

Insider Perspectives on Lifestyle Consumers

業內視角：洞悉時尚生活消費族群

Date 日期	: 27 / 4 / 2024 (Saturday 星期六)
Time 時間	: 11:00am – 12:00pm 上午 11 時正至下午 12 時正
Venue 地點	: the STAGE, Hall 5E, HKCEC 香港會議展覽中心 展覽廳 5E the STAGE
Language 語言	: English (with simultaneous interpretation in Putonghua) 英語 (設普通話即時傳譯)
Remark 備註	: Free Admission (Please click HERE to register online) 免費入場 (「 按此 」登記)

Time 時間	Programme 程序
10:45am – 11:00am	Registration 登記
11:00am – 11:05am	Souvenir Presentation and Photo Session 致送紀念品及拍照
11:05am – 11:15am	<p><u>Understanding the Next Generation of Lifestyle</u> <u>次世代的生活風格</u></p> <p>Speaker 講者: Mr Albert Chan, Head of Greater China Office, Coresight Research Coresight Research 大中華區辦事處負責人 陳冠廷先生</p> 
11:15am – 11:30am	<p><u>Capturing key Omnichannel and AI trends in retail</u> <u>捕捉全渠道零售以及人工智能的趨勢</u></p> <p>Speaker 講者: Mr Wilson Ng, Head of Mid-Market, Google Customer Solutions, Hong Kong 香港谷歌客戶解決方案中客戶市場主管 吳智軒先生</p> 
11:30am – 11:45am	<p><u>SURPRISE ME! — the art of delighting your customers anytime, anywhere</u> <u>Surprise Me! — 如何以驚喜來贏取顧客的心？</u></p> <p>Speaker 講者: Ms Carol Chan, Global Business Director, Pinkoi (HK) Limited 陳嘉露女士</p> 
11:45am – 12:00pm	Panel Discussion 討論環節 / Q&A session 問答環節

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- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
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Organiser 主辦機構:

About the Speakers 講者簡介

Mr Albert Chan, Head of Greater China Office, Coresight Research
Coresight Research 大中華區辦事處負責人 陳冠廷先生

Albert Chan heads the Greater China office of Coresight Research, supporting global clients in marketing and business development initiatives throughout Greater China.

Albert has worked in Canada, Hong Kong and Macau, across a broad spectrum of verticals including public relations, events management, manufacturing, and luxury goods distribution; working across strategic planning, brand management, internal and external communications and multi-media marketing projects.

Before joining Coresight Research, Albert provided branding, marketing and communications solutions as a consultant to DFS, The Hyatt Group, Fung Group and Hong Kong Trade Development Council.

Albert holds an MBA from the University of Hong Kong.

陳冠廷先生領導 Coresight Research 大中華區辦事處，為全球客戶在大中華區的行銷和業務發展計畫提供支援。

他曾在加拿大、香港和澳門工作，涉足廣泛的垂直領域，包括公共關係、活動管理、製造和奢侈品分銷；負責策略規劃、品牌管理、內部和外部溝通以及多媒體行銷專案。

在加入 Coresight Research 之前，陳先生擔任 DFS、凱悅集團、馮氏集團和香港貿易發展局的顧問提供品牌、行銷和傳播解決方案。

陳先生擁有香港大學 MBA 學位。

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Mr Wilson Ng, Head of Mid-Market, Google Customer Solutions, Hong Kong

香港谷歌客戶解決方案中客戶市場主管 吳智軒先生



Wilson has close to 10 years of experience at Google working with brands across Greater China. He has experience working with companies of all sizes, ranging from small-to-medium enterprises to large multinational corporations. His experience encompasses the end-to-end customer growth journey, from inception and devising product market fit to brand building and international market expansion. Over the past 10 years, Wilson has held a number of roles across Google, and currently is the Head of Mid-Market, Google Customer Solutions, based in Hong Kong. Prior to joining Google, Wilson also has held roles in Investment Banking and Private Equity.

Wilson 擁有近 10 年在谷歌工作的經驗，曾與大中華區的各個品牌合作。他擁有豐富的服務各種類型公司的經驗，從中小型企業到大型跨國公司均涵蓋。他的經驗涵蓋了客戶成長的全生命週期，從構思和制定產品市場定位到品牌建設和國際市場拓展。過去 10 年間，Wilson 曾在谷歌擔任過多個職務，目前是香港谷歌客戶解決方案中客戶市場主管。在加入谷歌之前，Wilson 還曾在投資銀行和私募股權公司任職。

Ms Carol Chan 陳嘉露女士, Global Business Director, Pinkoi (HK) Limited



With 8 years of journalism and creative media background, Carol Chan joined Pinkoi to pursue her passion for promoting art and crafts. As a founding member of Pinkoi's HK & Macau team, Carol has been enthusiastic about exploring new opportunities and pushing boundaries. She has spearheaded a series of groundbreaking events, including the first HK seller education seminar, Pinkoi Design Fest, Pinkoi SPACE at the Mills, Pinkoi IP Crossover project, and more. Currently serving as the Global Strategy Director, Carol is responsible for overseeing business planning while maintaining her steadfast dedication to supporting independent design brands across Asia.

喜好小眾品牌，迷戀每件設計好物背後的故事和靈魂。畢業於香港城市大學創意媒體學院，八年媒體工作經驗，於 2015 年毅然加入 Pinkoi 成為港澳團隊始創成員之一。

Carol 擅長 trial and error，通過實驗和觀察，摸索成功之道。她曾為 Pinkoi 港澳地區創辦招募講座、品牌培訓班、Pinkoi 市集、實體店、IP 聯名企劃等等。現時 Carol 為 Global Strategy Director，負責全球商業策略。

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