

To assignment editor:

MarketingPulse and eTailingPulse launch **next Wednesday** *50+ global business heavyweights gather to discuss metaverse and other key issues in future business development*

9 March 2022 – MarketingPulse and eTailingPulse, both organised the Hong Kong Trade Development Council (HKTDC), will be held as entirely online event on 16 and 17 March 2022. More than 50 global marketing executives, retailers, brand representatives, advertising elites and e-commerce experts will speak at the two-in-one forum, shedding light on global trends in marketing and e-commerce and sharing success stories with participants. Industry players joining the event will be given first-hand access to key market updates and information.

The two-day forum has invited top-tier industry leaders to deliver in-depth analysis of marketing strategies under the new normal and case sharing relating to the issues of brand purpose and sustainability. Highlight speakers include **Keith Weed**, Former Global Chief Marketing & Communications Officer of Unilever; **John Schoolcraft**, Chief Creative Officer of Oatly; **Kathy Varol**, Former Head of Global Purpose Strategy of Adidas and purpose strategy expert; and **Jeff Chan**, Co-founder of SLOWOOD Ltd.

E-commerce took on an increasingly important role during the pandemic. Heavyweight speakers including **Barry Thomas**, Former Head of Global Customer Marketing & Future of Commerce for the Coca-Cola Company; **Dione Song**, CEO of Love, Bonito; and **Kenny Sham**, Director, Head of Marketing (Hong Kong, Taiwan and Macau) of The LEGO Group, will discuss future trends in e-commerce, taking success stories from the D2C (direct-to-consumer) model as examples of how to build close relationships with clients. There will also be valuable experience sharing on the implementation of technology, marketing techniques, data analysis and the flexible marketing model. The event has also invited **Tina Chao**, Chief Marketing and Digital Customer Experience Officer of McDonald's Hong Kong; **Danielle Jin**, Senior Vice President and Head of Marketing, Asia Pacific of Visa; and **Zak Manion**, Head of Innovations, APAC at AB InBev, to give insights on how to accelerate innovation and enhance the customer experience through digital transformation.

In another session, featured speakers such as **Takumi Kato**, CEO of Shanghai Ezaki Glico Foods Co Ltd, and **Quentin Wong**, General Manager, Smart Retail & E-Commerce of Chow Tai Fook Jewellery Group Limited, will reveal how to leverage ground-breaking campaigns, data insights and e-commerce platforms to continue building engagement in the Mainland China markets. The experts will share the prevailing trends in social commerce engagement that can help brands tap into the digitally savvy mainland market, revealing their own experience in building up private traffic channels.

A series of sessions titled “How the Metaverse World is Impacting Future Marketing” will feature **Asher Rapkin**, Director (Global Business Marketing, Facebook App and Emerging Platforms) at Meta; **Sébastien Borget**, Co-founder and COO of The Sandbox; **Wesley Ng**, CEO and Co-Founder of CASETiFY; **Justin Hochberg**, Co-founder and CEO of Virtual Brand Group; **Gary Liu**, CEO of the South China Morning Post; and **Melody Hildebrandt**, Chief Information Security Officer at FOX and President of its subsidiary, Blockchain Creative Labs (BCL). The discussions will focus on the huge opportunities being created for the marketing industry across the world by the metaverse, non-fungible tokens (NFTs) and virtual humans.

In addition to inspirational talks from industry leaders, the forum will also feature workshops on digital strategies, online exchange programmes and exhibitions, providing participants with information on the latest marketing strategies and helping them to create a better customer experience and cater to ever-changing market demands.

Members of the media interested in interviewing speakers at MarketingPulse and eTailingPulse should email requests and proposed questions to janet.ch.chan@hktdc.org.

We cordially invite you or your representative to join the forums. Details are as follows:

Date:	16-17 March 2022 (Wednesday and Thursday)
Venue:	The two-day forum will be streamed live through a virtual platform
Remarks:	All video or audio recordings of the event may be used only in the context of media reporting
Media registration:	Please email your details (including name, mobile number, company name and job title) to janet.ch.chan@hktdc.org on or before 15 March 2022 for registration

Website

MarketingPulse: <https://marketingpulse.hktdc.com/en>

eTailingPulse: <https://etailingpulse.hktdc.com/en>

Programme: <https://etailingpulse.hktdc.com/en/programme/Conference>

Speaker list: <https://etailingpulse.hktdc.com/en/speaker/Speakers>

Media enquiries

Please contact the HKTDC's Communications & Public Affairs Department:

Janet Chan

Tel: (852) 2584 4369

Email: janet.ch.chan@hktdc.org

Highlight events

16 March 2022 (Wednesday)

Opening Session

Time: 9:45am-9:50am

Speaker: Margaret Fong, Executive Director, Hong Kong Trade Development Council

Marketing for NOW and NEXT

Time: 9:50am-10:25am

Speaker: Keith Weed, Global Chief Marketing & Communications Officer, Unilever (2010-2019); Independent Board Director, WPP PLC and Sainsbury's PLC (present)

Envisioning the Future of Commerce

Time: 10:35am-11:10am

Speaker: Barry Thomas, Senior Retail-Commerce Consultant, Kantar (present); former Head of Global Customer Marketing & Future of Commerce, the Coca-Cola Company

The Art of Customer Engagement

Time: 11:50am-12:10pm

Speaker: Tina Chao, Chief Marketing and Digital Customer Experience Officer, McDonald's Hong Kong

Sustainability – The True Brand Purpose

Time: 12:20pm-12:40pm

Speaker: Jeff Chen, Co-founder, SLOWOOD Ltd

Inconsistently Consistent – The Secret Sauce of Oatly

Time: 2:45pm-3:15pm

Speaker: John Schoolcraft, Chief Creative Officer, Oatly

The Road to the Metaverse for Business

Time: 3:50pm-4:10pm

Speaker: Asher Rapkin, Director (Global Business Marketing, Facebook App and Emerging Platforms), Meta

Reinvent & Revitalisation: Preserving History on the Blockchain to Ensure Immutability with Decentralised Ownership

Time: 4:45pm-5:05pm

Speaker: Gary Liu, CEO, South China Morning Post

NFT in Marketing: The CASETiFY Story

Time: 5:25pm-5:45pm

Speaker: Wesley Ng, Co-founder and CEO, CASETiFY

17 March 2022 (Thursday)

Winning the Hearts of Consumers with PURPOSE

Time: 9:30am-10am

Speaker: Kathy Varol, former Head of Global Purpose Strategy, Adidas (2018-2020)

A Taste of Glico – A Confectionery Journey in Mainland China

Time: 10am-10:30am

Speaker: Takumi Kato, CEO, Shanghai Ezaki Glico Foods Co Ltd

A “Thoughtful” Discussion with Love, Bonito

Time: 12:30pm-12:50pm

Speaker: Dione Song, CEO, Love, Bonito

Digital Marketing/e-Tailing Workshop

Time: 1:50pm-5:40pm