



Speakers:

Annemiek Ballesty, Senior Vice President, Head of APAC

Commercial, Fossil Group, Inc.

Carmen Chiu, Regional Managing Director, Asia Pacific,
Fortnum & Mason

James Liu, Finance Director, IKEA

Moderator:

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

Reshaping Retail: A Post Pandemic View

COVID-19 has been a significant disrupter to retail across the globe. Despite lockdowns lifting and conditions beginning to improve, it is clear that the pandemic has irrevocably changed the retail landscape.

With more customers turning to online retail and other alternatives to traditional shopping channels, there is no doubt that today's retail environment is more dynamic and innovative than ever before. Whether through shifts in product offerings, investments in e-commerce capabilities, or a heightened focus on online marketing and branding to connect with consumers, retailers will continually have to evolve to remain relevant.

Join our latest C-suite conversations series as we hear

insights from regional retail leaders into post-COVID retail trends and challenges. Topics covered will include the acceleration of e-commerce, the surge in mobile payments, COVID-safe shopping experiences, social media platforms as primary customer touchpoints, and the drive towards innovative retail solutions.

About the speakers



Annemiek Ballesty is Senior Vice President, Commercial for Fossil Group Asia Pacific. Under a diverse portfolio of owned and licensed brands, Fossil Group's offerings

include fashion watches, jewelry, handbags, small leather goods and wearables. Fossil brings each brand's story to life in 30,000 points of distribution across 150 countries, including 450 company-owned retail locations.

With more than 18 years with Fossil Group, Annemiek has held several senior roles within Fossil's APAC Commercial division including as Vice President China in Shanghai, Vice President Licensed brands APAC in Hong Kong and Managing Director of Australia and New Zealand in Sydney.

Annemiek Ballesty was recognised in 2018 and 2017 as being one of '50 Top Innovative Retail Leaders' in Hong Kong. She earned her business degree from the University of Wales and is an ICAEW Chartered Accountant. She has a strong background in leadership, focusing on strategic growth and scalability, and has managed teams around the world. She has lived and worked in the Netherlands, the UK, Australia, China, and Hong Kong.



Miss Carmen Chiu joined Fortnum & Mason in August 2019 as the Regional Managing Director for the Asia Pacific region. Her responsibility is to open the first international flagship store in Hong Kong outside London, to solidify the brand reputation and develop new business opportunities in the key markets.

Prior to joining Fortnum & Mason, Carmen was working with GODIVA Chocolatier for six and a half years. Her latest position was Global Communications Director based in New York and was part of the Global Executive Committee. Carmen was previously the Marketing and Merchandising Director for China and Pacific Rim and worked in Shanghai. During her tenure at GODIVA, Carmen led the marketing and merchandising team to

develop brand building strategies to cover a wide array of markets (including China, Hong Kong, Taiwan, Singapore, Malaysia, Thailand, Indonesia, Vietnam, Mongolia and Australia), through sound marketing plan, PR communications, visual merchandising, product innovations to capture the markets' needs. She played a significant role in building the China expansion plan and opened a 100 company-owned stores in 3 years.

Carmen has over 20 years of experience in brand management in the food industry across FMCG, HORECA and Luxury Retail & Hospitality channels, including 6 years based in China. She joined GODIVA Chocolatier from Nestle China, where she held the position of Business Development Director, responsible for the expansion of the Swiss ice cream business, Movenpick, in Greater China. Previously, Carmen spent seven years with Ferrero as Senior Brand Manager for Asia Pacific, a true lover in working for experiential lifestyle brands (and happy products) regionally and globally, and deeply inspired by cultural diversity.

A native of Hong Kong who grew up in the UK, she has built a career that spans the globe. Carmen has also been supporting girls in achieving their dreams and is a strong believer in pursuing what you are passionate about. Most recently, Carmen is a mentor in the BritCham Mentoring Scheme 2020/21.



James is the Finance Director of IKEA, responsible for the Taiwan, Hong Kong, Macau and Indonesia markets.

Prior to joining IKEA, he worked in both group and business unit levels in a range of industries, including media, property, and supermarket retail. He is experienced in a broad set of finance functions, including corporate finance, financial planning and analysis, business development, management, and statutory reporting, board reporting, risk and compliance, internal audit, treasury, and investor relations.

James possesses international experience having worked in London, Hong Kong, Singapore, and Taiwan. Educated at the University of Oxford and trained and qualified as Chartered Accountant with Deloitte in London, he is a Fellow of ICAEW and HKICPA

About the moderator



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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