



style-vision round tables
2005

May 4th - 6th
October 26th - 28th
Cap-Ferrat, South of France

For the leaders of the creative class



t testimonial

“It is a very well organized gathering of like-minded individuals representing their industries, who also bring with them the breadth of understanding the world. I find it very inspiring to be in the company of such high calibre individuals offering their perspectives on things that matter to everyone. I like the fact that the participants come from so many diverse industries, especially when one doesn't get too much opportunity to encounter other industries in one's focused field of expertise. I also like that as a participant I am directly involved with the input of the outcome. I've enjoyed discussions with everyone, and have made some valuable contacts of which I look forward to continued relationships with many of them.

Lisa Yong
Motorola Advanced Concepts Group
Boston, USA



Theme for 2005: Winnovation

Winnovation: Making Consumers, Businesses and the World profit from Innovation. Win-Win strategies for global innovation. The Style-Vision Round Tables 2005 in partnership with Financial Times will address the following topics:

> Existing markets: What drives the passion of the evolved consumer?

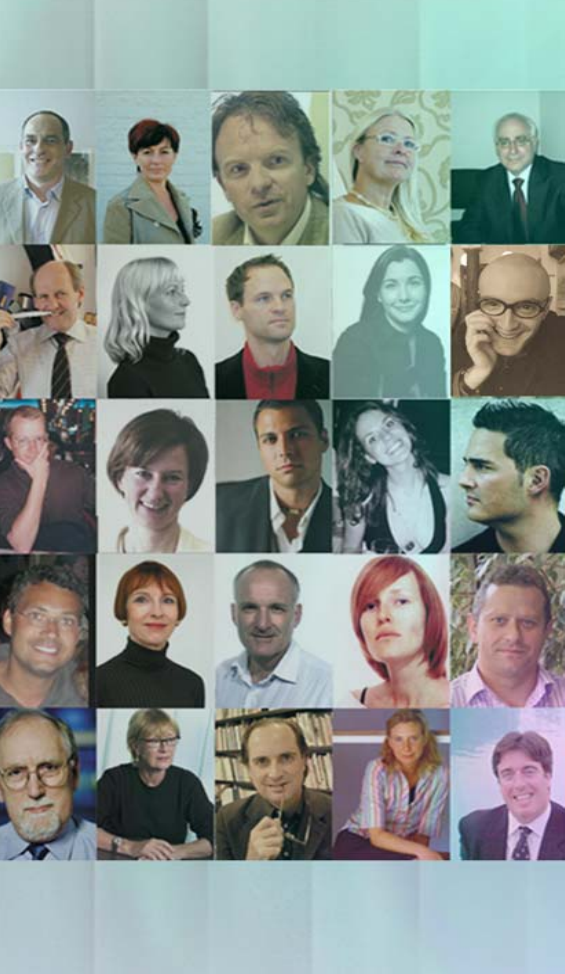
Western consumers have evolved - have you noticed? Most probably, yes. Now what? Savvy businesses are starting to play hands-on roles in people's lives. They are getting to the roots of consumer passions by promoting open dialogue and interactivity. 'Simplicity' and 'Lifelong Vitality' were defined as two such driving passions at the Round Tables last year. The participants at the 2005 Round Tables in May and October will predict the winning consumer passions of the future.

> Growing markets: What drives the passion of the emerging consumer?

The Round Table will focus on understanding emerging consumers, particularly those in the growing economies of the BRIC countries (Brazil, Russia, India and China). What drives their passion can sometimes be similar to Western economies. Yet, it can also be unexpectedly different from them. How can companies create culturally relevant ideas - locally and globally - for product development, design, advertising and retail strategies within these emerging markets?

> Markets of tomorrow: Can profit and development go hand in hand?

Coca-Cola is using its trucks in Africa to bring medication and education to remote communities. Is this pure charity or could it bring profit? Companies increasingly realize that to sustain long-term business growth and remain competitive, it is in their interest to help ensure that the economic gains of globalization extend to all countries and all people, including those living in the BOP (bottom of the pyramid) markets. These businesses inspire passionate loyalty among consumers and employees, while building the emerging markets of tomorrow.



