RETAIL

Call for speakers and sponsors: China Outlook 2020 conference Nov. 6 New York

September 10, 2019



Wide horizon: Shanghai's imposing downtown skyline at night. Image credit: iStockphoto

By STAFF REPORTS

What is the outlook for Chinese luxury in 2020?

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Luxury Daily seeks speakers for panels and fireside chats for China Outlook 2020: Demand and Demanding, a half-day executive summit Nov. 6 in New York focused on how marketers should approach the China luxury market in 2020 (speaker inquiries to events@napean.com; speakers will not be paid). Breakfast, three networking session and closing remarks sponsorships are available (sponsorship inquiries to ads@napean.com).

The event starts at 7:30 a.m. and wraps at 12:45 p.m. on Nov. 6 at Roosevelt House, 47-49 East 65th Street, New York, NY 10065. Conference format show below.

Event is limited to 100 executives a staple of *Luxury Daily* conferences to enable engaged networking and knowledge sharing with a manageable audience.

Why you should attend or sponsor

China is arguably one of the fastest-growing markets worldwide, with Chinese domestic consumers and travelers overseas accounting for 40 percent of all global luxury sales.

Aware of the growth potential, brands and retailers are also coming to grips with another reality: more than 80 percent of luxury purchases in China are made by millennials and Gen Z versus 40 percent for those two generations for rest of the world.

The future has already arrived in China.

And like it or not, luxury's future is wedded to China's well being.

But there is plenty of flux in the Chinese luxury market.

While sales are strong, many luxury brands are struggling to turn a profit in China. Platforms are the social, mobile, ecommerce and payment gateways to consumers, hindering brands from developing a direct relationship with

consumers. Ubiquitous ecommerce and mobile adoption question the proliferation of bricks-and-mortar luxury stores except for branding. Grey market sales hurt brand equity and an astoundingly high return rate 50 percent for goods priced \$300 and up with the presence of fakes disrupts sales.

On a macro level, trade issues with the United States may slow travel plans to that market, hurting tourism, hospitality, real estate, art, dining, fashion, watches, jewelry and education. Add to that government curbs on ostentatious purchases and a general slowdown in the Chinese economy.

The outlook for 2020, not surprisingly, is not clear.

Luxury Daily's China Outlook 2020 will aim to offer a roadmap to marketers targeting Chinese consumers and overseas travelers on what to expect next year, how to plan, execute, implement and measure marketing, retail and digital strategy, and what to do next with lessons learned from 2019.

Speaker inquiries to events@napean.com. Speakers will not be paid professional fees or travel and hotel expenses. Sponsorship inquiries to ads@napean.com.

CONFERENCE OUTLINE

China Outlook 2020: Demand and Demanding

Date and time: Nov. 6, 2019, from 7:30 a.m. to 12:45 p.m.

Venue: Roosevelt House, 47-49 East 65th Street, New York, NY 10065

7:30 a.m. 8 a.m.

Breakfast and Registration

8 a.m. 8:15 a.m.

Welcome Address

Host and event moderator: Mickey Alam Khan, editor in chief, *Luxury Daily*

Breakfast Sponsor: [TBA]

8:15 a.m. 8:45 a.m.

Opening Keynote

State of Luxury in China: Today and Tomorrow

1 speaker

8:45 a.m. 9:15 a.m.

Panel

Chinese Consumer Behavior Across Generations, Channels, Sectors and Geographies

3 speakers

9:15 a.m. 9:30 a.m.

Sponsored Networking Break

1 sponsor

9:30 a.m. 10 a.m.

Fireside Chats

Marketing in China: Branding, Values, Pricing, What's New and What's Next

3 speakers

10 a.m. 10:30 a.m.

Fireside Chats

Retail Evolution to Revolution: Chinese Domestic and Overseas Shopping and Travel

3 speakers

10:30 a.m. 10:45 a.m.

Sponsored Networking Break

1 sponsor

10:45 a.m. 11:15 a.m.

Panel

Digital China: Ecommerce, Mobile, Social and Cross-Border Sales

3 speakers

11:15 a.m. 11:45 a.m.

Fireside Chats

Platforms: Indispensable Intermediaries with Keys to Kingdom

3 speakers

11:45 a.m. Noon

Sponsored Networking Break

1 sponsor

Noon 12:30 p.m.

Closing Panel

Optics: Market Sophistication, Trade and Trade-Offs

3 speakers

12:30 p.m. 12:45 p.m.

Closing Remarks

Next Steps for China 2020

1 Sponsor

Mickey Alam Khan, editor in chief, *Luxury Daily*

Conference ends

Speaker inquiries to events@napean.com

Sponsorship inquiries to ads@napean.com

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.