

To Assignment Editor:

Inaugural MarketingPulse Conference Opens Next Wednesday Global Marketing Gurus to Examine Latest Branding Strategies

13 March 2018 – The inaugural **MarketingPulse** conference will be held on 21 March at the Hong Kong Convention and Exhibition Centre (HKCEC). Organised by the Hong Kong Trade Development Council (HKTDC), the event gathers more than 30 speakers from nine countries and regions to share their success stories and examine the latest marketing trends. Global brand leaders, top advertising executives, as well as leading marketers and influencers will discuss various topics, from brand-building, social media applications, content marketing to influencer marketing, as well as strategies for the Chinese mainland market.

Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism) of the Hong Kong SAR Government will deliver remarks at the opening session. Speakers at the first plenary session will include Sara Riis-Carstensen, Head of Global Branding of **De Beers** and Kei Suzuki, Director of Ryohin Keikaku Co, Ltd (**MUJI**). JiPeng Men, Vice President of **JD.com**; Assaf Tarnopolsky, Director of Marketing Solutions, South East Asia, North Asia & Japan of **LinkedIn**; Joshua Grossberg, Group Creative Director of **McCann New York** and Peter Lefebvre, Creative Director of **Leo Burnett**, will share their insights at the other two plenary sessions.

MarketingPulse will also feature an **Exhibition Zone**, gathering nearly 20 companies engaged in new media advertising and marketing, content marketing, search engine optimisation, data-driven marketing solutions, customer service platforms and AI platforms.

We cordially invite you or your representatives to cover the conference. Details are as follows:

Date: 21 March 2018 (Wednesday)

Opening Hours: 9:30am-6pm

Venue: Hall 3DE, Hong Kong Convention and Exhibition Centre

Visit the MarketingPulse website (www.marketingpulse.com.hk) for the latest programme and speaker list. For interviews with speakers, please email your interview outline and contact information to billy.km.ng@hktdc.org by **16 March, noon**.

Media Registration:

Media representatives may register with their business cards and/or media identification, at the Press Registration Counter outside HKCEC Hall 3DE.

Media Enquiries

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

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MarketingPulse (21 March Hall 3DE, HKCEC)

0900-0930	Media Registration
0930-0940 PULSE Stage	<p>Opening Session</p> <p>Welcome Remarks</p> <ul style="list-style-type: none"> • Raymond Yip, Acting Executive Director, Hong Kong Trade Development Council <p>Opening Remarks</p> <ul style="list-style-type: none"> • Philip Yung, Permanent Secretary for Commerce and Economic Development (Commerce, Industry and Tourism), Hong Kong SAR Government
0940-1100 PULSE Stage	<p>Plenary Session 1 - Recipe for a Winning Brand</p> <p>Moderator</p> <ul style="list-style-type: none"> • Karen Koh, founder, Intermedia <p>Speakers</p> <ul style="list-style-type: none"> • Sara Riis-Carstensen, Head of Global Branding, De Beers • Kei Suzuki, Director, Ryohin Keikaku Co, Ltd (MUJI)
1115-1230 PULSE Stage	<p>Plenary Session 2 - Get Heard from the Social Media Crowd</p> <p>Moderator</p> <ul style="list-style-type: none"> • Karen Koh, founder, Intermedia <p>Speakers</p> <ul style="list-style-type: none"> • Evan Greene, Chief Marketing Officer, The Recording Academy (The GRAMMYs) • Maya Hari, Vice President, Asia Pacific, Twitter • Beverly W. Jackson, VP, Social Portfolio Strategy, MGM Resorts International • JiPeng Men, Vice President, Head of Marketing Division, JD.com • Assaf Tarnopolsky, Director, Marketing Solutions, South East Asia, North Asia & Japan, LinkedIn
1115-1230 SPARK Stage	<p>Plenary Session 3 - Innovation Shaping New Marketing Frontiers</p> <p>Moderator</p> <ul style="list-style-type: none"> • Guy Parsonage, Partner, PricewaterhouseCoopers Consulting Hong Kong Limited <p>Speakers</p> <ul style="list-style-type: none"> • Joshua Grossberg, Group Creative Director, McCann New York • Peter Lefebvre, Creative Director, Leo Burnett • Kazuhiro Shimura, Creative Director, Dentsu Inc • Spencer Wong, Chairman and Chief Creative Officer, McCann & Spencer

