

November 27th -28th, 2013 Shanghai, China
Radisson Hotel Pudong Century Park
THE 8TH CHINA LUXURY SUMMIT

Global Luxury Market ---2013 Retrospect &2014 Prospect
Home – Grown Chinese Luxury Brands On the Rise – How to Compete with the West?
How New Media and E-commerce Changing the Marketing of Luxury Goods?
Building a Thriving Luxury Future -- Keys to Operational Excellence



Organized By :

Collaborator :

Regular Official Endorsers :

Academic Support:



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Strategic Media Partner :



THE 8TH CHINA LUXURY SUMMIT



November 27th -28th, 2013
Shanghai, China

LUXURY

AGENDA

Nov.27

| | |
|---------------|---|
| 09 : 45-12:15 | Chapter One: Analysis of Global Luxury Market and China in Focus |
| 14:00-17:00 | Chapter Two: Innovation As a Business Strategy: Marketing Innovations |

Nov.28

| | |
|-------------|---|
| 09:30-12:10 | Chapter Three: Promoting Luxury Brand Image through Details Optimizing |
| 14:00-17:20 | Chapter Four: Building a Thriving Luxury Future -- Keys to Operational excellence |



Nov.27th-28th
the 8th China Luxury Industry Summit
✓the largest Luxury Industry Summit
✓the Most Authoritative Summit in China
✓the New Trend of Luxury Industry by KPMG and CLIA
✓500+ High-level Decision-maker



Nov.27th-28th
Exhibition for Brands and Value Chain Suppliers
✓More than 50 Professional Booths are Provided for the Brands and the Value Chain Suppliers
✓The Best Platform for Brand Show
✓the Best Opportunity to Face up to High-end Professional Audience
✓the Best Opportunity to Talk to High-end Brands



Nov.27th
17:20 the Award Ceremony and Gala Dinner
✓To Meet with Decision Makers of Luxury Brands, Social Lion and High-net-worth Individuals
✓To Recognize the Outstanding Luxury Brands in 2013
✓To Forecast new Luxury Brands in 2014

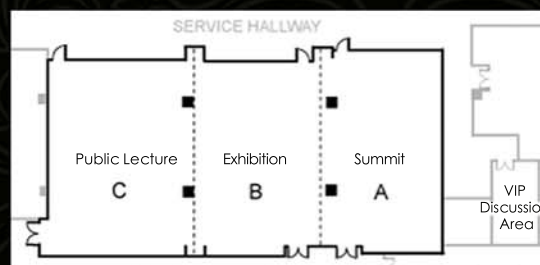
Exhibition Map



LUXURY

- 1 Report of the Latest Trends Research by CLIA and KPMG
- 5 Forms Include the Summit, Exhibition, Awards, Gala Dinner and Public Lecture of Life Style for High-net-worth Individuals
- 10+ Business Networking Hours
- 20+ Interactive Track Sessions
- 30+ Inspiring Speakers
- 50+ Booths are provided for the Brands and the Value Chain Suppliers
- 100+ Global High-end Brands
- 500+ Attendances from Decision Makers
- 1000+ High-net-worth Individuals

Map of the Exhibition



Benefit Your Business From CLIA:

- One-stop-shop for gaining the 1st hand information about China hi-end consumer market dynamics;
- Exclusive insights acquiring of growing markets and emerging brands in China;
- Networking & business benchmarking through interactive sessions and debates with peers, partners and experts;
- Tailor-made experience to plan your meetings and leverage your contacts through preand post networking prestige.

Who Would Attend:

- Decision Makers of Luxury Brands
- High-net-worth Individuals(More Than \$1,000,000 Disposable Personal Income)
- Value Chain Suppliers

Who Should Attend :

The CLIA of 8th China Luxury Industry Summit attracts senior luxury sector executives, corporate decision makers & investors around the world including Chairmen, CEOs, CFOs, COOs, CMOs, CHOs, and Presidents & Managing Directors from the following industries:

| | |
|------------------------------|------------------------------------|
| <i>Fashion & Apparel</i> | <i>Lighting</i> |
| <i>Motor</i> | <i>Luxury Residential Property</i> |
| <i>Cosmetics</i> | <i>Luxury Hotels Resorts</i> |
| <i>Jewelry</i> | <i>Living; Bedroom; Bathroom</i> |
| <i>Hospitality</i> | <i>High-end Furniture</i> |
| <i>Yachts</i> | <i>Beverages Wine</i> |
| <i>Accessories</i> | <i>Kitchen & Table</i> |
| <i>Watches</i> | <i>Food</i> |

