Monday, 6 May 2019, 1:30pm - 6:30pm
The Ballroom, 3/F, Park Hyatt Beijing

AGENDA

BRANDZ™ Most Valuable Chinese Brands
最具价值中国品牌100强
2019

PLACES ARE LIMITED, CLICK TO REGISTER NOW!
https://www.thestorewppbriefing.com/rg/226/wpp



12:45
Registration

13:30-13:40
Opening Remarks

13:40-14:40
Moderated by CGTN
C Panel
WINNING IN COMPLICATED TIMES
Moderated by **Tian Wei**, CGTN

Yunjie Zhou, President & Vice Chairman of the Board, Haier
Jenny Zhang, CEO, Huazhu Group
Eric Salama, CEO, Kantar
Chris Reitermann, Chief Executive, Asia & Greater China, Ogilvy
Xiaohai Hou, General manager of China Resources Snow Breweries
Cindy Mi, Founder & CEO, VIPKID

Haier 华住 HOTELS GROUP LTD 雪花 VIPKID 一美国小学在家上一

15:10- 15:40
Key Note Interview with Chris Tung, Chief Marketing Officer, Alibaba Group
David Roth
CEO,
The Store WPP,
EMEA and Asia

Allibaba Group 阿里巴巴集团

14:40-15:10
The BrandZ™ Top 100 Most Valuable Chinese Brands 2019 Launch
Key Lessons and Learning
Doreen Wang
Global Head of BrandZ™, Kantar

15:40-15:50
The BrandZ™ Awards

15:50-15:54
BrandZ™ Innovation Accelerator

15:55-16:40
THE NEXT GENERATION OF NEW RETAIL - CHANNEL-LESS RETAIL
Growing Customer Sales, Engagement and Brand Value
Moderated by **Justin Teo**, VP, Retail marketing, Geometry

Gavin Zhang,Head of Emerging Markets, Amazon China
Zhu Jianmin, Vice President of Country Garden Group
Zoe Zhao, New Retail Associate Director, Mars Wrigley Confectionery
Steven Shu, CMO, Meituan-Dianping Group
Sheilen Rathod, President, Customer Engagement, Commerce & Martech, Ogilvy China
Cindy Wang, CMO, Uxin Group

amazon 碧桂園 MARS
美团 优信 UXIN GROUP

16:40-16:50
The BrandZ™ Awards

16:50-17:35
GO! GLOBAL
From Business Growth to Brand Power
Moderated by **Joyce Ling**, Chief Strategy Officer, Greater China, J. Walter Thompson

Jonathan Tang, Vice President, Head of Global Business at ECOVACS Robotics Co., Ltd.
Cindy Yan Chen, Chief Strategy Officer & Chief Information Officer, Focus Media Group
Annabel Lin, VP of Sales, Google China
Simon Shaw, Global Chief Creative Strategy and Innovation Officer, H&K Strategies
Rupert McPetrie,CEO, MediaCom China
Ann Wang, Head of Commercialization, Tencent Video | Tencent News | Tencent Sports

ECOVACS ROBOTICS
Focus Media 分众传媒
Google
Tencent 腾讯

17:35-17:45
IRG
Driving Real Growth
Key Findings

17:45-17:50
Closing Remarks
David Roth
CEO, The Store WPP,
EMEA and Asia

17:50-18:30
Dinner reception celebrating this years' BrandZ™ Top 100 and Networking

WPP

PART OF THE BRANDZ 24 CHINA PROGRAM

METHODOLOGY AND VALUATION BY KANTAR

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