






Conference factsheet

Date : 19 March 2025 (Wednesday)
 Organiser : Hong Kong Trade Development Council
 Venue : Halls 3DE, Hong Kong Convention and Exhibition Centre

Tracking the global market's pulse

MarketingPulse and eTailingPulse offer Asia's marketers, agencies and e-commerce experts a knowledge exchange and partnership building platform. Apart from obtaining latest market intelligence and learning best-practices from industry leaders, participants can also build cross-sector connections and discover latest customer experience innovations by joining. The 2-in-1 event stages inspirational talks from creative minds of leading brands and agencies, practical know-how workshops on digital strategies, as well as vibrant networking opportunities to connect attendees with experts in Hong Kong and around the world.

Event at a glance

Thought leadership	Practical skills workshops	Global marketing & e-tailing trend forecast	Networking	Exhibition on marketing & e-tailing solutions
				

Tentative programme & topics

C-Suite executive talks & thematic panels

- From Insights to Breakthroughs: Unleashing Innovation through Customer Understanding
- Rising Stars' Success Stories
- Inclusiveness & Beyond: Embracing Neurodiversity in Marketing
- Sustainability vs Green Washing
- ASEAN Market e-Commerce Trends
- Is your Brand Halal-ready? Unlocking Halal Market Opportunities
- The Power of Words - The Art of Copywriting
- Art & Culture for Global Brand Marketing: Forget the cliché gallery sponsorship!
- Award-winning Creativity
- Happy tension: The power of CMO and CFO partnership
- "She Economy" and How Brands Can Tap Into It?
- 2025 Best Commerce Practice & Tech
- Integrating CSR and Youth Engagement for Modern Marketing Success
- The Age of Atomisation: Marketing Strategies Targeting Single-person Households

Digital Marketing & eTailing Workshops

"Meet the Leaders" Dialogue Series

* The programme is subject to change without prior notice

How the participants can benefit from the event?

- Connect with marketing elites, creative agencies, e-tailing experts and brands
- Get inspired by world leading brands' CMOs, CDOs, innovators, influencers and award-winning creative minds
- Learn new marketing trends and e-tailing best practices

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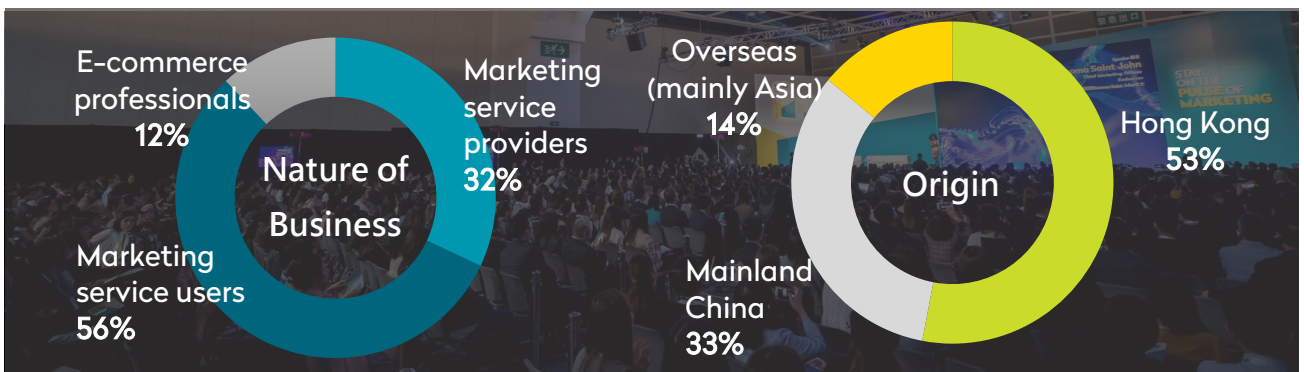
Previous conferences at a glance



- 350+ distinguished speakers from globally renowned brands / platforms / agencies



- Some 12,000 participants from 67 countries and regions attended



- Exhibition with 810+ one-on-one business matching meetings



Past Speakers



Gaëtan Belaud
Spotify

Global Head of Ads Resellers



Sébastien Borget
The Sandbox

Co-Founder & Chief
Operation Officer



Carmen Chiu
Fortnum & Mason

Regional Managing Director,
APAC (2019-2023)



Silvia Garcia
**Feel Logic and Happiest
Places to Work**

Founder & CEO

Coca-Cola

Former President of Happiness
Institute & Director of Global Marketing



Mayur Gupta
**Gannett – USA Today
Network**

Chief Marketing &
Strategy Officer (2020–2022)

Spotify

VP, Growth & Marketing (2016–2019)



**Margareth
Henriquez, PhD**
Baccarat

Chief Executive Officer



Greg Hoffman
NIKE

VP, Global Brand Innovation
(2010–2020)



Bradley Horowitz
MALIN+GOETZ

CEO



Danielle Jin
Visa

Senior Vice President
& Head of Marketing,
Asia Pacific



Zack Kass
AI Futurist

OpenAI

Head of Go To Market (2021–2023)



Takumi Kato
**Shanghai Ezaki Glico
Foods CO., LTD. (Glico)**

Chief Executive Officer



Guy Kawasaki
Canva

Chief Evangelist

Mercedes-Benz

Brand ambassador (2015–2020)

Apple

Chief Evangelist (1995–1997)



Jung Suk Jay Lee
Naver Z Corp (ZEPETO)

Chief Ecosystem Officer (2021–2024)



**Moritz von der
Linden**
VDL Ventures

Managing Partner

Mars

Global Chief Digital Marketing Officer
(2020–2022)



Bryan Meehan
Blue Bottle Coffee

Executive Chair (2012–2022)



Yoji Minakuchi
Suntory Holdings Ltd.

Fellow & Chief Design Officer



Uri Minkoff
Rebecca Minkoff

Co-founder, CEO &
Creative Director



Marcelo Pascoa
Burger King

Vice President & Head of
Global Brand Marketing
(2018–2020)



Mauro Porcini
PepsiCo

Senior Vice President and
Global Chief Design Officer



**Sara
Riis-Carstensen**
De Beers

Head of Global Branding
(2018–2019)

LEGO

Director of Global Brand Development
(2010 – 2018)



**Bozoma Saint
John**
Endeavor

Chief Marketing Officer (2018–2020)

Uber

Chief Brand Officer (2017–2018)

iTunes & Apple Music

Head of Global Consumer Marketing
(2014–2017)



John Schoolcraft
Oatly

Chief Creative Officer



Keiei Sho
Calbee

Senior Managing Executive
Officer & CSO



Dione Song
Love, Bonito

Chief Executive Officer



Kei Suzuki
**Ryohin Keikaku Co., Ltd.
(MUJI)**

Director



Chris Tung
Alibaba Group

Chief Marketing Officer



Kathy Varol
Adidas

Head of Global Purpose
Strategy (2018–2020)



Keith Weed
Unilever

Global Chief Marketing &
Communications Officer
(2010–2019)

And More . . .