Our Vendors are from :

Brand Management & Retail Distributor/
Branding consultant Software/
IT Solution Provider/
Anti-counterfeiting technology Mobile Services
Recruitment & HR Service
Wealth Management/Investment Banking/
M&A Advisors Commercial Property
& Retail Real-estate PR Firm/Advertising Agencies/
New Media Consulting Firm/
Law FirmLuxury Shopping Outlets/
Luxury Travel AgencyLuxury Packaging/
Material Provider Shopping Center/
E-commerce Design Consultancies/
Architecture/Construction
Credit Card Merchant Services
Fragrance Manufacturers Logistics/
Supply Chain Providers
Art Appreciation/Auctioneering

Why You Should Attend :

- ◆ the Most Authoritative and Influential Luxury Industry Summit in Asia-Pacific Region
- ◆ Supporting by the World's Three Largest Luxury Association
- ◆ the Highest Specifications with Conference, Exhibition and Award
- ◆ Annual Event for Top Decision Makers of Global Luxury Brand
- ◆ an Important Path to the Top of the Top Brand in the World
- ◆ You will not Miss the Annual Part for Chinese Luxury Industry
- ◆ the Platform for Publishing New Trends and Creative Ideas
- ◆ the Effective Cooperation Platform for the Upstream and Downstream Enterprises of Industrial Chain



Visitors Are From:

ABN AMRO Bank/Citi Bank/Standard Chartered Bank/Citic Bank/
Shanghai Pudong Development Bank/China Merchants Bank/
SCC/Noah Private Wealth Management/Wilmont advisors/
British Chamber of Commerce/UN Chamber of Commerce/
American/Chamber of Commerce/Zhejiang Chamber of Commerce /
SEA /Lake Malaren Golf Club /Shanghai Marina Club/Shanghai/
Banker Club/Ambassy Club/Shanghai American Club

THE 8TH CHINA LUXURY SUMMIT



November 27th -28th, 2013
Shanghai, China

LUXURY

Previous Speaker(Some of Them Would Participate Continuely)



Armando BRANCHINI
秘书长
意大利奢侈品企业协会

Executive Director
Fondazione Altagamma



Guy SALTER
副主席
英国奢侈品协会

VP
Walpole



Denis MORISSET
执行总监
ESSEC 国际奢侈品
管理项目MBA

Executive Director
ESSEC Luxury MBA



李庆星
秘书长
中国奢侈品联合会

Lawrence LEE
Secretary General
CLIA



Anson BAILEY
主管（业务拓展）中国
毕马威

Principal, Business
Development, China
KPMG



Christian Blanckaert
前法国精品委员会主席
爱马仕前总裁

Former Managing Director
Hermes International



Thibault VILLET
CEO
魅力惠

CEO
Glamour Sales



Stephane WILME
羽西品牌总经理
欧莱雅

Stephane WILMET
Yue Sai General Manager
L' Oreal



夏华
董事长
依文集团

Hua XIA
Chairwoman
EVE Group



郭洁
普林斯顿之友
董事长
玫瑰坊时装定制公司
Pei GUO
Princeton
Chairwoman
Rose Studio Fashion Co.,Ltd



Françoise TELLIER
创始人
Prestige Concept Luxury Consulting in
Branding, Marketing, Communication,
Etiquette and Personal Image Management
Françoise TELLIER
Founder
Prestige Concept Luxury Consulting in Branding,
Marketing, Communication, Etiquette and
Personal Image Management



Alessandro PAPARELLI
亚太区域人力资源和发展
总监
菲拉格慕
Regional Executive
Director, Human Resources &
Organization AP
Ferragamo

Distinguished Speaker Faculty to be Invited



Christian Weiss
公共关系总监
保时捷设计

Head of Public Relations
Porsche Design Group



Hermann Winkler
北亚区运营副总裁
施华洛世奇元素
Vice President for
North Asia
Operations
Swarovski Elements



Stuart VEVERS
创意总监
罗意威
Creative Director
Loewe



孙青锋
CEO
上海兆妩贸易有限公司

Stephen SUN
CEO
Shanghai WOO



Jean-Claude BIVER
首席执行官
宇舶

CEO
Hublot



Eric So
中国区总经理
Marc Jacobs
GM China
Marc Jacobs
(LVMH Fashion
Division)



