

PROGRAMMA

29 giugno 2017

Palazzo Giureconsulti - Piazza Mercanti, 2 – Milano

09.30 – 16.45

9.30 – 10.00

WELCOME COFFEE

10.00 – 10.15

INTERVENTI INTRODUTTIVI

- Laura Corbetta | Ceo & Founder YAM112003
- Kim Berger | Founder TheGeorge
- Gilberto Nava | Socio responsabile TMT Chiomenti

10.15 – 10.30

SCENARIO POLITICO ECONOMICO

- Alberto Rossi | Fondazione Italia Cina

10.30 -11.45

THE MARKET - ON/OFFLINE | Siebe Gerbranda

- Consumer market in China
- The (digital) tools to work with
- *Case history*: Agnes Durr, International Group Brand Manager - Baci
- How to be global, yet locally attractive and relevant
- Build your brand in China

11.45- 12.15

COFFEE BREAK

12.15 – 13.30

THE CONSUMER: CHINESE MILLENNIALS | Isabel Chen

- Who are they/Where are they
- What do they expect from you as a brand
- How to attract and engage them
- *Case history*: Mattia Mor, Executive Director Europe - Mei.com/Alibaba Group

13.30 – 14.30

LUNCH

14.30 - 15.00

DIGITAL & SOCIAL LANDSCAPE: EAST vs WEST

- Stefano Rocco | Digital Strategy Manager YAM112003

15.00- 16.30

THE ROAD TO YOUR BRAND SUCCESS

Round Table

- David Doninotti | Segretario Generale Aice - Associazione Italiana Commercio Estero
- Giulio Finzi | Segretario Generale Netcomm - Il commercio elettronico italiano
- Sara Marchetta | Partner Chiomenti

16.30 – 16.40

Q&A

16.40 - 16.45

INTERVENTI CONCLUSIVI