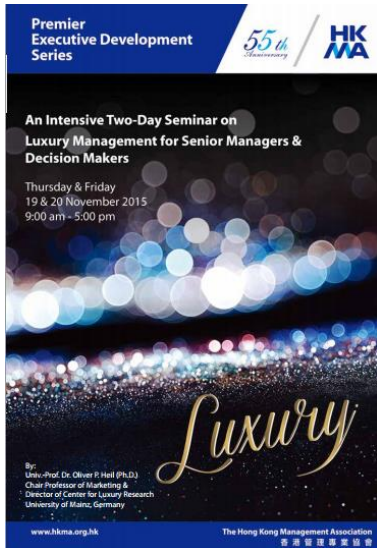


Capturing the Opportunities of the Growing Luxury Market
An Intensive Two-Day Seminar on Luxury Management
for Senior Managers & Decision Makers



The global luxury goods market was on an upward trend in 2014, and is expected to observe a sustained steady growth in 2015, according to a report by Bain & Company, a leading advisor to the global luxury goods industry. The company advises that luxury companies have to go through “a fundamental paradigm shift” in order to achieve continued success.

To assist senior executives to capture the rising opportunities in the luxury market, the Hong Kong Management Association will be bringing world-class expertise to Hong Kong, at “**An Intensive Two-Day Seminar on Luxury Management for Senior Managers & Decision Makers**”, in November this year.

The seminar will go from the basics to the advanced. It will begin with the nature and evolution of luxury, insights in relation to luxury products, consumers, competitor and markets. A forecast on the development of luxury markets in next five years will be discussed, attention will be drawn to the threats and opportunities presented to the revenues and profits of luxury managers and the luxury companies. Besides, professional knowledge of the mechanism of Limited Editions, Luxury Index of a market, Luxury Signals of products, as well as making use of NeuroChance will be addressed. The significance of the Internet pertaining to luxury management will penetrate into the entire seminar. Examples and cases from Porsche, Rolex, Louis Vuitton, Ferrari, Patek Philippe and many others will be referred to.

The seminar will be led by **University Professor Dr Oliver P Heil (PhD), Chair Professor of Marketing, Founder and Co-Director of Center for Luxury Research, University of Mainz, Germany.** Professor Heil has written extensively on the topic of luxury and has several publications on luxury. His background has enabled him to combine findings of academic research projects with practical experience in the management of luxury products and services.

Date	Thursday & Friday, 19 & 20 November 2015
Time	9:00 am – 5:00 pm
Venue	HKMA, 14/F Fairmont House, 8 Cotton Tree Drive, Central, HONG KONG
Fees	HK\$14,800 (HKMA members), HK\$15,800 (non-members)
	<i>Complimentary Lunch will be served</i>