

# Conferences

Free conferences allow you to benefit from the advice of international experts' on project implementation, get insight into the latest trends or find new marketing solutions. It's an event within the event! You make your own programme...

**TUESDAY 30 MARCH 2010**

**> 9.00 AM Opening Ceremony**



**> 10.15 AM "Sensorial marketing and innovation"**

**Diana DERVAL**, President Director and Author - DERVAL RESEARCH

While developing new products, many managers fail to acknowledge and analyze disparities observed among consumers:

- > Why do some people drink black coffee and others stick to tea?
- > Why do some people like blue and others red?
- > Why do we sell less in this country?

The easy answer is: "it's cultural", or "it's linked to emotions", or "consumers just buy because it's a given brand". This approach - supported by respected qualitative and quantitative research - inevitably leads to a backlash in the market.



**> 11.30 AM "How to develop nice Chinese brands, in co-creation between Paris and Shanghai?"**

**Elie PAPIERNIK**, Founder and Manager - CENT DEGRES Design Agency

China is shifting from an industrial system to a brand oriented approach. How the notion of French Luxury can fuse with China's culture and industrial know-how to create new modern styles plus generate greater value?



**> 1.30 PM "Is luxury design red, black, white, pink or gold?"**

**Jean-Jacques EVRARD**, founder - PENTAWARDS

Above all, a brand is a shape and a colour. But does the colour of a luxury product have an influence on its sales? Does Red have the same signification in Asia and in Western countries? What about black, gold, white or pink?



**> 2.45 PM "Evolution of Chinese middle and superior classes v/s luxury brands"**

**Jean-Maxence GRANIER**, Founder and Co-Manager - THINKOUT Research and Consulting

**Nathalie OMORI**, Founder and Co-Manager - CHINEDGE

China is a major market for luxury goods. This conference will focus on the evolution of China's consumer behavior. A closer look will be taken to the marketing strategies in the cosmetics and beverage industries to approach such consumers.



**> 3.45 PM "Green road to luxury packaging"**

**China Academy of Printing Technology & Keyin Print Media China**

How new types of sustainable materials and green manufacturing techniques can help luxury packaging manufacturers to obtain profitable results while achieving environmental safety.



**> 5.30 PM Luxe Pack Shanghai Cocktail**

**WEDNESDAY 31 MARCH 2010**



**> 9.45 AM "Contemporary Tradition"**

**Pan JIANFENG**, Design Director - ALT DESIGN

Take part in a case study of the artist's personal practice for numerous luxury brands in China and share the contemporary artistic expression in Chinese traditional cultural background..



**> 10.45 AM "Exclusive report and analysis on new trends in packaging design"**

**Guillaume BREGERAS**, Chief Editor - Magazine FORMES DE LUXE

**Catherine TETU**, Fashion & Beauty Consulting Manager - NELLY RODI Agency

The Luxe Pack Trends Observer is a helpful tool in analysing exhibitors' innovations; major trends emerge from product launches, and the Observer displays those products which are most representative. Come and discover this efficient interpretive framework!



**> 11.45 AM "Post-Crisis Luxuries, new words for new territories"**

**Catherine TETU**, Fashion & Beauty Consulting Manager - NELLY RODI Agency

In a post crisis context, this study highlights the issues of tomorrow's luxury markets and the new vocabulary linked to them: new networks, sustainability, new consumption models... across a socio-behaviour panorama which is stretched from the ultra rich people to the «masstige».



**> 1.30 PM "Brand translation: packaging design differences between China and the West"**

**Vladimir DJUROVIC**, Managing Director - LABBRAND CONSULTING CO. LTD (Shanghai)

How luxury brands can benefit from understanding cultural codes in China in relation to their packaging design. The presentation will consider aspects such as brand naming, labels, images and materials.



**> 2.45 PM "Private label and Design Brand process"**

**Federico RESTREPO**, International Brand and Design Consultant

**Antoine DECONNINCK**, CEO - BEAUTY SPHERE

How to develop and create your own Brand, and what is a complete process to set up a new Brand in cosmetics Made in China? What is the Design Process and how to manage your image. developing your strategy, marketing and formulas?



**> 3.45 PM "Analysis and outlook on Japan and Asia Jewellery market"**

**Yutaka FUKASAWA**, Chief Representative of Japan Jewellery Journalist Association  
**YANO RESEARCH INSTITUTE LTD**

Discover an exclusive study on Japan jewellery market, future market trends and jewellery packaging industry through 10 years' research in Japan and Asian Jewellery Market.



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