



# CMO Congress Asia 2018 2018亚洲首席营销官峰会

**The Most Innovative & Pragmatic Asian CMO Event with Global Insight**  
**–Transformation, Growth, Digitalization**

全球视野下亚洲最具创新性与实践性的首席营销官峰会  
—转型，增长，数字化

## Welcome Message

Dear Distinguished Guest,

On Behalf of the Organizing Committee, I am honored to invite you to the CMO Congress Asia 2018. The congress will be held on May 17-18, 2018 in Shanghai, China.

With billions of population and high-speed economic growth, Asia has become the world's most dynamic area. To link with the huge but diverse groups of clients in Asia is extremely important for all brand owners and solutions providers. In the meanwhile, China continues to be the largest market in Asia with ever increasing economy.

Under the background of consumption upgrade and enterprise digitalization, The CMOs, marketing leaders and other C level leaders are facing great opportunity and challenge in Asia and China. Innovation and reconstitution for brand and marketing has taken place through new mindsets and technologies. The congress will gather the relevant leaders from various industries to discuss the highlights on digital transformation, strategic growth, CMO leadership, mobile marketing, omni-channel marketing, CRM, social media and new digital technologies. An excellent platform will be provided to the brand owners and service providers for learning, communication and cooperation. It will discover the roadmap for the transformation and growth of enterprises in China and Asia.

We sincerely look forward to meeting you in Shanghai!

Best Regards,  
CMO Congress Asia 2018



## 欢迎致辞

尊敬的嘉宾：

我很荣幸代表2018亚洲首席营销官峰会（CMOA 2018）组委会欢迎您参加此次峰会。峰会将于2018年5月17日-18日在中国上海举办。

有着数十亿人口和高速经济增长的亚洲，已经成为全球最具活力的区域。如何连接巨大而又多元化的亚洲客户，对所有的品牌主和方案提供者来说都尤为重要。与此同时，伴随着持续的经济增长，中国依然是亚洲最大的市场。

在消费升级和企业数字化转型的大背景下，亚洲和中国的首席营销官、其他市场负责人以及首席X官们正面临着巨大的机遇与挑战。伴随着新的理念和技术的发展，品牌与营销的创新与重构正在上演。此次峰会将聚集来自各行业的领袖，共同探讨数字化转型，战略性增长，首席营销官领导力，移动营销，全渠道营销，客户关系管理，社会化媒体及最新数字化技术。此次峰会将为各行业品牌主与第三方服务商提供学习交流与合作洽谈的绝佳平台，共同探寻亚洲和中国企业转型与增长之路。

我们真诚期待与您相约上海！

顺祝商祺！



## Event Highlight 业内重点关注话题



a. Global insights and case sharing: US, Europe, Middle East, SEA, India, Greater China...  
全球视野与案例分享：美国、欧洲、中东、东南亚、印度、大中华区.....



b. Transformation and Growth:  
the next stop for Asia's C-level leaders in digital age?  
转型与增长：数字化时代，亚洲的首席营销官们何去何从？



c. 80% Decision-makers of Brand Owners: networking and cooperation with giants from various industries.

80%占比的品牌主高层决策人员：与各行业大咖们的沟通合作机会。

1

Insights from  
US & Europe  
欧美营销洞察

2

Asia Practice:  
China, India, SEA  
亚洲实践：  
中国、印度、东南亚

3

Seamless  
E-commerce  
无缝式电商平台

4

Mobile Age  
移动时代

5

Consumers of  
Generation-Z  
新一代消费者的需求

6

New Technology  
Application  
新技术应用

7

Omni-channel  
Marketing  
全渠道营销

8

KOL & Live Stream  
网红与直播

9

Digital Transformation  
& Growth  
数字化转型与  
增长的最佳实践

10

OTT Marketing Mode  
全新的OTT市场模式

11

SCRM  
社会化客户关系管理

12

PR, Media &  
Advertising  
市场、公关、  
媒体与广告融通



## 立即加入2018亚洲首席营销官峰会!

## INSPIRING SPONSOR OPPORTUNITIES AVAILABLE ON CMO Congress Asia 2018 NOW

CMO Congress Asia 2018 will provide an excellent platform to meet your key clients

And generate new leads with the networking & booth area. Contact us for more sponsor packages.