陈岩
首席策略官
分众传媒
Yan CHEN
CSO
Focus Media



Feng GAO
总裁
葆蝶家中国

President
Bottega Veneta China



Brunello CUNCINELLI
首席执行官
Brunello Cucinelli

CEO
Brunello Cucinelli



Guillaume BROCHARD
创始人 & CEO
麒麟

Founder & CEO
Qeelin



Sebastian SUHL
首席执行官
纪梵希

CEO
Givenchy



张志峰
创始人
东北虎

ZhiFeng ZHANG
President
NE · TIGER



Benjamin BILTERYST
董事会成员，奢侈品主席
中国法国工商会
Benjamin BILTERYST
Board Member, Luxury Product
Club Chairman
CCIFC



Henri BARGUIRDJIAN
首席执行官
格拉夫

CEO
Graff



Jonas HOFFMANN
市场学教授
SKEMA 商学院

Associate Professor
of Marketing
SKEMA



Mario ORTELL
奢侈品高级调研分析师
Sanford C. Bernstein

Senior Research Analyst
Luxury Goods
Sanford C. Bernstein

Partial Past Participating Brands :

| | | | | | |
|----------------------|----------------|----------------------|------------------|------------------------|---------------|
| HERMES | CARTIER | DE BEERS | HENNESSY | LOUIS VUITTON | ROLEX |
| AGNES.B | CEDRIC FRIGNET | DIOR | HILTON | LLADRO | SEPHORA(LVMH) |
| AMOREPACIFIC | CHANEL | DOMORI | JAEGER-LECOULTRE | PATEK PHILIPPE | SHANGHAIWOO |
| BACCARAT | CHAUMET | FEDERICO BUCCELLATI | LA PRAIRIE | POWERLAND | SUNSEEKER |
| BOEING BUSINESS JETS | CLARINS | FERRARI | LANCOME | PRADA | SWAROVSKI |
| BOWERS & WILKINS | COACH | FOREVERMARK(DEBEERS) | LAND ROVER | RALPH LAUREN | TIFFANY |
| BURBERRY | COMFORT ZONE | GUCCI | LOCMAN ITALY | RICHEMONT ASIA PACIFIC | VALUE RETAIL |
| CALVIN KLEIN | DANIELE SOLARI | HARRY WINSTON | L'OREAL | RITZ-CARLTON | VERSACE |

CONFERENCE AGENDA — Day 1 Nov.27th

8:30 Registration & Business Networking

9:30 Welcome Speech

Chapter One: Analysis of Global Luxury Market and China in Focus

9:45 Session One: Global Luxury Market -- 2013 retrospect & 2014Prospect

Denis MORISSET, Executive Director, ESSEC Luxury MBA

10:15 Session Two: "Touch the Heart, not the Wallet – Bespoke Luxury" Real Life Experiences from the World of Luxury Products

Kurt KUPPER, CEO, Reuge SA

10:45 Coffee Break & Business Networking

11:15 Session Three: CLIA & KPMG Annual Report on Luxury Industry 2013

Anson BAILEY, Principal, Business Development China, KPMG

11:45 Session Four: Panel Discussion: Home – grown Chinese Luxury Brands On the Rise – How to Compete with the West

Moderator: Denis MORISSET, Executive Director, ESSEC Luxury MBA

Panelists: Eric SO, GM, Marc Jacobs

Wang Chen Tsai-Hsia, Founder, Shiatzy Chen

Shunyuan GUO, President, Powerland

12:15 Lucky Draw

12:25 Luncheon

Chapter Two: Innovation As a Business Strategy: Marketing Innovations

14:00 Session Five: Taking the Traditional Marketing Strategy to the Next Level with the Thriving of E Commerce

Cindy CHEN, CSO, Focus Media

14:30 Session Six: How to Present a Unique Niche Luxury Product to a Highly Sophisticated Audience

Vincent-C.L. Wu, Head of Retail, CHAUMET China(LVMH group)

15:00 Coffee Break & Business Networking

15:30 Session Seven: To Realize Market Expansion Globally Via an Unique Idea Of Marketing

Hermann WINKLER, Director of Sales and Business Development China, Swarovski Elements

16:00 Session Eight: How to Penetrate China Market Successfully – Experience Sharing from Shiatzy Chen

