

Asia's super-luxury consumers Playing the rise and containing the threat CEO lunch with Ho Kwon Ping

Monday, October 15th 2012 • Four Seasons Hotel, Singapore • 12.15pm - 2.00pm

Over the past decade, Asia has seen a staggering increase in the number of rich and super-rich consumers – a trend that shows no sign of slowing. Bain & Co, a consultancy, reckons the luxury goods market will grow by 18-22% in China in 2012, and by 14-16% in the rest of Asia.

For businesses, the picture this paints is one of huge opportunity. And yet, tapping into this luxury market isn't always as simple as it seems. Tastes, spending patterns, cultural preferences – all are evolving at considerable speed. The products, services, brands and relationships needed to win in the high-end segments are changing just as quickly.

And there is a flipside to the rise of Asia's well-heeled spenders – growing income inequality. The West has already seen mass demonstrations and widespread disgruntlement at the widening chasm between the so-called 1% of the wealthy and the rest of society. To what degree does inequality pose a threat to Asia? And what should governments be doing to tackle such issues?

As chairman of Banyan Tree Holdings, Ho Kwon Ping is a keen observer of Asia's growing moneyed classes. Over the past 18 years, he has grown his business from having a single hotel in Phuket to operating an international high-end luxury chain of more than 30 resorts, 60 spas, 80 retail galleries, and three golf courses.

Join us for lunch with Mr Ho as we discuss the opportunities and challenges of Asia's new super-rich.

Yes, I will attend the meeting. Name _____

Designation _____

Company _____

Email _____

Telephone _____

Meal preference: Non-vegetarian Vegetarian

Please return to Economist Corporate Network by fax: **65-6534 5077** or email: **cn@economist.com**. We will reconfirm seven days before the meeting. For further enquiries, please contact us on **65-6534 5177**



Guest of honour: Ho Kwon Ping
executive chairman, **Banyan Tree Holdings**

Ho Kwon Ping is founder of Banyan Tree Holdings, which owns both listed and private companies engaged in the development, ownership and operation of hotels, resorts, spas, residential homes, retail galleries around the world. Before joining the family business in 1981, Mr Ho worked as a financial journalist and was the economics editor of the Far Eastern Economic Review.

Mr Ho is also chairman of Singapore Management University (SMU), and was awarded the Singapore government's Meritorious Service Medal for his contribution in the founding of SMU. In 2010, he became the first Asian to receive the American Creativity Association Lifetime Achievement Award in recognition of his creativity and innovation in various spheres of endeavour. Mr Ho was conferred an honorary doctorate by Johnson & Wales University in 2010, and received the London Business School 2005 Entrepreneurship Award. In 2008, he was named CEO of the Year at the Singapore Corporate Awards.

Chair:
Justin Wood
chief economist, South-east Asia
Economist Corporate Network

Note: These meetings are limited to CEOs or equivalent heads of an organisation - one per company.