



Luxury Symposium 2021: New retail comes alive

On 21 April 2021, the French Chamber in Hong Kong's annual Luxury Symposium returns for its 5th edition in a virtual format to welcome speakers and attendees from across the globe.

Since its inception in 2016, [the French Chamber in Hong Kong's Luxury Symposium](#) has become a must-attend gathering for top decision makers and thought leaders in the luxury sector.

This year, the signature conference goes virtual and expects to welcome 300+ guests for an action-packed afternoon of insights on **21 April 2021**.

Leading industry voices from Hong Kong, China, and beyond will cut through the noise of this turbulent period to examine **the new retail models shaping luxury for today and tomorrow**.

Confirmed speakers:

- **Michael Beutler** (Director of Sustainability Operations, Kering)
- **Alexis Bonhomme** (Vice President Greater China and Asia Pacific, Farfetch)
- **Xiaolei Gu** (Director, Innovation Consulting, FABERNOVEL)
- **Divia Harilela** (Founder, The D'Vine Ltd)
- **Bruno Lannes** (Senior Partner - Shanghai Office, Bain & Company)
- **Kim Leitzes** (Managing Director APAC, Launchmetrics)
- **Alain Li** (Regional Chief Executive, Asia Pacific, Richemont)
- **Martin Moodie** (Founder & Chairman, The Moodie Davitt Report)
- **Maxime Pruvost** (Founder and Managing Director, BEE Retail)
- **Erwan Rambourg** (Author of *Future Luxe: What's Ahead for the Business of Luxury* (2020))

- **Rebecca Silli** (Partner, Tiang & Partners)
- **Thibault Villet** (President of APAC, Tory Burch)
- **Jean-Laurent Vilon** (Managing Director Asia Pacific, Mazarine)
- **Benjamin Vuchot** (Chairman and CEO, DFS Group)
- **Frederic Jean-Marie Winckler** (Melco Resorts & Entertainment's Executive Vice President and Chief Creative and Brand Officer)

Final speakers to be announced shortly.

On the [programme](#) this year:

- China's unstoppable luxury market
- The future of luxury
- Sustainable growth in Hong Kong and China
- Curating superior customer experience: Measurable digital engagements and connections
- The rise of Gen Z and new consumer behaviour
- Sustainability in the luxury world: Where are we today?
- Leveraging retail technologies to create omnichannel alliances
- Building bigger markets: Hong Kong, Greater Bay Area and Hainan
- Travel retail and Hainan as a new destination

The high-level programme is put together under the guidance of the French Chamber's Luxury and Retail Committee. Stay tuned for final announcements.

[Book your spot today](#) and join other attendees from around the world!

For event inquiries:

Agnes Tang

Events Manager

agnes.tang@fccihk.com | +852 2294 7731

For sponsorship inquiries:

See our [sponsorship kit](#), or contact:

Laury Pace

Events Manager

laury.pace@fccihk.com | +852 2294 7738

For other materials:

[See here](#) for a collection of related visuals.

About the French Chamber of Commerce and Industry in Hong Kong

The French Chamber of Commerce and Industry in Hong Kong has been serving the interests of the French and international business community in Hong Kong for over 30 years.

We help companies set up and expand in Hong Kong while driving closer engagement between the French and local business communities.

The Chamber is a leading platform for connection and insights, running a packed year-round [calendar of events](#) including its signature conferences such as the Luxury Symposium.

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