

REMINDER

To assignment editors:

MarketingPulse & eTailingPulse makes face-to-face comeback tomorrow

More than 60 top global marketers andetailers assemble and share latest marketing trends

14 March 2023 – Organised by the Hong Kong Trade Development Council (HKTDC), **MarketingPulse** and **eTailingPulse** will return as face-to-face events tomorrow under the theme Master the Future at the Hong Kong Convention and Exhibition Centre (HKCEC). The annual marketing events will assemble international brand executives, marketing elites, creative minds as well as e-commerce experts from around the world to share valuable experiences on marketing strategies and analyse market prospects.

The conferences will focus on future marketing strategies and cover a number of global hot topics such as the ChatGPT, Web3, virtual influencers, data-driven marketing, Generation Z, ESG marketing and brand storytelling. The conferences will also feature 30 events, and house more than 40 local and global exhibitors such as Emarsys, EternityX, Getty Images, iClick Interactive and Integral Ad Science, highlighting the latest digital marketing and e-commerce solutions, helping companies stay on pulse of marketing. More than 60 top global marketers assemble and share latest marketing trends, key speakers include:

Brand stories sharing

- **Gao Na**, Head of **Mengniu** Overseas business, Hong Kong and Macao Region of Mengniu Dairy
- **Brian Yiu**, Chief Executive Officer of **FILA China**
- **Dennis Chan**, Founder and Creative Director of jewellery brand **Qeelin**
- **Carmen Chiu**, Regional Managing Director for Asia Pacific at leading United Kingdom retail brand **Fortnum & Mason**

Virtual influencer, livestreaming and e-commerce

- **Louisa Zhu**, co-founder & CEO of Meta Human Centre, **RM Group**, mastermind of AYAYI – the first hyper-realistic virtual human in Mainland
- **Andrew Zou**, Beauty Industry Operation Center Director of renowned live-streaming platform **Beijing Kuaishou Technology**
- **Li-yang Mo**, CEO of renowned MCN agency **HIVE Culture Communication**
- **Sava Gu**, Co-founder & Chief Operating Officer, **Minovate Technology** (Shenzhen) Co. Ltd

Revolutionary ChatGPT

- **Shek Ka-Wai (Shek)**, the author of *Marketing is King* and founder of OMP Online Marketing Player
- **Keith Li**, Chairman of Hong Kong Wireless Technology Industry Association
- **Ivan So**, renowned digital consultant from HDCourse

We cordially invite you or your representative to cover the conferences. Details are as follows:

MarketingPulse & eTailingPulse

Date:	15 March 2023 (Wednesday)
Time:	10:00 – 19:00
Venue:	Hall 3D-E, Hong Kong Convention and Exhibition Centre
Press Registration	Media representatives can register at the entrance of Hong Kong Convention and Exhibition Centre Hall 3E, by presenting a business card and media identification.

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

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

Event schedule: <https://bit.ly/3ZhoNll>

Speaker List: <https://bit.ly/3YeWe7a>

Media enquiries

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