

Seminar on “Latest Consumer Trends of Baby Products”

「嬰兒用品消費新趨勢」研討會

Industry experts will share their experience on brand building, present an analysis of consumption behaviour in a mature market under crisis and discuss new findings in baby care.

行業專家將分享建立品牌的經驗，分析面臨經濟危機之成熟市場的消費模式及討論嬰兒護理的新發展趨勢。

- Date 日期 : 12 / 1 / 2015 (Monday 星期一)
- Time 時間 : 2:30pm – 3:30pm
下午 2 時半至 3 時半
- Venue 地點 : Product Launch Area, Hall 3E South Concourse, HKCEC
香港會議展覽中心展覽廳 3E 南大堂「產品推廣及發布區」
- Language 語言 : English (No simultaneous interpretation service will be provided)
英語 (不設即時傳譯服務)
- Remark 備註 : Free Admission 免費入座

Time 時間	Programme 程序
2:15pm – 2:30pm	Registration 登記
2:30pm – 2:50pm	How to Build a Brand by Word of Mouth Marketing 如何透過用家口碑建立品牌 <i>Ms Katie Sotor, Vice President of Marketing, Crane USA</i> Question and Answer Session 問答環節
2:50pm – 3:10pm	Italy as an Example of Mature Market under Crisis: Consumers Behaviour, Consumption Trends and Companies' Reaction 面臨經濟危機之成熟市場的消費模式: 意大利 <i>Mr Daniele Caroli, Editor-in-chief, Il Giornale dell'Infanzia, Italy</i> Question and Answer Session 問答環節
3:10pm – 3:30pm	New Findings on Baby Care Market from a Plastic Supplier's Perspective 消費者選購嬰兒玩具的趨勢 <i>Mr Alan Wei, Application Marketing Manager, Borouge Sales and Marketing (Shanghai) Co., Ltd</i> Question and Answer Session 問答環節

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知。

Organiser 主辦機構:

About the Speakers 講者簡介:

Ms Katie Sotor, Vice President of Marketing, Crane USA

Since 2005, Crane USA has taken the lead in putting design and style into cool mist humidifiers. Katie takes great pride in marketing a new unknown humidifier brand to a recognized player in the USA humidifier market, being listed in Consumer Reports BEST PRODUCTS OF THE YEAR and one of the bestselling humidifiers on Amazon USA. Katie has been a member of International Home and Housewares Association and is a member of CORE (Chief Officers Reaching Excellence) since 2007.


Mr Daniele Caroli, Editor-in-Chief, Il Giornale dell'Infanzia, Italy

Since 1994, Daniele Caroli is Editor-in-Chief of the Italian nursery trade magazine "Il Giornale dell'Infanzia", published by the Sfera division of RCS MediaGroup. In 1970, he started his career as a journalist working for trade and consumer music magazines and in 1985, he moved to the consumer electronics business as editor and Editor-in-Chief of both national and international magazines dealing with audio and video products. From 2000 to 2013, he has run Sfera's toy trade magazine Giochi & Giocattoli. As their President, Caroli led the trade journals associations Baby Care Magazines International from 2004 to 2007 and International Toy Magazines Association from 2008 to 2012.


Mr Alan Wei, Application Marketing Manager, Borouge Sales and Marketing (Shanghai) Co., Ltd

Alan has 7 years of experience in sales and marketing of Polyolefin across a wide range of end-use applications including juvenile care, packaging, appliances and automotive. His key achievements comprise the analysis of market trends, generation of marketing strategy and development of innovative solutions. He is heavily involved in value chain initiatives, value creation for efficiency and productivity improvement subject to regional differences in terms of end-use requirements, market environment and business model.



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