

# Overview of the Greater Bay Area Consumer Markets



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## Speaker:

Anson Bailey, Head of Consumer & Retail, ASPAC; Head of Technology, Media & Telecoms, Hong Kong, KPMG

## Overview of the Greater Bay Area Consumer Markets

The development of the Greater Bay Area (GBA) initiatives has been underway for several years. We have seen clients adopting e-commerce on entering into the market, as well as moving some core operations from

Hong Kong to GBA.

Consumers behave differently across the border, yet there are common trends and concerns among Hong Kong and the nine Mainland China cities in the GBA. During this webinar, Anson Bailey, Head of Consumer Markets (ASPAC) from KPMG China will share with us the research findings of GBA consumer sentiments, as well as the latest consumer and retail trends.

## **About the speaker**



**Anson** joined KPMG in Hong Kong in 1999 and is currently a Partner based in the Hong Kong office heading up the Consumer & Retail Practice in the ASPAC region. He is part of the KPMG Global Consumer & Retail Steering Group as well as being a member of the Global Technology Innovation Centre and the Cluster Leader for the Technology, Media & Telecoms Practice based in Hong Kong.

Anson has been active in driving a number of thought leadership reports and executive briefings for senior

executives covering innovation and consumers in China and across Asia. Today, he not only mentors the next generation of go-to-market professionals at KPMG but continues to work with a growing number of C-level executives as a trusted advisor in providing the best in class innovation whilst acting as the Lead Partner for a number of strategic accounts in both the consumer and technology arena across the Asia Pacific region.

He is a frequent speaker at conferences and events around the globe and has completed his Executive Masters in Technology & Innovation with the Poly University as well as the MIT Executive Leadership & Innovation Program.

## **Pricing**

- Member: HK\$140
- Non-Member: HK\$250

*Details on how to join will be sent via email by 5pm the day before the webinar.*

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