Wang Chen Tsai-Hsia, Founder, Shiatzy Chen

16:30 Session Nine: L- Capital's Strategy in China – Building China Luxury Brand and Who's the Next One

Partner, L –Capital Asia

17:00 Jackpot

17:10 Awards Ceremony & Gala Dinner 2013

19:00 The End of Day One

CONFERENCE AGENDA — Day 2 Nov.28th

8:30 Registration & Business Networking

Chapter Three: Promoting Luxury Brand Image through Details Optimizing

9:30 Session One: How to Increase the Brand Value through Innovative Solution

Marc PLATTEN, Managing Director Asia, Porsche Design Group

10:00 Session Two: Promoting Brand Image through Selecting Designed Pack

Endro SEBASTIANI, Marketing CEO, Apex Packaging

10:30 Coffee Break & Business Networking

11:00 Session Three: Luxury & Detail – How to Achieve the World of “Prestige”

Gerrit RUETZEL, President Asia Pacific, Hugo boss

11:30 Session Four: Panel Discussion – to Improve the Share of China Market through a Series of Unique Consumer Experience

Moderator: Benjamin Bilteryst, Luxury Product Club Chairman at the French Chamber of Commerce

Panelists: Margaret LI, Merchandising Director, De Beers

Carol SHEN, President China, Gucci

Hermann WINKLER, Director of Sales and Business Development China, Swarovski Elements

12:00 Lucky Draw

12:10 Luncheon

Chapter Four: Building a Thriving Luxury Future -- Keys to Operational excellence

14:00 Session Five: Best Practice Case Study: How to Protect Your Luxury Brand from Counterfeiters

Regional Director, Ralph Lauren

14:30 Session Six: Talent Acquisition and Retaining of Luxury Industry: Critical Aspects of Talent Management

Alessandro PAPARELLI, Director, Human Resources & Organization AP, Salvatore Ferragamo

15:00 Coffee Break & Business Networking

15:30 Session Seven: The Roadmap for the Success of Small Luxury Brands in China
--- Look into Issues of Deputy, Legal Affairs& Customs Clearance

Bruno LANNES, Partner, Bain& Company

16:00 Session Eight: How to Best Introduce Your Product to New Markets: Leveraging Through a Network of Premium Distributors

Jonathan SELIGER, President & CEO China, Coach

16:30 Jackpot & End of The Summit

2013 LUXURY VALUE CHAIN AWARD CEREMONY CHANGE-INNOVATION-EXPRESSING DAY ONE Nov.27 17:20-19:00

Background of the Event

"Word of mouth" means a lot to a brand. In order to convey the corporate brand awareness, to promote the market harmonious development & to recognize those corporate and brands in providing satisfactory services for customers, 2013 Luxury Value Chain Award Ceremony will be concurrently launched with 8th China Luxury Summit. In this session, CLIA is dedicated to collaborating industrial associations, professionals and leaders to carry on the assessment activities, in which there review, advocate & witness the contributions of brands to the industrial progression and growing-ups. CLIA is ready to enhancing the brand culture exchange & brand image on the basis of brand and consumer dynamic relationship evolutions. CLIA is bound to call for the industrial mainstream expectation, promote standardized industrial progress, highlight the international impacts of brand image construction, encourage the entrepreneurs' leadership role and jointly fulfill the luxury industrial common advancements. With 8-year accumulation about China Luxury Summit & CLIA resident division foundation, we will constantly deliver diversified platforms for all the industrial peers & professionals to lead the brand-new chapter for global luxury market. Hundreds of the world's top brand decision makers will gather at the 8th China Luxury Summit, acclaiming the great successes achieved in Asia, particularly in China. If you and your team have made outstanding achievements in your business and won high approval from your customers, you are most likely to win a prize at the "Luxury Value Chain Awarding Ceremony 2013". In today's ever-changing environment, the prize will not only upgrade your image but also attract more people to be concerned about your exceptional achievements and your important value.

Benefits of Participating in the Award Ceremony

Participating Value

- Enhancing corporate competitive edge & brand effect
- Raising corporate reputation and product popularity & expanding corporate marketing channels
- Improving corporate cohesive power, employee sense of honor & awareness of competition
- Building industrial image & playing the role of a benchmark in the industry
- Approaching professional experts & gathering social connections

Distinguished Invited Special Consultants :

CLIA will invite Top Luxury brand group decision makers and luxury brand management professionals to be the judging board. And the judging board will be announced after committee meeting.

