



**MARKETINGPULSE**



**eTAILINGPULSE**

**19/3/2025**

**Hong Kong Convention and Exhibition Centre**

# **TRACKING THE GLOBAL MARKET'S PULSE**

MarketingPulse and eTailingPulse offer Asia's marketers, agencies and e-commerce experts a knowledge exchange and partnership building platform. Apart from obtaining latest market intelligence and learning best-practices from industry leaders, participants can also build cross-sector connections and discover latest customer experience innovations by joining. The event stages inspirational talks from creative minds of leading brands and agencies, practical know-how workshops on digital strategies, as well as vibrant networking opportunities to connect attendees with experts in Hong Kong and around the world.



# Event Overview



Business  
Networking



Global Marketing  
Trend Forecast



Practical  
Workshops

# Who Should Attend?

## MARKETERS

- Retailers and brand owners
- C-suite level executives
- Sales & marketing enthusiasts
- Entrepreneurs & start-up practitioners
- Digital strategists
- Key opinion leaders
- Manufacturers

## AGENCIES/MEDIA

- Advertising agencies
- Creative agencies
- PR agencies
- Social media platforms
- Media and publishers
- Brand consultants

## E-COMMERCE PROFESSIONALS

- E-tailers
- E-commerce enablers
- Online marketplaces & platforms

and many more...

Leadings

Tension



# Key Topics

- Rising Stars' Success Stories
- Art & Culture for Global Brand Marketing: Forget the cliché gallery sponsorship!
- The Power of Words - The Art of Copywriting
- Happy tension: The power of CMO and CFO partnership
- Sustainability vs Green Washing
- What makes a Successful Celebrity Brand?
- "She' Economy in Mainland China and How Brands Can Tap Into It?
- Inclusiveness & Beyond: Embracing Neurodiversity in Marketing
- Commerce & Tech
- Award-winning Creativity
- How to Get Pride Marketing Right?
- 2025 Best Commerce Practice

And more ...



