



4th

MARKETING EXCHANGE FORUM

Date: 22 May 2025

Venue: House Studio, Soho
House, 1/F, 33 Des Voeux Rd W,
Sheung Wan

A New Playbook to Market the Future

Gen Z, AI, and Experiential Retail for
Business Resilience

Event Schedule

4th Marketing Exchange Forum

Time	Content and Speakers
9:00 - 9:30 am	Registration
9:30 - 9:45 am	Opening remarks
9:45 - 10:30 am	<p>Keynote Address: Xiahongshu Insights: Navigating Market Trends and Opportunities</p> <p>Douglas Lau, Global Business Solutions Team (Xiahongshu)</p>
10:30 - 11:15 am	<p>Panel: Global Horizons: How Chinese Brands Are Redefining International Markets</p> <p>Jacopo Pesavento, CEO & Founder (Branding Records) Audrey Ma, Senior Director & General Manager HK, MO, TW, SEA (Poizon Global) Filippo Gori, Business Development consultant</p> <p>Moderator: Esterina Nervino, Assistant Professor, Dept. of Marketing, Associate Director, SMCU (CityUHK)</p>
11:15 - 11:30 am	Coffee Break
11:30 - 11:45 am	<p>Academic Presentation: Marketing in the Age of AI: The New Rules of Creativity</p> <p>Esterina Nervino, Assistant Professor, Dept. of Marketing, Associate Director, SMCU (CityUHK)</p>
11:45 - 12:30 pm	<p>Panel: Next-Gen Marketing: The Agentic AI Revolution</p> <p>Olivia He, Partner Data & Analytics (KPMG) David Ko, Managing Director 9RuderFinn Interactive) Jonathan Koh, Digital Strategy Director (Pico Group)</p> <p>Moderator: Chelsea Perino, Managing Director of Global Marketing & Communications (The Executive Centre)</p>
12:30 - 2:00 pm	Lunch Break
2:00 - 2:15 pm	<p>KPMG's Overview of Emerging Markets</p> <p>Anson Bailey, Head of Consumer & Retail, ASPAC (KPMG)</p>

2:15 - 3:00 PM	<p>Panel: The New Frontier: How to Succeed in Southeast Asia's Emerging Market</p> <p>Alessandro Tomio, Chief Commercial Officer APAC (Lacoste) Fareeda Cassumbhoy, Group Chief Digital Officer (Pico Group) Venisa Chu, Regional Sustainability Director (l'Occitane)</p> <p>MODERATOR: Anson Bailey, Head of Consumer & Retail, ASPAC (KPMG)</p>
3:00 - 3:15 pm	Coffee Break
3:15 - 3:30 pm	<p>Academic Presentation: Luxury Purchase Motives and Channel Preferences</p> <p>Ruonan Zhang, PhD Student Dept. of Marketing (CityUHK)</p>
3:30 - 4:15 PM	<p>Panel: The Retail Renaissance: Merging Design, Technology, and Experience</p> <p>Philippe Chan, General Manager (YouGov) Charly Kim, Senior Manager - Loyalty & /Digital Customer Experience (Starbucks Asia Pacific) Jaime Martin Chocano, Managing Director (Edrington)</p> <p>MODERATOR: Esterina Nervino, Assistant Professor, Dept. of Marketing, Associate Director, SMCU (City University of Hong Kong)</p>
4:15 - 4:30 PM	<p>Academic Presentation: "Dislike Me, But Like My Dog": Branding Strategies When Endorsers Behave Badly</p> <p>Vincent Wong, Associate Professor Department of Marketing (CityUHK)</p>
4:30 - 5:00 PM	<p>Panel: Gen Z on stage: The Future of Workforce</p> <p>FONG Kei Yin Max, Year 4 BBA in Marketing (CityUHK) Lam Kwok Fung Alex, Year 4 BBA in Marketing (CityUHK) ADRITA Farah Ferdous, Year 4 BBA in Management (CityUHK) Alexandros Trakakis, Year 3 BBA in Management (CityUHK)</p> <p>MODERATOR: Vincent Wong, Associate Professor Department of Marketing (CityUHK)</p>
5:00 - 5:15 PM	Concluding Remarks
5:45 - 7:15 PM	Networking Cocktail

End of the Event 7:15 PM

Speakers



Anson Bailey
Head of Consumer
& Retail, ASPAC
KPMG



Fareeda Cassumbhoy
Group Chief Digital Officer
Pico Group



Philippe Chan
General Manager
YouGov



Venisa Chu
Regional Sustainability
Director
L'Occitane



Adrita Farah Ferdous
Year 4 BBA
in Management
**City University of
Hong Kong**



Max Fong Kei Yin
Year 4 BBA in
Marketing
**City University of
Hong Kong**



Olivia He
Partner Data & Analytics
KPMG



Charly Kim
Senior Manager Loyalty
& Digital Customer
Experience
Starbucks Asia Pacific



David Ko
Managing Director
Ruder Finn Interactive



Jonathan Koh
Sr. Strategy Director
Pico Group

Speakers



Alex Lam Kwok Fung
Year 4 BBA in
Marketing
**City University of Hong
Kong**



Esterina Nervino
Assistant Professor Dept. of
Marketing,
Associate Director SMCU
**City University of Hong
Kong**



Jacopo Pesavento
CEO
Branding Records



Alessandro Tomio
CCO APAC
Lacoste



Alexandros Trakakis
Year 3 BBA
in Management
**City University of Hong
Kong**



Camilla Eunyoung Song
Assistant Professor Dept. of
Marketing
**City University of Hong
Kong**



Vincent Wong
Assistant Professor
Dept. of Marketing
**City University of Hong
Kong**



Filippo Gori
Business Development
consultant
Freelancer



Ruonan Zhang
PhD student
Dept. of Marketing
**City University of Hong
Kong**



Douglas Lau
Global Business Solutions
Team
Xiaohongshu

Speakers



Audrey Ma
Senior Director &
General Manager HK,
MO, TW, SEA
Poizon Global



Jaime Martin Chocano
Managing Director
Edrington



SERVICES

Sales and Marketing Consulting Unit (SMCU)

The Sales and Marketing Consulting Unit (SMCU) aims to become a platform to foster collaboration between scholars and industry leaders through research initiatives, executive education, and consulting services. SMCU leverages research expertise of sales and marketing scholars to provide solutions to business problems and enhance business performance.

Research initiatives, research collaborations, and exchange:

- Collaborative research projects
- Business solutions in exchange for access to data and field experiments

Consulting projects:

- Consulting services in Marketing
- Consulting projects with competitive prices

Executive training on sales and marketing:

- Lectures, workshops, case studies, and simulations
- Multi-day training camps for executives and managers

Contact us



mktsmcu@cityu.edu.hk



Sales and Marketing Consulting Unit (SMCU)
Department of Marketing
Room 10-200, 10/F, Lau Ming Wai Academic Building
City University of Hong Kong 83
TatChee Avenue, Kowloon Tong, Kowloon