

27-30/4/2010

**Seminar on “Tap into the Booming Demand for Glamorous Gifts –  
Sharing on branding strategies and  
means of enhancing the market value of your products”**

「打進名貴禮品市場－品牌策略分享及提升產品價值」研討會

Date 日期 : 29/ 4 / 2010 (Thursday 星期四)  
Time 時間 : 2:30pm – 3:30pm  
Venue 地點 : Meeting Room S226-227, HKCEC 香港會議展覽中心會議室 S226-227  
Speaker 講者 : Mr Winkler Hermann, Director of Sales & Business Development, China  
CRYSTALLIZED™- Swarovski Elements  
Language 語言 : English (no simultaneous interpretation will be provided)  
英語 (恕不設即時傳譯服務)  
Remarks 備註 : Free Seminar 免費入座

**About the Speaker:**

Mr. Hermann Winkler joined Swarovski in 2002 and worked as both a Product Manager and Head of Application Management at Swarovski Headquarters in Austria as well as a Project Manager in Swarovski Hong Kong. Currently he is based in Shanghai and is responsible for Sales and Business Development for Swarovski Elements in a B2B context. Mr. Winkler is working with customers from the fashion, interior, electronics and gift and premium field. He is a former Consultant of PriceWaterhouseCoopers and holding degrees in International Business and Business Administration from the Universities of Innsbruck, Austria and Bocconi University in Milan/Italy as well as certificates of the Management Center St. Gallen in Switzerland and the University of Hong Kong.



CRYSTALLIZED™ – Swarovski Elements provides an extensive package of trend, design and technical support as well as comprehensive ingredient branding solutions to its industrial customers.

| Time 時間         | Programme 程序表  |
|-----------------|--|
| 2:15pm – 2:30am | Registration 登記  |
| 2:30am – 3:20pm | <b>Seminar on “Tap into the Booming Demand for Glamorous Gifts - Sharing on branding strategies and means of enhancing the market value of your products”</b><br>「打進名貴禮品市場－品牌策略分享及提升產品價值」研討會 |
| 3:20pm – 3:30pm | Question & Answer Session 答問時段   |

**Remarks 備註:**

- Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice.  
主辦機構保留任何更改之權利而不作另行通告。