

October 26 - 28

at the Grand-Hôtel du Cap Ferrat,
Cap-Ferrat, Côte d'Azur, France.

For the leaders of the creative class.

style-vision **round table**

FT

style-vision





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

A hand is shown in the upper left corner, pointing towards the text. The background is a solid blue color. The hand is light-skinned and is pointing with the index finger towards the right side of the page.

Theme for 2005

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
- > Directors in Marketing, Strategy, Innovation & Design
- > Consumer and innovation focused CEO's
- > Academics and Consultants in Creative Industries

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

Tim Sefton, Head of Brand Strategy (**O2 UK**). Peter Walder, Future Research Group (**VOLKSWAGEN**). Kaz Ichikawa, Director (**SONY DESIGN CENTRE EUROPE**). Joy Lampe Ganvik, Director of Consumer Insights (**MOTOROLA**). Joe Ferry, Head of Design (**VIRGIN ATLANTIC AIRWAYS**). Jeff DeBoer, VP (**SUNDBERG-FERAR, Inc**). Mary Boone Wellington, Artist, CEO and Founder (**LIGHTBLOCKS**). 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 Swartebroeckx, 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 (**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**). Patricia Beltrami, Creative/Marketing Director and Roberto Selva, Director of Interiors (**ALCANTARA**). For more details of participants please see www.style-vision.com



Missio

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

Agend

Tuesday

21:00-23:30

Arrive and Sparkle

> Informal Welcome Cocktail Reception for Participants and Guests

Wednesday Present and Inspire

09:00-09:15

> Welcome speech by Style-Vision.

09:15-10:30

> Trend Talks by Selected Participants with focus on the industries:

10:30-10:45

Cosmetics, Fragrance, Food, Beverage, Pharmaceuticals, Chemicals.

10:45-13:00

> Morning break.

13:00-14:30

> Trend Talks by Selected Participants with focus on the industries:

14:30-16:30

Fashion, Textiles/Fibers, Retailing, Furniture and Interiors.

16:30-17:00

> Light Lunch on the terrace.

17:00-18:00

> **Style-Vision Presentation:** Future Consumer Passions & Mega-Trends,

20:00-22:00

Mood Consumption Theory & Mood Check

> Afternoon break.

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

The organizers reserve the right to change the program if necessary.



20:30

Agend

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

Friday

09:00-09:15
09:15-11:15

11:15-12:45
12:45-13:00
13:00-15:00

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

Absorb and Analyze

> Trend Talks by
Selected
Participants with
focus on the
industries:

**Automotives,
Consumer
electronics,
Household
appliances.**

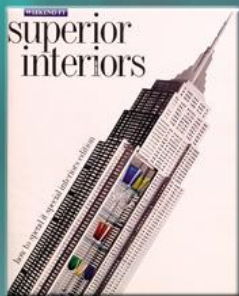
> Morning break.
> Trend Talks by
Selected

Participants with
focus on the
industries:

**Advertising,
Media,
Consulting,
Banking,
Insurance,
Travel, Hotels.**

> Light Lunch on
the terrace.

> **Innovation
Workshop** where
participating
companies



Partners



Where do the world's high-flyers go to relax? To the Weekend FT. 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*. From fashion to fast cars, from jewellery to jet-setting, from designer homes to dream holidays, the dedicated Weekend section has it covered. So our high-income, high-spending readers can enjoy their free time to the full. You too can enjoy our superb writing on style, luxury and living; just pick up your copy of the FT this weekend. And to reach our elite readership through advertising, contact: Dominique Moseley on +44-207-873-4064.

* FT Global Reader Survey 2003 -
The combined worldwide earnings of FT readers



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 Report and permission to share this 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



GRAND-HOTEL
DU CAP-FERRAT

Situated on the tip of the Cap-Ferrat peninsula, facing the Mediterranean, the Grand-Hôtel du Cap-Ferrat is a real haven of peace and tranquility on the French Riviera. We are surrounded by 14 acres of private garden where you can enjoy pine trees and flowers of a thousand colours. Harmoniously combining technology, beauty and comfort, the 44 rooms and 9 suites are all decorated with taste and furnished with the hand chosen hardwood from around the world. Every room has air conditioning, bath robes, cable TV, Pay TV, hair dryer, safe, minibar, slippers, answering machine, internet access, curtains with electrical controls and room-service.

The Grand-Hotel has two restaurants: The Gourmet Restaurant Le Cap, which serves traditional cuisine, and the Club Dauphin where guests can enjoy a casual lunch looking out to sea over the horizon of the seawater heated swimming pool.

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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.

www.style-vision.com

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