





Trendwatcher – The Reshaping of Retail Landscape 顛覆與重塑 - 零售業市場新趨勢

Date 日期 : 31 / 7 / 2020 (Friday 星期五)
Time 時間 : 3:30pm – 4:15pm 下午 3 時 30 分至 4 時 15 分
Language 語言 : English (with Simultaneous Interpretation in Putonghua)
英語 (附設普通話即時傳譯)

Time 時間	Programme 程序
3:30pm – 3:55pm	<p>A New Era of Shopping: How Retailing Industry Can Re-Invent Itself 購物新時代：重塑未來零售業</p> <p>The last two years have been the most challenging in recent memory for Hong Kong’s retail landscape. With a combination of socio-economic, cultural and technological factors, the city’s “shopping paradise” status is now more than ever being put to the test. In this presentation, Euromonitor will examine key trends in the industry, as well as case studies highlighting how retailers are responding to these unprecedented shocks, and explore ways in which the retail industry can re-invent itself to leap into a new era of shopping.</p> <p>香港零售業經歷了充滿困難及挑戰的兩年。結合社會經濟、文化及技術等因素，香港作為「購物天堂」的地位比以往任何時刻都面臨考驗。歐睿國際將分析零售業主要趨勢研究及案例，探討業界如何應對前所未有的衝擊與顛覆，進入重塑變革的新零售時代。</p> <p>by Emily Leung, Analyst, Euromonitor International 梁孔嘉, 分析師, 歐睿國際</p> 
3:55pm – 4:15pm	<p>Trends in Designing New Customer Experiences 客戶體驗的設計新趨勢</p> <p>In this session, Really Design will examine how Big Data & Aesthetic Intelligence can connect with product design and business strategies, and create new customer experiences.</p> <p>Really Design 將分析大數據與美學智慧如何影響產品設計及營商策略，以提升客戶體驗。</p> <p>by Vincent Mok, Director, Really Design 莫允信, 總監, Really Design</p> 

Speakers:



Emily Leung, Analyst, Euromonitor International, Hong Kong

Emily is an Analyst specializing in Services and Payments at Euromonitor International, Hong Kong.

In her current position, Emily focuses on providing market insights for multiple areas including Travel, Retail, Consumer Finance, Digital Payments and Foodservices. She pursues her great interest in analyzing and delivering the latest market trends and insights to clients through marketing sizing, forecasting and competitor landscaping.

Prior to joining Euromonitor, Emily worked in quantitative and qualitative market research serving key accounts in FMCG, retail, finance and public enterprises. Emily holds a Master's Degree in International Business Management from the University of Sydney and a Bachelor's Degree in Commerce from the University of New South Wales. She is also fluent in English, Cantonese and Mandarin.



Vincent Mok, Director, Really Design

Graduated from The Hong Kong Polytechnic University, BA (Hons) Visual Communication Design, Vincent has 8 years working experience in the creative industry, skilled in Typography, Art Direction, Corporate Identity, Branding and Packaging.

Vincent started his journey from few advertising and brand consultant company and has earned his connection with various well-respected clients, such as BIC Group, Cofco Group, British American Tobacco, China Tobacco, Zippo, SZ Duty Free.

He founded ReAlly Design Ltd in 2016 and targeted to provide all-rounded professional strategic design services to various Corporate and Retail clients, such as FSE Holdings, DCH, K11, Green Monday and Sands.

Remarks 備註:

- This session will be conducted via online mode on Zoom. Pre-registration is required to attend the webinar.
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