Luxury Daily®

The News and Intelligence You Need on Luxury

MARKETING

Register now: China Outlook 2020 conference Nov. 6 New York

October 10, 2019

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

By STAFF REPORTS

Please click here to register for the China Outlook 2020 conference in Nov. 6 in New York

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

Luxury Daily's China Outlook 2020 *conference 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. Agenda and registration below write-up.*

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, turmoil in Hong Kong roiling sales of luxury goods, and a general slowdown in the Chinese economy.

The outlook for 2020, unsurprisingly, is not clear.

Do join us at China Outlook 2020 to have leading China hands help shape your strategy and tactics for the world's most promising luxury market. Email ads@napean.com for sponsorship queries. Agenda below.

Please click here to register for the China Outlook 2020 conference in Nov. 6 in New York

AGENDA

China Outlook 2020: Demand and Demanding

A joint presentation of Luxury Daily and American Marketer

Date and time: Nov. 6, 2019, from 7:30 a.m. to 12:50 p.m.

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

Price: $649

Bonus: China Outlook 2020 report

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

Breakfast and Registration

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

Welcome Address
China: Of whom more is asked, more it expects

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

Breakfast Sponsor: [TBA]

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

Opening Keynote

State of Luxury in China: Today and Tomorrow
What marketers should expect from Chinese consumers in the year ahead and how to shape and adapt strategy and tactics

Sarah Willersdorf, partner and managing director, Boston Consulting Group

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

Marketing and Consumer Dialogue

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

Iris Chan, partner and international client development director, Digital Luxury Group

How Foreign Brands Can Successfully Enter the Chinese Market and Merchandise Well

Becca (Yu) Zhou, NYU Stern MBA 2020 and former merchandising executive at LVMH and Nike in China

Maximizing Interactions with a True Understanding of Chinese Consumers

Maryalice Mazzara, director of educational programs at the SUNY Global Center's Office of Global Affairs, State University of New York

9:45 a.m. 10:45 a.m.

Retail and Platforms Dialogue

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

ZJ Tong, president, ChinaPro Marketing Partners

Prioritizing Sustainable Growth Across Leading Social and Ecommerce Platforms

Lu Guo, CEO, UShopal

Cross-Border 2.0 and Demand Creation: Evaluation of the Onboarding Process

Jeffrey Chen, cofounder, ABC ShowcaseUSA

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

Sponsored Networking Break

11:15 a.m. 12:15 p.m.

Travel and Pursuits Dialogue

Future of Chinese International Travel

Richard Cutting-Miller, executive vice president, Resonance

Attracting Affluent Chinese Visitors to Shop New York Retail

Matthew Bauer, president, Madison Avenue Business Improvement District

The Affluent Chinese Art Collector

Christie's

Interior Design Trends in China

Jamie Drake, cofounder, Drake/Anderson

12:15 p.m. 12:45 p.m.

Closing Keynote

How Luxury Brands Can Create an Emotional Relationship with Chinese Consumers

China represents one of the greatest opportunities for luxury brands to attract consumers. However, recent communications gaffes from well-established luxury brands such as Givenchy and Versace reveal that these marketers might be missing a trick. Chinese culture is tremendously complex, layered and swiftly changing. It is critical that any brand, particularly those in luxury, understand, respect and create a meaningful emotional relationship with people in China today and into the future. Pulling from nearly a decade of proprietary global research from McCann Worldgroup's Truth Central, and coupled with a deeply nuanced understanding of Chinese culture, this session will explore how brands can earn their place in the swiftly evolving luxury space in China.

Nadia Tuma-Weldon, senior vice president, McCann Truth Central

12:45 p.m. 12:50 p.m.

Next Steps for China 2020

Mickey Alam Khan, editor in chief, *Luxury Daily* and *American Marketer*

Conference ends

Please click here to register for the China Outlook 2020 conference in Nov. 6 in New York

© 2020 Napean LLC. All rights reserved.

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