

AUG 19

ASIATATTLER



LUXURY IN ASIA: A NEW FRONTIER

Venue: The St Regis Singapore – John Jacob Ballroom
Date: 5 October 2011, Wednesday

For many of Europe and America's luxury retailers, the Asian market now makes up a third or even half of global sales and earnings.

But as fast as the markets and the money grow, so too do the questions, problems, and challenges. How can marketers effectively reach this rapidly rising but highly disparate market? What common factors, if any, can be seen in the new luxury consumers across Asia? What should companies,

used to the relatively homogenous markets of Europe and America, do differently to sell to the Asian luxury buyer? What is the internet's role in building brand identity and loyalty? How can Asian luxury companies and brands compete with those from the west?

Join Singapore Tatler as we explore these and other issues in the first-ever Tatler Luxury Conference with a panel of top industry experts and leaders.

Who Should Attend:

Entrepreneurs, CEOs, MDs, GMs, Directors, Managers, Marketers and Executives from any industry that targets affluent and High Net Worth Individuals – including Banking, Retail, Hospitality, F&B, Fashion, Jewellery, Watches, Properties, Design and Décor, the Arts, Automobiles, and more.

**LIMITED SEATS.
REGISTER NOW!**

Our Distinguished Speakers Include:



JIO KWON PING
Executive Chairman,
Banyan Tree Holdings



PAUL HARRIS
Regional Director,
Asia Pacific, Rolls-Royce
Motor Cars



AW KAH PENG
Chief Executive,
Singapore
Tourism Board



MANOJ MURALI
Chief Executive Officer,
TWG Tea Company



RAVITHAIGJAN
Group President for South
Asia, Southeast Asia and
Middle East, LYMH

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