

PROGRAMME



Laurel
& Vista Alegre
200 years

Luxury
Brands
Summit

Lisbon
October
15-2024

Museu Tesouro
Real
Palácio Nacional
da Ajuda

8:30

Check-in & Welcome Coffee

9:00

Jorge Leitão • LAUREL Chairman

9:10

Michael Ward • ECCIA Chairman

Helen Brocklebank • ECCIA General Secretary

9:30

Panel # 1 | BRAND

“How to build a relevant brand in the actual global context?”

Heather Boesch • IDEO
Executive Director / Partner

Nuno Barra • Vista Alegre
Board Member

10:20

DEBATE

Rob Colmer • Aston Martin
Head of Corporate Affairs and Sustainability

Elen Barnes • Former Bang & Olufsen
Board Member - Chief Marketing Officer

Conducted by **Heather Boesch**

12:20

Award Ceremony of the MTR
Honorary Associate

12:30

André Jordan • Tribute as Laurel's
Honorary Member

12:40

LUNCH BREAK

Panel # 2 | COMMUNICATION

14:00

“How to communicate effectively with limited budgets?”

Teba Lorenzo • TikTok
Sales Country Manager España y Portugal

Amélia Santos • INNUOS
CEO

14:40

DEBATE

Teba Lorenzo • TikTok
Sales Country Manager España y Portugal

Anant Sharma • Matter of Form
CEO

Paulo Rossas • WY Group - Digital
CIO at Lisbon Digital School

Conducted by **Amélia Santos**

15:30

Panel # 3 | RETAIL

“The challenges of retail for the next generation”

João Barbosa • Air-D
CEO

Filipe Gonçalves • Sogrape
Board Member

16:10

DEBATE

Anne Kim • IDEO
Partner at IDEO Europe

Alain Brun • Duty Free
CEO

Filippo Bianchi • BCG

Fashion & Luxury EMESA Head - MD and Senior Partner at BCG

Conducted by **João Barbosa** & **Filipe Gonçalves**

17:00

Panel # 4 | ART

“Artists and Brands, is that a love affair?”

Max Vadukul • Photographer

Maura Marvão • Phillips Auction house
International Representative to Portugal

Conducted by **Anant Sharma**
Matter of Form

17:40

Closing of the Conference
Ministry of Economy

17:50

Wrap Up & Closure

Francisco Carvalheira • Laurel General Secretary

18:00

COCKTAIL & END OF THE CONFERENCE