

DAY 1

Sunday, November 11

- 14:00– **PREREGISTRATION OPENS**
17:00 Venue: InterContinental Hong Kong,
18 Salisbury Road, Tsim Sha Tsui, Hong Kong
- 17:30 **TRANSPORTATION DEPARTS**
For Government House from InterContinental
Hong Kong
- 18:30– **WELCOME COCKTAIL RECEPTION**
20:30 Venue: Government House,
Upper Albert Road, Central, Hong Kong
Welcome address by
Matthew Cheung
Acting Chief Executive
Hong Kong Special Administrative Region
Introduced by
Stephen Dunbar-Johnson
President, International
The New York Times Company
- 20:30 **TRANSPORTATION DEPARTS**
For InterContinental Hong Kong from
Government House

DAY 2

Monday, November 12

- 09:00 **REGISTRATION OPENS**
Venue: InterContinental Hong Kong,
18 Salisbury Road, Tsim Sha Tsui, Hong Kong
- 10:00– **WELCOME AND INTRODUCTION**
10:10
A.G. Sulzberger
Publisher
The New York Times Company
Vanessa Friedman
Fashion Director
The New York Times
- 10:10– **OPENING KEYNOTE**
10:45
Qiu Yafu
Chairman of Board of Directors
Ruyi Fashion Holding Group

DAY 2

Monday, November 12

10:45–11:30 **DEBATE - WHAT'S NEXT FOR CHINA, INDIA AND THE WEST?**

Political developments can affect consumer behavior. As China cracks down on money moving out of the country and fights a trade war with the United States, what will this mean for Chinese investment and tourism spending in Europe and North America? Will there be a national drive for homegrown luxury? Will a new patriotism redefine where Americans, Europeans and Chinese spend?

Dr. Yuan Ding

Vice President, Dean, Professor of Accounting and Cathay Capital Chair in Accounting
CEIBS

Darshan Mehta

President and C.E.O
Reliance Brands

Nader Mousavizadeh

Co-Founder and Co-C.E.O
Macro Advisory Partners

Jing Ulrich

Managing Director and Vice Chairman, Asia Pacific
JPMorgan Chase

In conversation with

Keith Bradsher

Shanghai Bureau Chief
The New York Times

11:30–12:00 **NETWORKING AND REFRESHMENTS BREAK**

12:00–12:20 **SPOTLIGHT: IS BLOCKCHAIN LUXURY'S FUTURE?**

From supply chain and sustainability traceability to cross-border transactions, there are many creative ways in which the industry could apply this emerging technology to change the way it does business for the better.

Joseph Lubin

Founder, ConsenSys
Co-Founder, Ethereum

In conversation with

Vanessa Friedman

Fashion Director
The New York Times

12:20–12:55 **THE EAST-WEST LUXURY SUPERHIGHWAY**

After the explosion of luxury in Asia, and the following slowdown, a new relationship is being drawn between old luxury and the new markets; one defined not just by Western groups expanding in Asia, but also by Asian behemoths buying Western brands. What does each bring to the table? What is best practice in the new reality? How will these relationships change the shape of the luxury market and consumer relations?

Thierry Andretta

C.E.O
Mulberry

Dennis Chan

Founder and Creative Director
Qeelin

Joann Cheng

Chairman, Fosun Fashion Group
Chairman, Lanvin

In conversation with

Elizabeth Paton

European Styles Correspondent
The New York Times

12:55–**DEALBOOK SPOTLIGHT: POWER AND RISK**
13:15

Michael Evans

President
Alibaba Group

In conversation with

David Gelles

Corner Office Columnist
The New York Times

13:15–**LUNCH ROUND TABLES AND BRIEFINGS**
14:45

Deep-dive discussions on critical issues and emerging opportunities.

See page eight for full list of topics. For more information and to sign up for round tables and briefings, please speak to staff at the Registration Desk.

14:45–**SPOTLIGHT CONVERSATION: OWNERSHIP**
15:05 **VS. EXPERIENCE: REDEFINING TRAVEL IN A NEW WORLD ORDER**

Alan Joyce

C.E.O.
Qantas

In conversation with

Elizabeth Paton

European Styles Correspondent
The New York Times

15:05–**BEYOND COLLABORATION, TOWARD A NEW**
15:40 **ECOSYSTEM**

With the pressure growing for brands to create new products and touch all aspects of a consumer's world, being part of a network of like-minded, separate-but-equal partners has become crucial to expanding a narrative. The secrets behind building an organic universe.

John R. Hoke III

Chief Design Officer
Nike Inc.

Daniela Riccardi

C.E.O.
Baccarat

Remo Ruffini

Chairman and C.E.O.
Moncler S.p.A.

In conversation with

Emily Steel

Business Reporter
The New York Times

15:40–**SPOTLIGHT CONVERSATION:**
16:00 **THE INTERDEPENDENT WORLD**

Thomas L. Friedman

Author and Columnist
The New York Times

In conversation with

Vanessa Friedman

Fashion Director
The New York Time

16:00–**NETWORKING AND REFRESHMENTS BREAK**
16:35

DAY 2

Monday, November 12

16:35–**THE PRICE OF EXPERIENCE**

17:05 Price is no longer a defining quality of luxury; the experience that surrounds it is. But what does this say about luxury consumers, now and in the future? And what does this mean at all levels of the market? How do you quantify the return on environment?