Networking



Learning



Exposure

# Participants

Profile

E-commerce professionals  
12%

Marketing service users  
56%

Marketing service providers  
32%

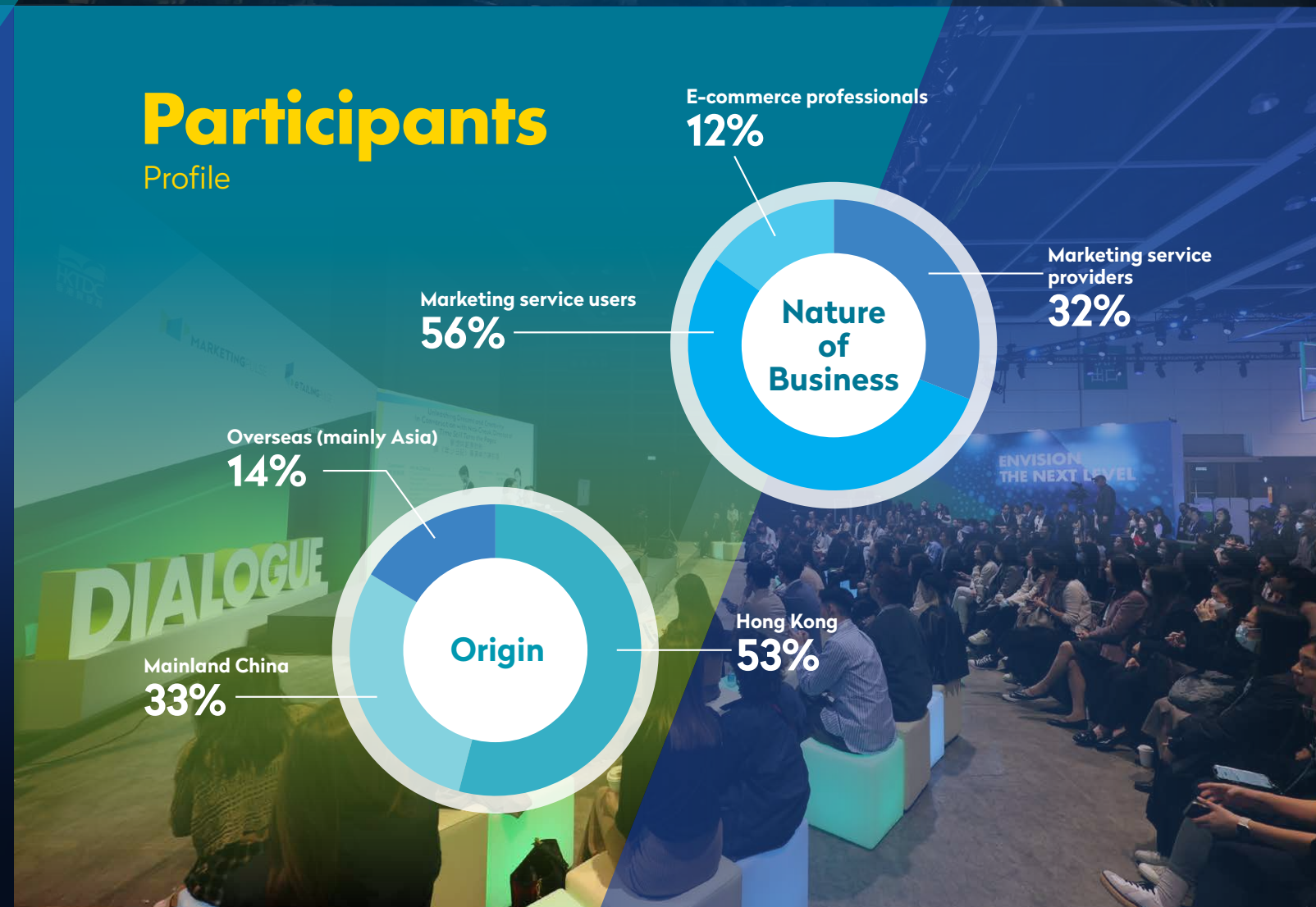
Nature  
of  
Business

Overseas (mainly Asia)  
14%

Mainland China  
33%

Hong Kong  
53%

Origin





Past Speakers



**Ibbly Abutarboush**  
**PT Putragaya Wahana**  
CMO (Present)  
**Arsenal Football Club**  
Brand Marketing Consultant  
(2023-2024)  
**NIKE**  
Brand Defining & Purpose Marketing  
Director (EMEA) (2021-2022)  
Marketing Director for  
Cristiano Ronaldo & Neymar Júnior  
(2017-2018)



**Gaëtan Belaud**  
**Spotify**  
Global Head of Ads Resellers  
(2022-2024)



**Sébastien Borget**  
**The Sandbox**  
Co-Founder &  
Chief Operation Officer



**Arnault Castel**  
**kapok**  
Founder



**Tina Chao**  
**McDonald's Hong Kong**  
Chief Marketing  
and Digital Customer  
Experience Officer



**Jeff Chen**  
**Slowood Limited**  
Co-Founder



**Carmen Chiu**  
**Fortnum & Mason**  
Regional Managing Director,  
APAC (2019-2023)



**John W. Danzi**  
**CuriosityChina & Farfetch**  
Head of Partnerships APAC



**Silvia Garcia**  
**Feel Logic and Happiest Places to Work**  
Founder & CEO  
**Coca-Cola**  
Former President of Happiness  
Institute & Director of Global  
Marketing



**Mayur Gupta**  
**Gannett – USA Today Network**  
Chief Marketing &  
Strategy Officer (2020-2022)  
**Spotify**  
VP, Growth & Marketing (2016-2019)



**Margareth Henriquez, PhD**  
**Baccarat**  
Chief Executive Officer



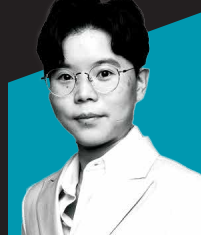
**Greg Hoffman**  
**NIKE**  
VP, Global Brand Innovation  
(2010-2020)



**Bradley Horowitz**  
**MALIN+GOETZ**  
CEO



**Danielle Jin**  
**Visa**  
Senior Vice President  
& Head of Marketing,  
Asia Pacific



**Jidapa Jirarattanachan**  
**Big C Supercenter Public Co., Ltd.**  
Head of Cross Border E-commerce



**Zack Kass**  
**AI Futurist**  
**OpenAI**  
Head of Go To Market (2021-2023)



**Takumi Kato**  
**Shanghai Ezaki Glico Foods CO., LTD. (Glico)**  
Chief Executive Officer



**Guy Kawasaki**  
**Canva**  
Chief Evangelist  
**Mercedes-Benz**  
Brand ambassador (2015-2020)  
**Apple**  
Chief Evangelist (1995-1997)