<p>1400-1530 SPARK Stage</p>	<p>Breakout Session 1 – The Fine Art of Customer Engagement in Asia</p> <p>Moderator</p> <ul style="list-style-type: none"> • Dr Royce Yuen, co-founder and CEO, MaLogic Holdings Ltd <p>Speakers</p> <ul style="list-style-type: none"> • Erwan Heussaff, founder, The Fat Kid Inside Inc • Gunyarak Piyakhun, First Executive Vice President (Marketing Strategy & Business Intelligence), Siam Piwat Company Ltd • Kosuke Sogo, CEO & co-founder, AnyMind Group
<p>1400-1530 PULSE Stage</p>	<p>Breakout Session 2 – On the Pulse of the Cool New China</p> <p>Moderator</p> <ul style="list-style-type: none"> • Professor Larry Poon, Adjunct Associate, Professor of the Department of Marketing, The Chinese University of Hong Kong <p>Speakers</p> <ul style="list-style-type: none"> • Viveca Chan, Chairman and CEO, WE Marketing Group • Mia Chen, Head of Marketing, Airbnb China • Qin Hai Hu, Brand Director, Pechoin • 3water Li, founder, W
<p>1400-1445 DIALOGUE Stage</p>	<p>Dialogues with Creative Minds Series 1 – Dialogue with Women Marketers</p> <p>Speakers</p> <ul style="list-style-type: none"> • Julieta Leong, Deputy Director - Marketing & Events (HK), Lan Kwai Fong Group • Sara Riis-Carstensen, Head of Global Branding, De Beers • Bonnie Chan Woo, CEO, Icycle Group Holdings Ltd
<p>1455-1540 DIALOGUE Stage</p>	<p>Dialogues with Creative Minds Series 2 – Branding and Marketing Tips for Start-ups</p> <p>Moderator</p> <ul style="list-style-type: none"> • Alvin Lam, Managing Partner, T12M Ventures Ltd <p>Speakers</p> <ul style="list-style-type: none"> • Billy Chung, Director of Business Development, GoAnimate • Tommy Li, Creative Director, Tommy Li Design Workshop Ltd

<p>1540-1700 PULSE Stage</p>	<p>Breakout Session 3 – Tell Me a Story...About Content Marketing</p> <p>Moderator</p> <ul style="list-style-type: none"> • Esterina Nervino, Chief Editor, <i>Retail in Asia</i> <p>Speakers</p> <ul style="list-style-type: none"> • Sehgeun Choi, Senior Creative Director, INNORED • Tony Chow, Regional Director, Creative & Content Marketing, Asia Pacific, Marriott International • Vincent Tsui, founder & CEO, Toast Communications Ltd
<p>1540-1700 SPARK Stage</p>	<p>Breakout Session 4 – A Look at the Present and Future of Data-driven Marketing & Advertising</p> <p>In association with: IAB Hong Kong powered by HKDMA</p> <p>Keynote</p> <ul style="list-style-type: none"> • Korey Lee, Director, Data Analytics and Insights, South China Morning Post <p>Moderator</p> <ul style="list-style-type: none"> • Alan Boydell, co-founder, Global Director of Insights & Analytics, 55 the data company <p>Speakers</p> <ul style="list-style-type: none"> • Alan Tsui, Audience Analytics and Partnerships Lead, Asia Miles • Alex Sibois, Managing Director APAC, Lotame • Scott McBride, Chief Digital Officer, IPG Mediabrands APAC • Stephen Dolan, Managing Director, APAC, Integral Ad Science • Timothee Semelin, Director of Digital Marketing and Transformation, Rosewood Hotel Group