



Brand Asia Forum 2012

Programme Rundown

Date 日期:	5 .12.2012 (Wed 星期三)
Venue 地點:	Theatre 1, HKCEC 香港會展 1 號演講廳
Theme 主題:	AM Session - Brands in Asia PM Session – CEOs and Brands
Moderator 主持:	Jan Stael von Holstein (AM Session) Anthony Aconis, Director & Partner, Fireball, DENMARK 丹麥 (PM Session)
08:00–09:00	Registration and Networking 登記及交流環節
09:00–09:10	Welcoming Remark by Dr. Roy Chung, Vice Chairman, HKDC 香港設計中心董事會副主席 鍾志平博士致歡迎辭
09:15-09:45	Suzanne Santos Product Advocate, Aesop / AUSTRALIA 澳洲 <i>Brand Integrity under pressure to conform</i>
09:45-10:15	Arthur Wei Vice President & Chief Marketing Officer, Lenovo China 聯想中國/ CHINA 中國
10:15-10:40	<i>Networking Break 交流小休</i>
10:45-11:15	Stephen Fairchild Senior Vice President & Chief Creative Officer, Pandora/ DENMARK 丹麥 <i>The emotional connection through design</i>
11:15-11:45	Tommy Li 李永銓 Founder, Tommy Li Design Workshop/ HONG KONG 香港 <i>"Break the Rules" for Chinese</i>
11:45-12:15	Panel Discussion
13:45-14:15	Registration and Networking 登記及交流環節
14:15-14:45	Anthony Aconis Director & Partner, Fireball / DENMARK 丹麥 <i>Retailizations & Storegasms - Creating Branded Buys in a Digital Age</i>
14:45-15:15	Mads Ryder CEO & President, Royal Copenhagen / DENMARK 丹麥 <i>How do you revitalize (and maintain) 237 year old design and turnaround a company at the same time?</i>
15:15-15:40	<i>Networking Break 交流小休</i>
15:45-16:15	Jacob Holm President & CEO, Fritz Hansen / DENMARK 丹麥 <i>Crafting Timeless Design – Republic of Fritz Hansen</i>
16:15-16:45	Ulrik Garde Due President & CEO, Georg Jensen / DENMARK 丹麥 <i>Brand turnaround of Georg Jensen staying true to the design heritage</i>
16:45-17:15	Panel Discussion

