



2014 **2020**

**Cultural patterns,
market opportunities and potential**

Paris : Thursday 10th and Friday 11th May 2012

Location of the Forum : Pavillon Dauphine
Place du Maréchal de Lattre de Tassigny
75016 Paris, France

The project

Its aspirations and goals

This new yearly international event is organised with the goal of accompanying decision-makers in their strategic anticipation and the adaptation of their organizations to the Chinese context. It is important to create an event likely to become a reference in the world of decision-makers. It will be held alternately in France (2012) and in China (2013). The 2013 edition will be organized in Shanghai or Hong Kong.

It is important to create an event that becomes a reference in the world of decision-makers, in France, in China and on the global market.

The format will be that of a forum of high-level interdisciplinary forecasting, gathering: Business leaders, economic forecasters, experts, researchers.

It thus involves

- Bringing future possibilities to the fore.
- Presenting possible avenues for action and reflection in order to face up to new challenges confronting economic figures.
- Offering strategic thinking.

Institutions involved

- Professional bodies and institutions
- Firms of all countries involved in Luxury
- Partners in China and France
- Major actors in China

Who is concerned ?

- Private and public policy-makers who will thus be in a position to take part in discussions among business leaders.
- Participants will have leisure to circulate among the different themes and rooms and to meet economic, financial and managerial policy makers.
- Service companies: decision-makers will thus have the opportunity to discover new talents.
- Researchers and intellectuals will thus be in a position to compare their outlooks on tomorrow's reality.

Conference topics

Thursday 10th May

Opening session

- Importance of the luxury Industry in China
- China as a global actor in the luxury world

Strategic sessions

10:00 - 11:00

Session 1 - Finance

11:00 - 12:00

Session 2 - Marketing

12:00 - 13:00

Session 3 - Distribution and retail

13:00 -14:00

LUNCHEON - DEBATE

Session 4 - the International trade of Chinese firms

14:00 - 15:00

Session 5 - Supply chain and logistics

15h00 - 16:00

Session 6 - Capital Market

16:00 - 17:00

Session 7 - Charity and cultural sponsorship

17:00 - 17:30

Day 1 concluding session

Friday 11th May

Opening session

- The new investors in China
- The international operators

Experts Meetings

10:00 - 11:00

Session 1 - Fashion and jewellery

11:00 - 12:00

Session 2 - Leather and luxe accessories

12:00 - 13:00

Session 3 - Hospitality industry

13:00 - 14:00

LUNCHEON - DEBATE

Session 4 : The importance of luxury brands

14:00 - 15:00

Session 5 : Perfume and cosmetics

15:00 - 16:00

Session 6 : Wine and spirits

16:00 - 17:00

Session 7 : Luxury cars

17:00 - 17:30

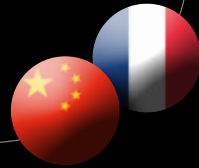
Forum concluding session

Major themes to be discussed

The forum aims to discuss the various aspects of the changing world over the critical period of 2014-2020:

The different paths and avenues for Luxury industry in CHINA

- The new financial stakes
- Recent and forthcoming changes
- The Chinese population's consumption trends
- New economic and financial actors in China



Luxury
China

1st International economic and financial forum on

Luxury China

Paris, Thursday 10th and Friday 11th May 2012

Major international business leaders will participate in the Forum:

Participants in Luxury in China Forum will be able to participate in the totality of these meetings. Limited attendance

Who will attend the forum *Luxury in China 2012*

- Business executives from France, China, Europe and overseas
- Bilateral relations specialists
- Global industry leaders, subcontractors and service companies
- Financial decision makers in corporate finance and capital market

Economic Policy Makers:

- World luxury Professional associations
- Independent entrepreneurs and distributors
- Luxury major executives and administrators in France, Europe and overseas
- Business consulting

Researchers and business educators:

- Administration establishments
- Researchers
- Business luxury medias

Political and social Policy Makers:

- Social and political actors

Media Policy Makers:

- Television
- Radio
- Press