1. LAWRENCE LEE, Secretary of General, CLIA
2. MORGAN JI, Deputy Secretary of General, CLIA
3. DENIS MORISSET, Executive Director, ESSEC
4. ARMANDO BRANCHINI, Executive Director, Fondazione Altagamma
5. GUY SALTER, Vice President, Walpole
6. CHRISTIAN KURTZKE, CEO, Meissen; President, Meisterkreis
7. KURT KUPPER, CEO, Reuge
8. JUERGEN GESSLER, CEO, Porsche Design Group
9. JONAS HOFFMANN, Associate Professor of Marketing, SKEMA Business School
10. Françoise TELLIER, Founder, Prestige Concept Luxury Consulting in Branding, Marketing, Communication, Etiquette and Personal Image Management
11. Austin Huang CEO.NEEU.Com

Prize Awarding & the Settings of Awards (To name a few) :

- 2013 Most International-visionary Brands
- 2013 Most Chinese Characteristics & Culture Element Brands
- 2013 Most Potential Best Selling Brands
- 2013 Best Employer in Chinese Luxury Industry
- 2013 Most Popular Chinese Brand Design
- 2013 Brands in Commercial Innovation & The Most Impressive Leaders
- 2013 Most Potential Overseas Brand
- 2013 Most Potential Chinese Brand



Selection Procedures:

| | |
|-------------------|--|
| Application | All candidates must submit a complete set of application materials to the judging panel before the deadline., Oct.25th (For details, please refer to application form. |
| Preliminary | On Nov.01, 2013, the panel will select individuals and units to enter into re-evaluation for each award and announce the result. |
| Final Selection | Nov.15, 2013, the panel will select final winners from among the shortlisted candidates in strict accordance with the criteria. |
| Awarding Ceremony | The names of final winners will be announced and awards and credentials conferred at the 7th Annual China Luxury Summit & CLIA will publicize to the society the award-winning enterprises and products. |



Organizing Committee

Organized by :

Collaborator :

Endorsers :



LUXURY VALUE CHAIN EXHIBITION 2013

-A Journey of the Booming Chinese Luxury Market

What if luxury brands in China are your best opportunity? Following 8 successful years of CHINA LUXURY SUMMIT, CHINA LUXURY SUMMIT is now the watchword in China for local and international brands.

Multiply business opportunities: - LUXURY VALUE CHAIN EXHIBITION is dedicated to many premium markets, in which there will be your tailor-made one-stop-shop for your brand and solution exposure.

At LUXURY VALUE CHAIN EXHIBITION, just enjoy exceptional surroundings and meet decision-makers in a totally confidential environment and club-style atmosphere!

Exhibits include

- Overseas Brands 25% (Fashion Articles:Apparels, Shoes,Bags,Watches,Jewelries,Cigar,Wine,Home Decor, Hi-tech Products)
- Local Brands 25% (Clothing,Silk,Furniture,Tea, Liquor,Jewelries,Chinaware,Jade,Bamboo Utensils, Health Care Medicine)
- Value Chain Services 25% (Packaging, Human Resource, Consultancy, Advertising, Public Relations, Logistics, Product Maintenance, Media, Distributors, Retailers, High-end Luxury Travel Agencies, Financial Services)
- Shopping Center, Department Stores, Commercial Real Estate10%
- Art15%

WHY Attend?

-The only luxury goods on-stop comprehensive platform in Asia CHINA LUXURY VALUE CHAIN EXHIBITION brings together the best worldwide luxury industry service suppliers and premium brands. Enter this cherry-pick group and be part of the leading networking platform for the luxury circle in China!

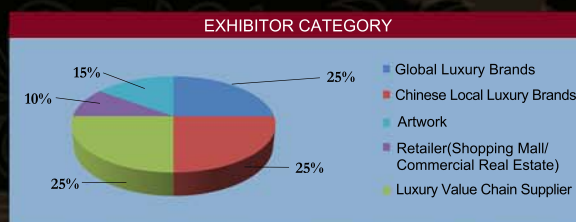
-The assurance to meet target visitors of quality. In 2013, more than 50% of the audiences is decision makers as regards brands corporation and luxury management. Thanks to control access to prevent copy-cat issues, CHINA LUXURY VALUE CHAIN EXHIBITION visitors' get a high quality profiles: more than 80% of the 2011 exhibitors consider that they made up to potential valuable contacts.