**Jungsuk Jay Lee**  
**Naver Z Corp (ZEPETO)**  
Chief Ecosystem Officer  
(2021-2024)



**Rudi Leung**  
**Hungry Digital**  
Founder & Director



**Moritz von der Linden**  
**VDL Ventures**  
Managing Partner  
**Mars**  
Global Chief Digital Marketing Officer  
(2020-2022)



**Jane Mai**  
**Yatsen Group**  
Head of Corporate PR and Image  
Management



**Zak Manion**  
**ABInBev**  
Global Director of Innovations  
(2020-2023)



**Bryan Meehan**  
**Blue Bottle Coffee**  
Executive Chair (2012-2022)



**JiPeng Men**  
**JD.com**  
Vice President, Head  
of Marketing



**Jonathan Mildenhall**  
**Airbnb**  
Chief Marketing Officer  
(2014-2017)



**Uri Minkoff**  
**Rebecca Minkoff**  
Co-founder, CEO &  
Creative Director



**Yoji Minakuchi**  
**Suntory Holdings Ltd.**  
Fellow & Chief Design Officer



**Marcelo Pascoa**  
**Burger King**  
Vice President & Head of  
Global Brand Marketing  
(2018-2020)



**Mauro Porcini**  
**PepsiCo**  
Senior Vice President and  
Global Chief Design Officer



**Sara Riis-Carstensen**  
**De Beers**  
Head of Global Branding  
(2018-2019)  
**LEGO**  
Director of Global Brand Development  
(2010 – 2018)



**Bozoma Saint John**  
**Endeavor**  
Chief Marketing Officer (2018-2020)  
**Uber**  
Chief Brand Officer (2017-2018)  
**iTunes & Apple Music**  
Head of Global Consumer Marketing  
(2014-2017)



**John Schoolcraft**  
**Oatly**  
Chief Creative Officer



**Keiei Sho**  
**Calbee**  
Senior Managing Executive  
Officer & CSO



**Dione Song**  
**Love, Bonito**  
Chief Executive Officer



**Kei Suzuki**  
**Ryohin Keikaku Co., Ltd. (MUJI)**  
Director



**Chris Tung**  
**Alibaba Group**  
Chief Marketing Officer



**Kathy Varol**  
**Adidas**  
Head of Global Purpose  
Strategy (2018-2020)



**Yinan Wang**  
**Department of Kweichow Moutai Co., Ltd.**  
Director of Digital and Information  
Management Centre and iMoutai



**Keith Weed**  
**Unilever**  
Global Chief Marketing &  
Communications Officer  
(2010-2019)



**Keen Yim**  
**Lululemon**  
Vice President,  
Brand & Community, APAC  
(2018-2022)



**Brian Yiu**  
**FILA China**  
Chief Executive Officer



**Alex Zhou**  
**POP MART**  
Chief Customer Officer

and many more...





# How you can Benefit from the event?

**Connect with**  
**Marketing** Elites,  
**Creative** Agencies, **Brands**  
and **e-Tailing** experts

**Get inspired by**  
**World Leading Brands,**  
**Creative Minds** and  
**Innovators**

## Be our exhibitor

Showcase your bespoke solutions  
and innovative technologies to explore  
the future together with marketing  
professionals and brand owners

## Be our partner

Put your brand  
under the limelight through  
a tailored sponsorship package

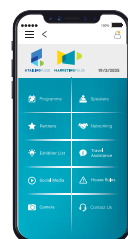
## Be our audience

**Act now**  
to secure your seat with  
first mover discount!



### HKTDC The Pulse Series Conference

The Hong Kong Trade Development Council will stage 3 concurrent conferences namely EntertainmentPulse, MarketingPulse and eTailingPulse in March 2025. It will create a creativity-related platform for players from the three intertwined industries around the world to gather under one roof generating immense networking opportunities to foster cross-industry collaboration.



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Visit our website for details  
<https://marketingpulse.hktdc.com/>  
<https://etailingpulse.hktdc.com/>

#### Concurrent event



**HKTDC**  
**Hong Kong International**  
**Film & TV Market (FILMART)**  
香港國際影視展

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**#MarketingPulse** **#eTailingPulse**

The 60th  
Director  
The 17th Asian Film A  
Best New Director  
卓亦謙先生  
《年少日記》編劇及導  
《殺破狼·貪狼》編劇  
第60屆金馬獎最佳新導  
第17屆亞洲電影大獎

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