Participants

The round table is created especially for:

- > For the leaders of the creative class
- > Consumer and innovation focused CEO's
- > Directors in Marketing, Strategy, Innovation and Design
- > Academics and Consultants in Creative Industries

CEO's & Executives represented at the past round tables included:

Steven Steven Van der Kruit, Innovation and Trends Director & Emmanuel Frenck, Director of Flavours (**FIRMENICH**), Erik Bras, Customer Development Director (**UNILEVER**), Ron Pompei, CEO & Creative Director (**POMPEI A.D.**), Leif Kjaegaard, Head of Global Innovation and Business Development (**DANISCO**), Axel Kniel (**MCKINSEY**), Roger Tredre, Managing Editor-in-chief (**WGSN**), Danielle Swartebroecx, Director of Education (**JOICO**, part of Shiseido Professional), Gary Korba, VP Creative Global Packaging Development (**ESTEE LAUDER**), Stan Stalnaker, Marketing Director (**FORTUNE, Time Inc.**), Carol Cotton, Director of Consumerology (**SAATCHI & SAATCHI**), Andrew Ford, CEO (**TFWA TAX FREE WORLD ASSOCIATION**), Vanessa Friedman, Fashion Editor (**FINANCIAL TIMES**), Victoria Hoyle, Head of Corporate Business Development (**QUINTESENTIALLY**), Jody Turner, Trend and culture expert, founder of (**CULTURE OF FUTURE**), Reiner Evers, founder of (**TRENDWATCHING.COM**), Elizabeth Olson, Corporate Provocateur (**PROCTER & GAMBLE**), Jesper Kamp de Fønss, Commercial Attaché (**ROYAL DANISH CONSULATE GENERAL**), Lisa Young, Head of Trends, Advanced Concepts Group (**MOTOROLA**), Denise Sakuma, Director of Fashion (**INVISTA**) and Patricia Beltrami, Creative/Marketing Director (**ALCANTARA**). Please see www.style-vision.com



Mission

An exclusive concept for senior management from different industries, cultures and nations to share information and together create a common view about the future consumer and lifestyle trends. The diversity of a global world reinforces the conviction that crossing views, mixing praxis and exchanging ideas is a necessity. It is, and will be, an abundant source of inspiration and innovation for the specialist in government, science, art and business.

Challenge preconceptions:

- > more courage and less convention.
- > more creativity and less conservatism.
- > more imagination and less dogma.

You are part of the mission:

During the Round Table, as one of the participating experts, your role will be to present your views and help shape the answers to the questions related to the overall theme.

- > network with experts and creatives from a broad spectrum of industries.
- > gain personal insight into their sectors.
- > take away a range of fresh ideas to apply within your own area.

09:30

agenda

Tuesday

21:00-23:30

Arrive and Sparkle

> Informal Welcome Cocktail Reception for Participants and Guests

Wednesday

09:00-09:15

09:15-10:30

10:30-10:45

10:45-13:00

13:00-14:30

14:30-16:30

16:30-17:00

17:00-18:00

20:00-22:00

Present and Inspire

> Welcome speech by Style-Vision.

> Trend Talks by Selected Participants with focus on the industries:
Cosmetics, Fragrance, Food, Beverage, Pharmaceuticals, Chemicals.

> Morning break.

> Trend Talks by Selected Participants with focus on the industries:
Fashion, Textiles/Fibers, Retailing, Furniture and Interiors.

> Light Lunch on the terrace.

> **Style-Vision Presentation:** Future Consumer Passions & Mega-Trends,
Mood Consumption Theory & Mood Check

> Afternoon break.

> **First Team Talk session: exchange of ideas and key findings.**

> Cocktail and Dinner “Nuit Blanche”

The organizers reserve the right to alter the programme as may be necessary.



20:30

agenda

Thursday

09:00-10:30

10:30-10:45

10:45-13:00

13:00-14:30

14:30-17:00

17:00-18:00

20:00-22:00

Absorb and Analyze

- > Trend Talks by Selected Participants with focus on the industries: **Automotives, Consumer electronics, Household appliances.**
- > Morning break.
- > Trend Talks by Selected Participants with focus on the industries: **Advertising, Media, Consulting, Banking, Insurance, Travel, Hotels.**
- > Light Lunch on the terrace.
- > **Innovation Workshop** where participating companies present their new products and innovations.
- > **Second Team Talk session: exchange of ideas and key findings.**
- > Casual Dinner with Live Music concert.

