

About the speakers



Anne-Laure Descours has 30 years of experience in the textile and garment industries, including 25 in Asia, centered on sourcing and management of multicultural teams.

Anne-Laure joined PUMA SE in April 2012 as Director Apparel Sourcing APAC. In August 2013, she became Global Director Development & Sourcing Apparel and Accessories, as such leading teams both at Headquarter

and over 15 Sourcing locations looking after Product Development, Production and Quality, and ensuring implementation of Puma's ethical and sustainability standards to all factories.

In 2019, she was appointed as Chief Sourcing Officer and member of the Management Board, adding Footwear and Sustainability under her responsibility, she is primarily based in Hong Kong.

Before that, from 2005 to 2012, she was Senior Vice President at Li & Fung (Trading) Hong Kong, in charge of a Division covering the European Market with sourcing located in Asia, the Mediterranean countries and Europe.

Between 2003 and 2005, Anne-Laure was Consultant for the Institut Francais de la Mode (IFM). Before that from 1999 to 2003, she was Division Manager - Otto International Asia in Hong Kong, the world leader in mail order, and Garment Manager for the Hong Kong Buying Office of Vivarte Group, from 1995 to 1999.

Anne-Laure graduated from the Institut Français de la Mode (IFM) and Sup de Co Clermont Ferrand (Business School). She has been a French Foreign Trade Advisor since 2005 and a member of the French Chamber of Commerce Sourcing Committee since 2013.



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.

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. He has worked with many corporates to

understand the complex markets we live in and current levels of disruption being seen with recent reports including Global Mobile Payments, Consumers & Convergence, Mobilizing Innovation: The Changing Landscape of Disruptive Technologies, The Rise of the Digital Multi-tasker, Be a Smarter Start-up, MNCs in China, Made in China 2025, China's Connected Consumers, Global Connected Consumers, Connecting Hong Kong – Perspectives on our future as a smart city, Connected Cities – insights across the ASPAC region and The Changing Face of Commerce series.

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 client 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.



Mignone is an all-rounded marketing professional specialised in IT and eCommerce sectors. She joined GS1 Hong Kong in 2018 and is responsible to lead and inspire a diverse team of corporate marketing & communications, event management, digital marketing, product marketing, industry engagement and development.

As the Chief Marketing Officer at GS1 Hong Kong, Mignone has been actively involved in developing and driving omni-channel commerce and industry programs to help GS1HK members go digital. Mignone has been

working closely with major marketplaces, ecommerce solution providers, as well as industry trade associations to facilitate members to develop digital and ecommerce businesses.

Before joining GS1 Hong Kong, Mignone held senior management positions in IT corporations and statutory organisation including Wisers Information Ltd., Hong Kong Trade Development Council, iGarment and Thomson Asia.



Mr Zhu joined HSBC in 1999 as an executive trainee, becoming one of the founding members of HSBC's electronic banking and cash management businesses in

mainland China and holding various roles including Product Manager, Sales Manager and Head of Sales. He became HSBC's first International Manager (IM) from mainland China in 2004, with senior roles in credit approval and risk control for retail banking at HSBC Philippines and Indonesia respectively as an IM.

Before relocating to Hong Kong and assuming his current regional role, Mr Zhu was Managing Director, Country Head of Global Liquidity and Cash Management for HSBC in mainland China. Under his leadership during the past 3+ years, HSBC China cash management business experienced one of the fastest growth periods, and enhanced its leading position among foreign banks in China. Mr Zhu is also a Board Director of China's Crossborder Interbank Payment System (CIPS) Co Ltd.

Between 2007 and 2014, Mr Zhu was with ANZ where he held senior management roles in risk control, rural banking, cash management and cross-border renminbi business, in Melbourne, Chongqing and Shanghai.

This event is hosted by David Graham.

Ticket includes a full hot English breakfast buffet.

Please note that Business Attire is required by the

Hong Kong Club - collared shirts must be worn by men, and jeans, sandals and sports shoes are not permitted. To see the full list of club rules on dresscode, please [click here](#).

Event Organisers



The British
Chamber of Commerce
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Pricing

- Start-up Member: HK\$440
- Member: HK\$550
- Non-Member: HK\$680

Terms & Conditions

- Reservations in advance are required. Please consider your booking confirmed unless notified otherwise.
- Cancellations must be made in writing 24 hours prior to the event. No shows will be charged.
- This event is closed to the media.
- The event will be cancelled if the No.8 Typhoon signal or the Black Rain Storm warning is in force.
- By attending this event, you agree to be photographed, recorded, and/or filmed and give permission to use your likeness in promotional and/or marketing materials.
- For further information please email catherine@britcham.com
- All payments for this event need to be settled by credit card through PayPal. Please note you do not need a PayPal account to complete payment.