### How Can I Get Involved? 如何加入我们?

#### Speaking Slot 演讲嘉宾

A 30-minute presentation to get the complete captive audience, making an unrivalled branding opportunity than your competitor before the decision makers.



#### Exhibitor 展台赞助

Display your latest achievements to decision makers in the exhibition area for 2 days, appealing to the participating industrial peers especially during the coffee break time.



#### Delegate 参会嘉宾

Enjoy the 2-day pass hearing all presentations shared by the industrial experts, maximize your networking through luxury luncheons, coffee breaks and get all the authorized electronic copy after the event.



#### Other Branding Sponsor Packages 其他品牌赞助方案

Enhance your company's brand awareness and branding to your target market. Opportunities includes: Cocktail Sponsor, Lanyard Sponsor, Insertion Sponsor, Delegate Bag Sponsor, Corporate Gift Sponsor...



### Who should attend? 谁应参会?



Food and Beverages  
食品饮料



B2B Companies  
B2B公司



Luxuries and Jewelleries  
奢侈珠宝



Apparel  
服装



Digital Marketing/  
Consulting/ Media/ Ads  
数字营销/咨询/传媒/广告



Software and Solutions  
软件/方案



High-tech Companies  
高科技公司



Home Appliances  
家电



Pharmaceuticals  
医药



FMCG and Cosmetics  
快消日化



Hospitality and Travelling  
酒店旅游



Automobiles  
汽车



Finance  
金融



Others  
其他

| Recommended Sponsor Package | Tickets | Speech | Exhibition | Recommended Sponsor Package | Tickets | Speech | Exhibition |
|-----------------------------|---------|--------|------------|-----------------------------|---------|--------|------------|
| Gold Sponsor                | 10      | ✓      | 9m2        | Luncheon Sponsor            | 6       | X      | 4m2        |
| Silver Sponsor              | 7       | ✓      | 6m2        | Cocktail Party Sponsor      | 4       | X      | 4m2        |
| Bronze Sponsor              | 5       | ✓      | 4m2        | Golf Match Sponsor          | 4       | X      | X          |
| Presentation Sponsor        | 3       | ✓      | X          | Lanyard Sponsor             | 3       | X      | X          |
| Welcome Reception Sponsor   | 4       | X      | 4m2        | Delegate Bag Sponsor        | 3       | X      | X          |

## DAY ONE 第一天 MAIN FORUM 主论坛

## SESSION 1: GLOBAL INSIGHTS ON ASIA MARKET

## 亚洲市场的全球洞察

0900 How can CMO prepare for digital transformation in Asia?  
首席营销官如何应对亚洲的数字化变革？

- economic development in Asia
- the digital enterprises and consumers
- a blueprint for growth and transformation

Accenture 埃森哲

## 0930 CMO insights from the US : connected consumers in the digital and sharing age

来自美国的首席营销官洞察：数字共享时代密切连接的消费者

- the sharing economy
- digital connection
- future trends

Airbnb 爱彼迎

## 1000 CMO insights from the Europe: what makes an extraordinary and long-lasting brand?

来自欧洲的首席营销官洞察：如何打造一个卓越而持久的品牌？

- excellent product and service
- be a story teller
- regain the consumer

Burberry 巴宝莉

## 1030 Coffee Break 茶歇

## 1100 CMO Insights from Middle East : Reach the wide range of consumers in the fast-moving world

在快速发展的当今世界，如何更好到达消费者？

- easy and convenient
- be detailed and understanding
- optimize the process

Aramex 安迈世

## 1130 Build the seamless E-commerce platform in SEA countries.

打造东南亚的无缝式电商平台

- enhancing consumer online shopping experience
- satisfying the increasing consumer demand
- utilize the users' data and make e-commerce a popular lifestyle

