




Co-organized with:  **ccig**
Geneva Chamber of Commerce, Industry and Services

In partnership with:  **mo so iq**
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 **TRADE CLUB DE GENEVE**

INVITATION

Swiss-Chinese Chamber of Commerce (SCCC), Geneva Chapter has the pleasure to invite you to our next event, co-organized with the Geneva Chamber of Commerce, Industry and Services (CCIG):

The New Retail: Insights from China



Date: Wednesday, September 25, 2019 – 8:00 - 10:00



Venue: Maison de l'Economie, 4 bvd du Théâtre, 1204 Geneva



Entrance fee: Members (SCCC, CCIG, Trade Club de Genève): CHF 30.-
Non Members: CHF 60.-



Event languages: English

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Retail is a significant driver of economic value and employment in Europe. The retail sector, particularly brick-and-mortar retailers, faces a number of structural challenges. China's retail sector is also in the middle of fundamental shifts around how and where people buy things. In the world's second-largest economy, e-Commerce's influence has been particularly profound, with almost a quarter of retail sales made online. However, China's brick-and-mortar retailers are fighting back, with their own playbook. "New Retail" is an efficiency-driven set of tactics, aimed at stemming storefront retail's malaise. Michael Norris, an expert on New Retail, will share what's driving New Retail, what it looks like in practice, and how it might be applied in European contexts.

SPEAKERS



Michael Norris
Research & Strategy
Manager – ChinaAgency
New Retail Expert –
Mosaiq SA

Michael Norris is a **consumer researcher based in Shanghai**. He frequently speaks to high-level audience about China's economic, cultural, societal and technological changes affecting business and consumer strategy. In China, Michael has delivered breakthrough insight and consumer-facing strategies for **Budweiser, Bayer Animal Health, Unilever Prestige, Shell and Tiffany**.

Michael is one of Mosaiq SA's most insightful New Retail Experts and also a contributor to TechNode, the leading English information source for news and insight into China's tech and startups ([read his articles here](#)). **As the Editor in Chief says: "Michael is one of the five people that I talk to when I really want to go in-depth in a tech topic."** He is frequently cited by BBC and Bloomberg to share his views on China's technological trends.



Sébastien Aeschbach
CEO – Aeschbach
Vice-President – Trade
Club de Genève

Sébastien Aeschbach is the CEO of Aeschbach and Co-founder of Bigavenue providing the e-commerce platform "Geneve Avenue". Formerly, Sebastien worked at Nestlé as Product Manager for 4 years.

Aeschbach was founded in Geneva in 1904 and is a Swiss footwear pioneer with more than 300 shoes brands sold all over Switzerland.

Geneve Avenue's mission is to offer an e-commerce platform for Geneva locals and tourists visiting the city enabling them to purchase online in a wide variety of shops. Geneve Avenue represents an exciting and promising project for the new retail by combining physical and online shopping destinations.



Nicolas de Toledo
Managing Director
Mosaiq SA

Swiss national, founder of three companies in 8 years in China: Mosaiq SA, Integrate Chinese Life Ltd & AETEA Ltd.

Through his activities at Mosaiq SA, Nicolas encourages the exchanges to and from China through business learning expeditions on innovative technologies and investments for company executives, politicians and opinion leaders. Mosaiq actively works with multinationals, governments and business schools.

PROGRAMME

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| 7:30 – 8:00 | Registration & Welcome |
| 8:00 – 8:05 | Welcome by Mr. Vincent SUBILIA , Director General at CCIG and Vice-President at Swiss-Chinese Chamber of Commerce, Geneva Chapter |
| 8:05 – 8:10 | Brief Contextualization by Mr. Sébastien Aeschbach , CEO at Aeschbach |
| 8:10 – 8:15 | Introduction of the speaker by Mr. Nicolas de Toledo , Managing Director at Mosaïq SA |
| 8:15 – 9:10 | <i>The New Retail: Insights from China</i> by Mr. Michael Norris , Research & Strategy Manager at ChinaAgency and New Retail Expert at Mosaïq SA |
| 9:10 – 9:30 | Discussion and Q/A – Moderated by Sébastien Aeschbach |
| 9:30 – 10:00 | Breakfast & Networking |

More Info & Registrations

Registration deadline: Monday, September 23, 2019

SCCC, Geneva Chapter is sponsored by:



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