

# CONFERENCES AND DEBATES

## FOR UNIQUE INSIGHTS AND FRESH PERSPECTIVES

Take advantage of LUXE PACK SHANGHAI to meet Specialists in Design, Marketing and Trends during conferences. They will provide their perspectives on taking the business forward and meeting challenges...

WEDNESDAY  
**28**





10.30 am




### WINES & SPIRITS: LUXURY IS FIRST AN EMOTION

An exclusive conference to discover the Wine and Spirits market and its cultural codes. What are the keys to enter the luxury wines & spirits field? How can wines & spirits be positioned to enter the closed market of luxury products? MEDIANE CREATION explains how to access this luxury segment, how to launch a "premium" brand and have it remain a "premium" on the market.

**Mr Bertrand PLESSIS** / MÉDIANE-CREATION  
In the presence of **Mrs Lin Yan SHENG** / CHÂTEAU JUNDING (COFCO GROUP)




11.30 am

**FIT** Fashion Institute of Technology

### DESIGN AS A STRATEGIC ADVANTAGE

There is a division in the business world between organizations that either use design as a driver throughout every business function and those that use design to serve a means. While design has always been viewed as the sorry Stepchild to business, it has shifted leaving many business leaders unprepared - to become the Cinderella of business - the glass slipper that can change how business is lead. This lively presentation asks questions and opens a dialogue focused on learning how design and design thinking can be an organization's secret weapon.

**Mrs Marianne KLIMCHUK** / FASHION INSTITUTE OF TECHNOLOGY




1.30 pm

### MATERIAL: INSPIRATION & INNOVATION

Discover through this original conference trends in materials in China, but also worldwide. Rainbow Xie will also show you how strong materials are for creation and design for life. If you wish to create attractive and design packaging, Material ConneXion will give you the right advises to choose the right materials!

**Mrs Rainbow XIE** / MATERIAL CONNEXION




2.30 pm

**SAME SAME**

### ON-LINE SUCCESS FOR LUXURY BRANDS IN CHINA

E-commerce and branding, extension of the international luxury market to an online platform through the use of social networks: the importance of China in this area. Learn the key steps to increase brand awareness on-line in China and to create and optimize your e-commerce activity.

**Mr Michel CAMPAN** / SAME SAME




4.00 pm

### SUSTAINABLE PACKAGING & NATURAL AND ORGANIC PRODUCTS: A MATCH MADE IN HEAVEN?

Growing ethical consumerism has led to a boom in the natural & organic products market. However, consumers are increasingly demanding environmentally-friendly packaging to match the ecological credentials of these products. This seminar gives an update on the global market for natural & organic products (focusing on cosmetics and foods) highlighting major trends & developments. With the use of case studies, the possibilities of sustainable packaging are explored. What are the opportunities for Asian companies with sustainable packaging in the natural & organic arena?

**Mr Amarjit SAHOTA** / ORGANIC MONITOR



4.30 pm

PRIZE GIVING LUXE PACK *in green* 2012

## LUXURY BRANDS, FASHION BRANDS

The common feature between luxury and fashion is that they were born before the creation of commercial brands. They were even the first market segments establishing a brand image notion. Nowadays, these names of "Luxury brands" or "Fashion brands" are claimed by so many people that we don't even know what they mean and what their commitments are. What if, by market changes and heightening of their clients' demands, they have been mixed, creating an hybrid mutant market?

**Mr Christophe PRADERE** / BETC DESIGN

THURSDAY  
**29**



10.00 am

**BETC DESIGN**

## TRANS-CULTURALITY AND DESIGN PACKAGING

Making business in the whole world, brands must adapt to various cultures and habits, thus asking designers to adapt themselves to the context of a foreign market with its own codes. While products must fit with consumers, packaging are also important, not only considered as a branding surface but also as a real product. Discover common points and differences between European and Asian markets, and how to make packaging design successful in different places in the World. In the presence of Kenzo who will share with you its design strategy with the example of "Flower by Kenzo".

**Mrs Maeva DELACROIX** / KENZO / **Mrs Zaijia HUANG** / ZAIJIA DESIGN / **Mr Marc RAMBAUD** / NANTES-ATLANTIQUE SCHOOL OF DESIGN / **Mrs Yang WANG** / KIEFERZAPPEN DESIGN

**KENZO**



11.00 am

**ZAIJIA DESIGN**



**L'école de design** NANTES ATLANTIQUE



## LUXURY GOODS DIVERSIFICATION: CREATING PACKAGING OPPORTUNITIES WORLDWIDE

Following the 2008-2009 downturn, the global luxury goods market has begun to recover. Whilst Western consumers are taking small steps back into luxury, the BRIC nations are generating new and enthusiastic buyers of luxury brands. This is where the real growth potential for luxury goods lies, with China's progress in luxury goods proving to be unstoppable. As the luxury market becomes increasingly diversified, the boundaries between luxury and mass are becoming increasingly blurred. How can packaging effectively attract new luxury consumers, while at the same time maintain the key luxury attributes of rarity, exclusivity and, consequently, desirability?

**Mrs Oksana MALYNOVSKA** / EUROMONITOR INTERNATIONAL



**松果設計** KIEFERZAPPEN DESIGN

1.00 pm



**EUROMONITOR INTERNATIONAL**

## PACKAGING, THE IMPORTANT "P"

Get an insight into consumers' trends to develop strong and effective green packaging!

**Mrs Aïlsa GU** / MINTEL

2.15 pm



**MINTEL**

## DEVELOPING NEW PRODUCT WITH CREATIVITY AND INNOVATION

Great innovation shall be led by great design. International brands always seek for technical breakthrough from current technologies. It is important to install new concepts while harmonizing with the esthetical aspect. This dialog-based conference will give an open discussion between the speakers and the audience, talking about how to concrete a concept or an idea to a real project, but also highlighting global trends on innovation and sharing successful stories.

**Mr Peter WU** / EURO COSMETIC ASIA GROUP / **Mrs Valérie BERNARD** / VALERIE BERNARD DESIGN AGENCY / **Mr Jean-Louis MATHIEZ** / CINQPATS  
In the presence of a premium brand giving its testimonial on innovation and creativity.

3.30 pm

**eurocosmeticasia**




**le design de VALERIE BERNARD**



**Cinqpats**

## DESIGNING A STRONG STYLE FOR A SUCCESSFUL BRAND MANAGEMENT

Brand management is nothing but an art of creating, sustaining and developing the brand. A strong, original, unique brand is the only way to differentiate from the competition, and create an asset. By creating strong style to brands, we help them to raise their desirability, their recognition and their visibility.

**Mr Elie PAPIERNIK** / centdegrés

4.30 pm



**centdegrés**