Lazada 来赞达

## 1200 CMO Insights from India : In the mobile age, how to connect your clients with the creativity and imagination ?

来自印度的首席营销官洞察：移动时代，如何用创意与想象力连接客户？

- mobile marketing is taking the lead in Asia
  - creativity and imagination
  - closer to your client
- Inmobi

## 1230 Luncheon 午餐

## SESSION 2: THE UNIQUE AND FASCINATING

## CHINA 中国的独特魅力

## 1400 CMO Insights from China: The consumers of the unique Greater China region.

来自中国的首席营销官洞察：大中华区的独特消费者

- meeting the needs of today's consumers in China
- digital life in the future
- new retail, new marketing

Alibaba 阿里巴巴

## 1430 How to get the further Insights into the consumers of Generation-Z?

如何深刻洞察新一代消费者的需求？

- personalization holds the keys to deeper engagement and higher returns
- Me-commerce and the new lifestyle influencer
- be social, be funny

Tencent 腾讯

## 1500 New retail Era : omni-channel marketing in China

新零售时代，中国的全渠道营销

open for sponsor 赞助商开放

## 1530 Coffee Break 茶歇

## 1600 Panel Discussion: digital solutions and cases for brand in Asia and China

圆桌讨论：亚洲和中国品牌的数字化方案与实践

- transformation and revolution
- how to ensure the everlasting growth
- solutions and cases

Branders and Solution Providers

## 1700 How can B2B enterprises in China embrace the digital transformation ?

在华 B2B 企业如何拥抱数字化变革？

- rebuild the process
- get the decision-makers
- more flexibility

BASF 巴斯夫

## 1730 How can multinational companies develop and win in the huge China market?

面对巨大的中国市场，跨国企业应当如何发展致胜？

- localization and optimization
- digital analysis for the market access
- a continent instead of a country

Mondelez International 亿滋国际

## 1800 KOL and Live Stream: connecting the brands and consumers.

网红与直播：连接品牌与消费者

- the power of KOL: creating buzz and encourage spend
- serving the connected consumer
- get fans in the mobile internet age

Open for Sponsors 赞助商开放

End of Day One 第一天结束

## DAY TWO 第二天

### Forum 1: Transformation and Growth

#### 转型与增长分论坛

#### 0900 Redefine the CMO : transformation and growth

##### 重新定义首席营销官：转型与增长

- driving sales growth through marketplaces
- revolution and transformation
- roadmap to leadership in the digital age

**Coca-Cola 可口可乐**

#### 0930 Roadmap to strategic CMO leadership

##### 首席营销官战略领导力路线图

- strong insights and a bias for action
- responsible for the digital growth
- strategic thinking about the future trends

**GE 通用电气**

#### 1000 How can new technology drives the sales growth ?

##### 新技术如何助力销售增长？

- AI& Cloud Computing
- IoT
- VR&AR

**Open for Sponsor 赞助商开放**

#### 1030 Coffee Break 茶歇

#### 1100 Panel Discussion : How can CMO ensure the sustainable growth for enterprises in the digital age?

##### 圆桌讨论：数字化时代，首席营销官如何确保业务可持续增长？

- growth-oriented and consumer-centered
- way to battle growth challenges
- Explore new revenue streams

**Branders and Solution Providers**

#### 1200 Solutions for branders ' transformation and growth in Asia

##### 适合亚洲品牌主的转型与增长方案

**Open for Sponsor**

#### 1230 Luncheon 午餐

#### 1400 Resource and Target: CMO budget investigation

##### 资源和目标：首席营销官的预算调研

- resource and target
- different industries varies
- feedback from the market

#### 1430 How to maximize ROI to ensure the growth ?

##### 如何实现投资回报率最大化以确保增长？

- trend and hotspot
- timing and direction
- measurable and practical

**Sequoia Capital China 红杉资本**

#### 1500 Big Data Drives Digital Transformation and Growth

##### 大数据助力数字化转型与增长

**Open for Sponsor 赞助商开放**

#### 1530 CoffeeBreak 茶歇

#### 1600 Best practice for digital transformation and growth in SMEs

##### 中小型企业数字化转型与增长的最佳实践

- discover new business growth areas,
- product development-
- new marketing opportunities