-China: a fantastic business opportunity Annual splendid event in China's luxury industry to create an ideal platform covering novel concept, creativity and trends, supportive with unparalleled occasion covering the complete value chain and grand gathering of decision makers from world top luxury brands;

LUXURY VALUE CHAIN EXHIBITION

is your opportunity to:

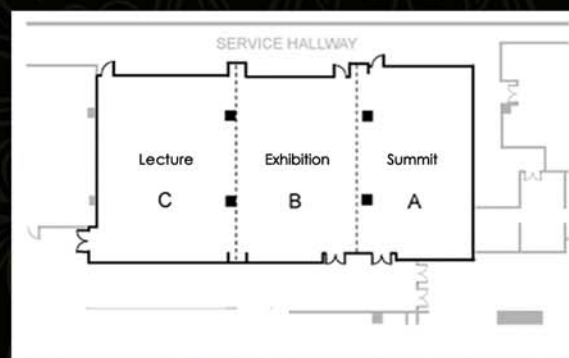
- Enhance your brand image
- Find new clients and key partners
- Develop your business!
- An easy-to-do fair



Luxury Exhibition

1. With Top Brands of Jewelry, fashion, Luxury Value Chain, Furniture, arts etc.
2. Exhibitors could arrange shows or workshops for visitors.
3. VIP visitors could book exhibiting products.

Map of the Exhibition for Brands and Value Chain Suppliers



Exhibition Map



THE 8TH CHINA LUXURY SUMMIT

November 27th -28th, 2013 Shanghai, China



LUXURY

PLEASE COMPLETE THIS FORM AND FAX BACK TO: _____

FAX No.: +86 21 6840 7632

Registration Form

SUMMIT PRICING in CNY(1USD=6.2CNY)

Summit Individual Ticket

¥ 12,800 ☐

*The fee will cover your attendance at the summit, lunches, tea breaks, full documentation and simultaneous interpretation service. The fee does not include travel and accommodation costs.

SPONSOR PACKAGE

Reception & Gala dinner Sponsor ¥ 100,000 ☐

The fee will cover 3 tickets of the gala dinner, 5 minutes welcoming speech 5 Min Video and your company logo on each table.

Exclusive Lanyard Sponsor ¥ 30,000 ☐

The fee will cover one ticket of the 8th CHINA LUXURY SUMMIT 2013 and your company logo for the lanyards

AD Sponsor ¥ 20,000 ☐

The fee will cover one page advertisement in the 8th CHINA LUXURY SUMMIT 2013 brochure and one ticket for the 8th China Luxury Summit

Exclusive File Bag Sponsor ¥ 50,000 ☐

The fee will cover one ticket of the 8th CHINA LUXURY SUMMIT 2013 and exclusive file bag provided by your company.

Lucky Draw Sponsor ¥ 20,000 ☐

The fee will cover one ticket of the 8th CHINA LUXURY SUMMIT 2013 and twice lucky draw sponsor at noon. The prizes are provided by the lucky draw sponsor.

Exclusive Jackpot Sponsor ¥ 30,000 ☐

The fee will cover one ticket of the 8th CHINA LUXURY SUMMIT 2013 and twice lucky draw sponsor in the afternoon of the two daysummit. The prizes are provided by the jackpot sponsor.

Distribution Sponsor ¥ 10,000 ☐

The fee will cover one square meter AD area, and the content and material will be provided by the distribution sponsor itself

Speech Sponsor ¥ 80,000 ☐

The fee will cover 3 tickets for the 8th China Luxury Summit

EXHIBITION PACKAGE

Luxury Products Exhibition(2m*2m) ¥ 20,000/Day ☐

Special exhibition for showing your luxury products and brand and face to face communication with high-end consumers.

Service Provider Exhibition(2m*2m) ¥ 20,000/Day ☐

Special exhibition for showing your products and face to face communication with brands.

*About other SPONSOR PACKAGE, pls. contact CLS organizing committee + 86 21 6840 7631-8168

*All the sponsors will received some free tickets for clients(for Exhibition and Investment Ballroom Only)

*Get more discount, join us and be CLIA member! More info, please contact: + 86 21 6840 7631-8168

Individual Info.

