





## What about Luxe? The Next Page of High-end Packaging 「高端包裝的下一章?」

- 日期 Date : 2017 / 4 / 28 (星期五 Friday)
- 時間 Time : 11:30pm-12:30pm
- 地點 Venue : 亞洲國際博覽館 6 號展館 研討室  
Seminar Room, Hall 6, AWE
- 語言 Language : 英語 (恕不設即時傳譯服務)  
English (Simultaneous Interpretation Service will not be provided.)
- 備註 Remarks\* : 免費入座。座位有限，先到先得。只供 18 歲或以上之業內人士進場。  
Free admission, seats are available on a first-come-first-served basis.  
For trade visitors only, persons under 18 will not be admitted.

時間 Time	程序表 Programme
11:15 pm – 11:30pm	登記 Registration
11:30pm – 12:00pm	<p><b><u>Topic: Building the successful brands of tomorrow? A packaging design challenge!</u></b></p> <p><b>Speakers from Centdegrés Hong Kong:</b></p> <ol style="list-style-type: none"> <li>1. Sandrine Amice, General Manager</li> <li>2. Pauline Grandval , Marketing consultant and business developer</li> </ol> <div style="text-align: center;">  </div> <p><b><u>Presentation Abstract</u></b></p> <p>How to build a successful brand today while the economic environment is more and more competitive? With examples from the beauty industry (but not only), Centdegrés will explain how packaging design has evolved and how smart brands are creating strong emotional links with their clients by being creative, only.</p> <p><b><u>Centdegrés Hong Kong</u></b></p> <p>Founded in Paris in 1988, Centdegrés is an independent design and strategy consulting agency with a strong expertise in the field of luxury and premium beauty brands. The agency is an expert of building unique brand identities and manages a portfolio of international key accounts and a large number of local customers (<b><i>Cartier, Hermès, Kiko, Herborist, Martell, Givenchy, Dyptique, Amore pacific...</i></b>).</p>

<p>12:00pm – 12:30pm</p>	<p><b>Topic: Reinventing Luxury Packaging</b>  <b>Speaker: Janice Henderson, Creative Director, Reaction</b></p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;">  <p>INTERCONTINENTAL® HONG KONG 香港洲際酒店</p> </div> <div style="text-align: center;">  <p>MGM 美高梅</p> </div> <div style="text-align: center;">  <p>THE RITZ-CARLTON</p> </div> </div> <p><b><u>Presentation Abstract</u></b></p> <p>Innovation, rapidly-changing social trends, organics, environmental awareness and sustainability – these are just some of the factors driving change in the food and beverage (F&amp;B) industry.</p> <p>This seminar will explore how these and other drivers are empowering consumers to redefine the meaning of “LUXURY”.</p> <p>Though the F&amp;B industry is vibrant, highly competitive and relentlessly innovative, can it evolve fast enough to keep pace with consumer expectations? How will the industry respond to these powerful dynamics? Will the latest new offerings meet consumer expectations?</p> <p>Jan will go on to talk about how, many companies, to varying degrees, have already stepped up to the plate. The session will illustrate how brands, designers, manufactures and printers are collaborating more than ever to directly address these challenges and opportunities. This lecture is meant to inspire, provoke fresh thinking, and remind you that, “those who initiate change will have a better opportunity to manage the change that is inevitable.”</p>
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## 講者簡介 About the Speakers

### **Sandrine Amice** **General Manager, Centdegrés Hong Kong**

Since 2014, Sandrine Amice is the General Manager of Centdegrés Hong Kong, the independent global design agency based in Paris.

Sandrine Amice started her career in 2008 at Centdegrés Paris as a consultant. During her 9 years within the agency, she has held positions including Marketing Consultant and Consultant Director lead at Centdegrés Shanghai from 2011 to 2014. She worked for many brands within the wines and spirits industry (Pernod Ricard, Martell, Royal Salute, Perrier Jouet), but she's also an expert of the Chinese beauty market as she worked with Maysu, Calibio or Herborist. She's now developing Centdegrés business within the Southeast Asian region with new clients in Singapore, Philippines and Jakarta



### **Pauline Grandval** **Marketing consultant and business developer, Centdegrés Hong Kong**

Before joining Centdegrés Hong Kong team in 2016, Pauline Grandval worked in the beauty industry during more than 8 years. She started in Paris as a marketing product manager within different cosmetics companies such as Sephora or L'Oreal. Marketing professional in Makeup product development, Pauline developed and launched in 2014 a brand new cosmetics range for Etam, a major player on women's lingerie and clothing market in Europe.



### **Janice Henderson** **CEO & Creative Director, Reaction**

With a career built in Asia, Jan has an impressive track record of creating and implementing brand communications for such world-leading companies as Cadbury Schweppes, Coca-Cola, Proctor & Gamble, Kellogg's, Pernod Ricard, Cathay Pacific, MGM, Intercontinental Hotels and many more blue-chip brands.

In 1995, Jan founded Reaction, a branding and design consultancy which quickly gained a loyal client base and has gone on to partner with leading international hotel and casino groups – and more recently with major names in the serviced apartments & residences sector. Within the hospitality world, Reaction has distinguished itself as an F&B packaging specialist – creating truly beautiful designs for everything from seasonal gifts such as moon cakes and puddings to boxed candies, chocolates and patisserie items.

In recent years, Reaction has expanded its packaging offering to include in-room and spa amenities, and gifts for events. Janice continues to be excited by Asia's ever growing opportunities and limitless potential.