#### 1630 Growth strategy for cross-border e-commerce players in Asia.

##### 跨境电商企业在亚洲的增长策略

- consumer' s mindsets and motivations
- cultural nuances when expanding into local markets
- transformation and integration

**DHgate.com 敦煌网**

#### 1700 The supply chain and business model innovation in the new retail area.

##### 新零售时代的供应链与商业模式创新

excellent supply chain solutions

- perfect consumer experience
- innovation and integration in the digital age

**Hema Fresh 盒马鲜生**

#### 1730 Excellent IT architecture drives enterprise' s growth

##### 卓越的 IT 架构助力企业增长

- converting data into economic growth
- business model transformation
- digital architecture and infrastructure

## Forum 2: Brand and Marketing 品牌与营销分论坛

### 0900 CMO Insights: how to create seamless customer experience in the mobile and digital age?

首席营销官洞察：在移动和数字化时代，如何打造无缝的消费者体验？

- creating awe and wonder
- the art of mind reading
- solving user problems

Audi 奥迪

### 0930 The new OTT marketing mode and its impact on branders

全新的 OTT 市场模式及其对品牌主的影响

- business mode transformation
- new marketing scene
- new eco-system

Open for Sponsor 赞助商开放

### 1000 From price to value: The brand transformation by CMO

首席营销官引领企业从价格到价值的品牌转型

- power of brand and creativity
- quality and speed
- channel and supply chain innovation

Uniqlo 优衣库

### 1030 Coffee Break 茶歇

### 1100 Panel Discussion : Content and technology innovation for digital marketing in Asia

圆桌讨论：亚洲数字营销的内容与技术创新

- innovation model digital marketing
- new technology with new perspective
- more engaged content for new consumer journey

Branders and Solution Providers

### 1200 Excellent SCRM : closer connections drives the customer loyalty

卓越的社会化客户关系管理：更紧密的连接助力消费者忠诚度

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### 1230 Luncheon 午餐

### 1400 CMO in the integration age for market, PR, media and advertising.

市场、公关、媒体与广告融通时代的首席营销官

- cross-functional communication
- ready for the battle
- digital partnerships across industries

Haier 海尔

### 1430 SaaS and its impact on marketing in the digital age.

SaaS 及其在数字化时代对营销的影响

Open for Sponsor

### 1500 Brand upgrade in the digital era

数字化时代的品牌升级

- the new content for a long history brand
- new channel and new marketing
- satisfy the demand of your clients

Pfizer 辉瑞制药

### 1530 Coffee Break 茶歇

### 1600 The power of IP and its impact on brands

IP 的力量及其对品牌的影响

- tell a good story to your consumer
- achieve creative excellence
- make it fun for everyone

Disney 迪士尼

### 1630 The new marketing scene under the consumption upgrade

消费升级下的营销新场景

- new marketing scene
- create the consumer's demand
- multi-screen integration

Metlife 大都会保险

### 1700 Best practice of content marketing for the new generation consumers in Asia

面向亚洲新一代消费者的内容营销最佳实践

- get more precise user portrait
- great content enhances brand value
- omni-channel content creation and distribution

Estee Lauder 雅诗兰黛

### 1730 The power of personalized social media in the mobile age

移动时代个性化社交媒体的力量

- brand broadcasting via social platform
- connected generation in mobile life
- personalized and tailored content

toutiao.com 今日头条

CMOA 2018

5月17-18日  
中国·上海  
Shanghai, China



NRCS 2018

9月19-20日  
中国·上海  
Shanghai, China



NRAS 2018

11月20-21日  
马来西亚·吉隆坡  
Kuala Lumpur, Malaysia



Upcoming Events in 2018 2018 系列会议



2018亚洲首席  
营销官峰会  
CMO Congress  
Asia 2018



2018中国新零售与  
数字化创新峰会  
China New Retail  
and Digital Innovation  
Summit 2018



2018亚洲新零售  
与数字化创新峰会  
Asia New Retail  
and Digital Innovation  
Summit 2018



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