

China Deep Dive Conference 2020.

January 28, 2020 / ISPO Munich / ISPO Academy Stage Entrance West

9:30 - 9:45

Registration & warm-up

9:45 - 10:00

Welcome speech & introduction ISPO opportunities in China

Ms. Majka Patuzzi & Ms. Karen Dai - ISPO Beijing & ISPO Shanghai

10:00 - 10:30

Chinese Sports Consumer Values: 7 values that drive sports fans in China

Mr. Ulrich Köhler - Managing Director Trendbüro

10:30 - 11:00

Winter sport industry in China

Mr. Bao Yonglin - President China Golden Snowflake Ski Industry Alliance

11:00 - 11:30

Create the new retail experience for outdoor industry in China

Mr. Steve Huang - Chairman Nanjing B.C. SPORTS PRODUCTS Co., Ltd.

11:30 - 12:00

Why Social Commerce is the future in China

Dr. Tu Lam Pham - Social Media & E-Commerce expert

11:30 - 12:00

Panel discussion: Future retail