Adrian Cheng

*Founder, K11
Executive Vice Chairman
New World Development*

Scott Malkin

*Founder and Chairman
Value Retail P.L.C.*

Federica Marchionni

*International C.E.O. and Group C.S.O.
Secoo*

In conversation with

Motoko Rich

*Tokyo Bureau Chief
The New York Times*

17:05–**CLOSING KEYNOTE**

17:25

Ian Rogers

*Chief Digital Officer
LVMH*

Introduced by

Vanessa Friedman

*Fashion Director
The New York Times*

17:30 **CLOSE OF DAY 1 PLENARY SESSIONS**

19:00–**GALA RECEPTION AND CONCERT: TRAVEL**
20:20 **WITH WAVES | MUSICIANS WITHOUT BORDERS**

Conductor Wilson Ng and the Gustav Mahler Orchestra

Venue: 21/F, K11 Atelier, Victoria Dockside, 18 Salisbury Road, Kowloon, Hong Kong

Dress code: Black tie / evening dress preferred

(NB: Transportation to and from the venue will be provided from some local hotels. Walking distance between K11 Atelier and the InterContinental Hong Kong is approximately five minutes.)

20:30 **GALA DINNER**

Venue: InterContinental Hong Kong, 18 Salisbury Road, Tsim Sha Tsui, Hong Kong

Dress code: Black tie / evening dress preferred

DAY 3

Tuesday, November 13

09:00– **WELCOME**
09:05

09:05– **KEYNOTE CONVERSATION**
09:25

José Neves

Founder and C.E.O.
Farfetch

In conversation with

Vanessa Friedman

Fashion Director
The New York Times

09:25– **THE NEXT WAVE OF INVESTORS**
10:00

A new group of investors is changing the luxury landscape, buying brands and acting as gatekeepers to the region. What are they looking for, and how do they see the future?

Herry Han

Founding Partner
Lightspeed China Partners

Ravi Thakran

Group Chairman, South and Southeast Asia, Australia and the Middle East, LVMH
Chairman and Managing Partner, L Catterton Asia

Wendy Yu

Founder and C.E.O.
Yu Holdings

In conversation with

Elizabeth Paton

European Styles Correspondent
The New York Times

10:00– **RESEARCH PRESENTATION: DIGITAL LUXURY CONSUMERS IN A DUAL INTERNET WORLD**
10:20

Arnaud Roy

Chief Strategy Officer
Launchmetrics

Introduction by

Vanessa Friedman

Fashion Director
The New York Times

10:20– **NETWORKING AND REFRESHMENTS BREAK**
11:00

11:00– **INTERACTIVE BREAKOUTS INTRODUCTION: LEADERSHIP ROUND TABLES: MANAGING TECHNOLOGY, CREATIVITY AND GLOBALIZATION**
11:10

Introduction by

David Gelles

Corner Office Columnist
The New York Times

DAY 3

Tuesday, November 13

11:10–**INTERACTIVE BREAKOUTS**

12:20 Dynamic, peer-to-peer breakout sessions for delegates to share ideas and find solutions to the most pressing challenges within their own companies.

Session led by

David Gelles
Corner Office Columnist
The New York Times

MANAGING TECHNOLOGY

Venue: Ballroom Three

MANAGING CREATIVITY

Venue: Function Rooms Peach, Cherry, Willow and Poplar

MANAGING GLOBALIZATION

Venue: Function Rooms Maple, Cypress, Pine and Elm

12:20–**LUNCH**

13:50

13:50–**INTERACTIVE BREAKOUT DEBRIEF**

14:10

Session led by

David Gelles
Corner Office Columnist
The New York Times

14:10–**DEBATE: THE LUXURY OF TIME**

14:40

When we can all be reached at every moment of every day, time itself – and the experiences it allows – has become one of our rarest and most valuable commodities. How much are people willing to pay for it, and are they beginning to prioritize it over physical products? What are some of the most creative solutions to mining this new space?

Bruce Jones
C.E.O.
Triton Submarines

Mikael Pelet
C.F.O.
Voom Flights

In conversation with

Keith Bradsher
Shanghai Bureau Chief
The New York Times

14:40–**FROM ARTISANSHIP TO A.I.**

15:15

What does the advent of artificial intelligence mean for an industry built on the hand? How do you balance craft and computing? Can the two comfortably co-exist, or even complement one another? And what are best practices for each?

Cindy Chao
Jewelry Designer

Sabrina Fung
Group Managing Director
Fung Retailing Group

Dee Poon
Managing Director, Brands and Distribution
Esquel Group

In conversation with

Motoko Rich
Tokyo Bureau Chief
The New York Times

15:15–**NETWORKING AND REFRESHMENTS BREAK**

15:50

15:50– **TIME’S UP FOR THE STATUS QUO**
16:25 How do brands manage the politicization of their consumer base? In a world where luxury can be considered superficial, how do luxury brands demonstrate substance? What does this mean for corporate communications and human resources? How does it vary across geographies?