Friday

09:00-09:15

09:15-11:15

11:15-12:45

12:45-13:00

13:00-15:00

Discuss and Finalize

- > Introduction talk to mission of today.
- > **Third Team Talks: Deeper analysis of the key findings and generation of business ideas.**
- > Presentations of Key findings and panel discussion.
- > **Vote on Final Statement for the Round Table 2005 themes.**
- > Farewell luncheon

The organizers reserve the right to alter the programme as may be necessary.



Conditions & fees

By-invitation-only

The organizers reserve the right to limit the number of participants from any given industry sector in order to avoid conflicting business interests.

Confidentiality

None of the presentations will be transmitted or published to outside partners or affiliates without the permission of the presenter.

Participant fee

The fee of 4,900 euros excluding VAT per person includes the agenda, meals and transfers and 3 nights accommodation. Every participant will receive the full Round Table Conference Book and permission to share this report internally within their organizations.

Registration

Register on line at www.style-vision.com

Or call style-vision: + 33(0)4 93 62 00 07 for more information.

Cancellation policy

In certain circumstances, Style-Vision permits registered participants to be replaced by another representative.

Upon our confirmation letter and invoice, cancellation fees are as follows:

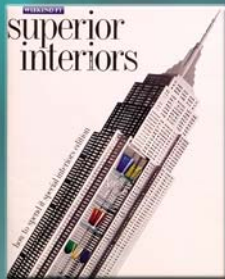
More than eight calendar weeks before the event: no cancellation fee

Between six and eight calendar weeks before the event: 25% of the participant fee

Between four and six calendar weeks before the event: 50% of the of the participant fee

Between two and four calendar weeks before the event: 75% of the of the participant fee

Less than two calendar weeks before the event: 100% of the participant fee.--



Partners



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Intelligent, informed and entertaining, it's the perfect weekend read for men and women of substance and style. With FT readers worldwide earning more than the GDP of Switzerland, our award-winning monthly magazine "How To Spend It" is their ultimate guide to ensuring they profit from the finer things in life*.

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* FT Global Reader Survey 2003 -

The combined worldwide earnings of FT readers are estimated to be over £155 billion a year.



Partners



ROYAL • RIVIERA

Saint-Jean-Cap-Ferrat

Perched on the peninsula of Cap-Ferrat, between Monaco and Nice, Hotel Royal Riviera commands centre stage in this exclusive area. A modern classic, this luxurious hotel provides all the intimacy of a private Mediterranean villa with the luxury and glamour of a palace.

The 77 bedrooms and suites of the main building are all spacious in size and reflect the neo-Hellenic style found in the public spaces of the hotel. All rooms feature bleached wood furniture, cable televisions, individually controlled air conditioning and heating systems, safety deposit boxes, hairdryers and 24-hour room service. In the heart of the Provencal garden is the adjacent L'Orangerie. The villa's 14 rooms and two suites each offer a large terrace overlooking the garden and pool.

Under the direction of Chef de Cuisine Bruno Le Bolch, Le Panorama restaurant offers guests at Hotel Royal Riviera the finest Mediterranean produce in a refined and elegant atmosphere overlooking the Mediterranean sea. Guests may also dine on the Panorama Terrasse. Hotel Royal Riviera has its own private beach, heated outdoor pool, fitness centre and wellness spa.

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www.royal-riviera.com

style-vision
High-end future intelligence

Style-Vision

**Style-Vision is dedicated
to delivering creative scenarios
of future consumers.**

Global leaders in consumer related industries are currently using Style-Vision to better anticipate changing consumer behaviour and to sparkle innovation in the creation process. With an excellence based on comprehensive research, innovative tools, personalized services, proprietary in-house creations as well as an international multi-sector client base, Style-Vision is set apart to lead in the field of qualitative consumer insight.

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