Name: _____; Position: _____; E-mail: _____; MP: _____

Name: _____; Position: _____; E-mail: _____; MP: _____

Name: _____; Position: _____; E-mail: _____; MP: _____

Company: _____; Address: _____

City _____, Postcode: _____, Phone: _____, Fax: _____

Company Size: <100 100+ 250+ 500+

Nature of Business: _____, Website: _____

Signature: _____, Date: _____

By T/T

Account Name: China Luxury Industry Association (CLIA) Limited

Beneficiary Bank: DBS BANK (HONG KONG) LIMITED

Beneficiary Bank Address: 11TH FLOOR, SOUTH EAST WING, SOMERSET HOUSE,

Account No: 7884515040

Swift Code: DHBKHKHHXXX

TAIKOO PLACE, 979 KING'S ROAD, HONG KONG

Payment Method

By Credit Card

Please charge my: Visa Card: Master Card: Amex Card:

Holder's Name: _____, Signature: _____

Number: _____, Expiry Date: _____, Safety Code: _____

Important Notes

-Please quote the name of the delegate and event title on the advice when remitting payment. Bank charges are to be deducted from participating organizations own accounts. Attendance will only be permitted upon receipt of full payment. Participants wishing to register at the door are responsible to ensure all details are as published. CLIA reserves the right to cancel or alter the content and timing of the program or the identity of the speakers for reasons beyond its control.

-Cancellation & Transfer: If registered before 16th August 2013, written cancellations received 50 working days before this conference will be entitled to 50% refund. Thereafter, cancellations are regrettably not refundable. A complete set of course documentation will however be made available.

-Data Protection: The personal information shown on this brochure, and / or provided by you, will be held on a database and may be shared with CLIA internally. Sometimes your details may be obtained from, or made available to, external companies for marketing purposes. If you do not wish your details to be used for marketing purposes, please write to us at luxury@clia.org.cn.

Organized By



China Luxury Industry Association (CLIA) has seen the most influential authorized luxury industry association across the AP region. On the basis of 6-sessions of China Luxury Summits & 2-sessions of INNO Luxury Summits being successively held since the year of 2004, a group of experienced senior executives from luxury brands, luxury management experts from business schools, industrial professionals & consultants have voluntarily contributed to the born of an independent organization in 2010 – CLIA, a NGO with the specific focus on the Greater China luxury consuming market dynamics, comprehensively integrating Asian industry research, business insights ex-Japan & witnessing European luxury brands globalization steps. Currently, CLIA, being registered in Hong Kong & head-quartered in Singapore, has the resident office in CBD of Shanghai, China. In the past 7 years, 3 European Luxury Associations in Italy, Britain & Germany, as well as ESSEC, top MBA International Luxury Brand Management in the world of luxury have jointly in collaboration for the establishment of CLIA. As the association being officially approved & supported by Shanghai Municipal Government, CLIA is a professional and authorized association servicing the common growth of luxury market in the Greater China & dedicating to the complete business connection between European luxury markets and the Asia counterparts. So far, CLIA possesses:

- 2 deputy ministers from the government sector;
- 10 significant entrepreneurs with equal or above the vice-president positions;
- More than 8 experts and professors relating to the luxury industry;
- 5 research consultants in the luxury industry;
- 20 elites who are engaged in the luxury industry;
- 200 original members of the association



Regular Overseas Collaborators

YOU HAVE THE ANSWER

ESSEC MBA International Luxury Brand Management since its foundation in 1995, the MBA specializing in luxury brand management has become a worldwide reference in graduate education in the world of luxury, and is still today the only MBA specializing in luxury brand management. Thanks to partnerships with leading brands and institutions, the ESSEC luxury MBA trains a new breed of managers at the heart of the ever-changing luxury sector.

Regular Official Endorsers



Walpole is a non-profit-making organization that furthers the interests of the British luxury industry by harnessing and sharing the collective knowledge, experience and resources of the membership. Formed in 1990 by top tier British companies, including British Airways, Chewton Glen, Coutts & Co, DAKS Simpson, the Financial Times, The Savoy Group and William Grant & Sons, the membership provides a community for the exchange of best practice ideas to drive business development in both UK and export markets.



Fondazione
Altgamma

Fondazione Altgamma is the Foundation of Italian companies of international renown operating in the high end of the market; reflecting Italian style and culture in their company management and products, they stand out for their innovation, quality, service, design and prestige.



MEISTERKREIS
DEUTSCHES FORUM FÜR LUXUS

The Southern Africa Luxury Association (SALA) is the official network for the luxury industry in South Africa and operates as a section 21 non-profit that is committed to establish a solid foundation for both the luxury and premium lifestyle industries in Southern Africa.

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