Cédric Charbit

C.E.O.

Balenciaga

Steve Hasker

C.E.O.

Creative Artists Agency Global

Andrew Keith

President, Lane Crawford and Joyce

The Lane Crawford Joyce Group

In conversation with

Emily Steel

Business Reporter,

The New York Times

16:25– **KEYNOTE CONVERSATION: THE HERITAGE**
16:45 **IMPERATIVE: MAKING LEGACY RELEVANT IN A WORLD OF CONSTANT CHANGE**

Patrice Louvet

President and C.E.O.

Ralph Lauren Corporation

In conversation with

Vanessa Friedman

Fashion Director

The New York Times

16:45– **CLOSING REMARKS**

16:50

Vanessa Friedman

Fashion Director

The New York Times

17:00 **CLOSE OF CONFERENCE**

17:00– **CLOSING CHAMPAGNE RECEPTION**

18:00 Venue: Ballroom Foyer

Lunch Round Tables

AFFLUENT CHINESE GEN Z: THE 'BUDDHA-LIKE' GENERATION*

Amrita Banta

Managing Director
Agility Research & Strategy

HOW MIGHT THE TRADE WAR BETWEEN THE UNITED STATES AND CHINA TURN OUT FOR THE COUNTRIES AND COMPANIES INVOLVED?

Keith Bradsher

Shanghai Bureau Chief
The New York Times

INSIDE THE CORNER OFFICE: LEADERSHIP IN TURBULENT TIMES

David Gelles

Corner Office Columnist
The New York Times

LUXURY IN CHINA AND INDIA: TWO DIFFERENT PATHS

Michele Norsa

Vice Chairman
Missoni

THE LUXURY HOTEL LOYALTY PROGRAM IS DEAD: NEW SOLUTIONS FOR A NEW REALITY

Deepak Ohri

C.E.O.
Lebua Hotels & Resorts

MUSLIM LIFESTYLE BRANDS RISING

Elizabeth Paton

European Styles Correspondent
The New York Times

LUXURY IN FRONTIER MARKETS: OPPORTUNITY AND STRATEGIC TIMING

Ivan Pun

Founder
Pun & Projects

INTELLECTUAL PROPERTY AND BRANDING ISSUES IN CHINA AND THE REGION

Loke-Khoon Tan

Partner and Head of Intellectual Property Practice,
Hong Kong and China
Baker McKenzie

*Sponsored session

Lunch Briefings

BRIEFING: REDEFINING LUXURY LIVING: THE NEXT (R)EVOLUTION IN LUXURY RESIDENTIAL AND RETAIL DEVELOPMENTS*

One of life's great pleasures is to delight people, and well-planned retail and residential developments should do just that. Creating luxury spaces that do this is a complex process, involving a part-science, part-art approach. This session will reveal what developers predict will be the upcoming trends in the ever-evolving world of property development.

Presentations by:

Jimmy Chan

C.E.O.

Alpha King Real Estate Development

Paul Husband

Founder and Managing Director

Husband Retail Consulting

Aleksander Michalowski

Senior Director

Value Retail P.L.C.

Function room: Willow and Poplar

BRIEFING: EXTRAVAGANT EXCESS VS. BRAND TEMPERANCE: THE EVOLUTION OF LUXURY IN LIFESTYLE AND TRAVEL*

Is the era of extravagant excess over? In today's economic landscape of Brexit, bailouts and budgets, are bragging rights shifting away from conspicuous consumers to the enlightened existentialists? As the West eschews product-driven vacations in favor of experiential expeditions, there is a refreshing new pared-back sense of luxe prevailing among the 1%. However, when will this "less is more" mind-set take hold in the psyches of Asia's existing and burgeoning affluent classes? This lunch session, hosted by Crystal Cruises, explores the changing definition of luxury travel, and examines how technology is delivering the luxury of time and convenience, as well as balancing expectations for various generations of wealthy consumers.

Thatcher Brown

Managing Director

Crystal Cruise

Robert Hah

Managing Director

Accenture Strategy

Edward Wilkinson

Executive Director and Global Head of the Indian,

Himalayan, and Southeast Asian Art Department

Bonhams Asia

Moderator:

Ching-Ching Ni

Editor-in-Chief of The New York Times Chinese website and Chinese magazine

Function rooms: Maple, Cypress, Pine and Elm

*Sponsored session

Lunch Briefings

FROM SAVOIR-FAIRE TO FAIRE SAVOIR*

Exceptional savoir-faire, the backbone of heritage brands, is a pivotal communication tool to connect with modern individuals who value inclusive experiences and technology. What are the challenges in providing relevant experiences to consumers in the modern era, while staying true to brand heritage and attracting a younger audience?

Presentation by:

Simon Nyeck

Chaired Professor of Exceptional Savoir-Faire Management and Director, Center of Excellence in Luxury, Arts and Culture
Essec Business School

Function room: Cherry

*Sponsored session