

**Seminar on “Optics Market Outlook 2012 –
Insights of Asia, Europe & the US”**

「眼鏡業 2012 前瞻 – 洞悉亞洲、歐洲及美國市場脈搏」研討會

Date 日期 : 4 /11/ 2011 (Friday 星期五)
Time 時間 : 3pm – 4pm
Venue 地點 : Meeting Room N106-8, Hong Kong Convention & Exhibition Centre
香港會議展覽中心展覽廳 N106-8 會議室
Language 語言 : English (no simultaneous interpretation will be provided)
英語 (不設即時傳譯服務)
Remarks 備註 : Free admission 免費入座

Time 時間	Programme 程序表
2:45pm-3pm	Registration 登記
3pm-4pm	<p>Nowadays, the industry cannot seem to avoid talking about the rise in costs, be it raw material prices, rents or wages, and of course their potential impact on the business. The underlying argument in the Optics world today is, in a tough and uncertain economy, how will these factors affect the buying behavior of consumers? In this seminar, GfK tackles this question by recognizing what the key dynamics of sales are.</p> <p>GfK will present an overview of the Global Evolution of Optics business in Europe, Asia and USA on a whole range of categories including contact lenses/care products, eyewear including frames and sunglasses, Ophthalmic lenses.</p> <p>The trends of industry (frame and sunglasses), based on retailer perception for the eyewear, will be discussed based on the inputs from retailers in an annual Optical Survey by GfK Asia. The survey will give visitors an insightful idea of what to expect in this growing industry, which certainly fits between a necessary personal health item and a fashion accessory.</p> <p>Finally, an outlook for Global Optics Market in 2012 will be discussed. Besides highlighting emerging markets and anticipating future trends, the potentials of new products will be covered as well, based on the data from our retail audit in a few countries.</p> <p>Q & A Session 答問環節</p>

Remarks 備註:

- Free admission. Seats are granted on a **first-come-first-served basis**. 免費入場。座位有限，**先到先得**。
- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。

ABOUT THE SPEAKERS 講者簡介

Mr Gianni Cossar, Regional Manager EMEA Optics, GfK Retail & Technology Italy

Mr Gianni Cossar is a Sales & Marketing professional with extensive international experience. He studied and worked in Italy, England, Ireland, USA and Belgium developing business expertise mainly within the Optics, Retail, Automotive Aftermarket and Consumer Electronics industries in B2B & B2C. He had previously worked in Multinational companies such as Grundig, MTS Ariston and PPG Industries/ICI.

Before joining GfK, Gianni was in Salmoiraghi & Viganò, the Italian leading retail chain in the Optics/Eyewear business, where he handled Marketing, Licenses and Retail Innovation.

Gianni holds a Master in Business Administration from Trinity College Dublin and is a MCIM/Chartered Marketer through The Chartered Institute of Marketing, England; he is also the author of management articles published in England and Italy and a visiting lecturer at Universities (including MAFED, International Master of Fashion & Design, at Bocconi University in Milan).

Ms Matilde Soregaroli, Global Coordinator for Optics, GfK Retail & Technology Italy

Ms Matilde Soregaroli has been involved in international business development on both FMCG and Durables during the past 20 years assisting the most important Italian Companies in their plans to build new markets and develop business in mature economies.

Since 2009, Matilde has been responsible for global market research for Optics in GfK managing a team of market experts covering Europe, US and Asia.

Matilde holds a degree in Sociology from the Catholic University of Milan.

Mr Raymond Lai, New Business Development Manager, GfK Retail and Technology, Hong Kong

Raymond Lai has been in the market research industry for the past 11 years. Joining GfK in 2000, he specializes in providing retail market analysis on information technology and home appliances industries. In the past 4 years, he focuses on optics market consultancy and responsible for business development for products like wrist watches.

Prior to GfK, Raymond has extensive experiences in sales and marketing of wide range of Japanese, Korean and European consumer electronics in Hong Kong and China.

Raymond holds a Master of Business Administration from Heriot-Watt University, UK.

