



Camera di Commercio Italiana in Cina  
中国意大利商会  
China-Italy Chamber of Commerce

**EFESO**  
CONSULTING

## MARKETING TO THE AGEING CONSUMERS

NOVEMBER 15 – SHANGHAI, EFESO CONSULTING, FROM 9.00 AM TO 17.00 AM



Abu Dhabi - Amsterdam - Atlanta - Barcelona - Berlin - Brussels - Budapest - Buenos Aires - Cairo - Galway - Gothenburg  
Istanbul - Lisbon - Manchester - Mexico City - Milan - New Delhi - New York - Paris - Riyadh - São Paulo - Seoul  
Shanghai - Singapore - Saint Petersburg - Stockholm - Tokyo



# Marketing to the ageing consumers

- Ageing consumers are the fast growing segment of the population. But companies still have a tendency to optimize their consumer experience for younger individuals.
- Failure to engage effectively with these ageing people, high-value consumers throughout the consumer journey, is a huge opportunity missed.
- Brands can remain relevant to ageing consumers without disaffecting younger groups by adapting a “life time consumer experience” approach to their marketing





# Marketing to the ageing consumers

- This attractive and unique opportunity will be an exciting and interactive experience that will help you to expand your market.
- Learn about the power of this business, their unique needs and how to appeal to them.
- Understand how physiological ageing can impact your brand's consumers journey and how small changes can deliver big differences.
- Then apply this learning to real examples so that you can avoid the common consequences and develop solutions that can be applied immediately to your business.





<b>Objectives</b>	<ul style="list-style-type: none"><li>• Deliver the skills to improve the overall consumer experience for your business and ensure that adult consumers of all ages can engage with your products / services</li></ul>
<b>Deliverables</b>	<ul style="list-style-type: none"><li>• Understand how natural ageing can impact the consumer experience</li><li>• Practical and concrete actions for your business (products or services)</li><li>• Map your consumer journey based on many examples and case studies</li><li>• Acquire the model of life time consumer experience and why is so critical in today's demographic reality</li></ul>
<b>Who should attend ?</b>	<ul style="list-style-type: none"><li>• Senior marketers, products/services developers and agencies executives involved in designing and managing the consumer experience across the entire consumer journey from communications to on line, retail, product development and service delivery.</li></ul>
<b>Date, time and venue</b>	<ul style="list-style-type: none"><li>• 14<sup>th</sup> November 2016</li><li>• From 9.00 to 17.00</li><li>• EFESO Consulting; Room 904-905, Office Tower 3, The HUB, No. 33 Suhong Road, Minhang District – Shanghai</li><li>• Metro lines 2 /10, Hongqiao railways station stop</li></ul>



# Agenda of the training

Time	Contents
8.30–9.00	<ul style="list-style-type: none"><li>• Registration</li></ul>
9.00–9.30	<ul style="list-style-type: none"><li>• The ageing consumer – overview</li><li>• Situation analysis</li></ul>
9.30–10.15	<ul style="list-style-type: none"><li>• Physiological ageing</li><li>• Consumer touch points</li></ul>
10.15–10.30	<ul style="list-style-type: none"><li>• Coffee break</li></ul>
10.30–11.45	<ul style="list-style-type: none"><li>• Role play on silo thinking mentality and how can affect the success in the implementation of an ageing friendly strategy</li></ul>
11.45–12.40	<ul style="list-style-type: none"><li>• Ageing senses</li><li>• Ageing mind</li><li>• Ageing body</li></ul>
12.40–13.30	<ul style="list-style-type: none"><li>• Lunch time</li></ul>
13.30–14.10	<ul style="list-style-type: none"><li>• The meaning of ageing friendly</li><li>• Is your company age friendly ?</li></ul>
14.10–14.50	<ul style="list-style-type: none"><li>• Creating an ageing friendly strategy</li></ul>
14.50-15.00	<ul style="list-style-type: none"><li>• Coffee break</li></ul>
16.00-16.20	<ul style="list-style-type: none"><li>• The future</li></ul>
16.20-17.00	<ul style="list-style-type: none"><li>• Q &amp; A and conclusions !</li></ul>



## Actual positions:

- Expert - marketing & sales and green business.
- Visiting professor in China and Italy

**Nationality:** Italian

**Residence:** Shanghai (Cina)

## Education

- MSc degree in business administration at University Federico 2<sup>a</sup> of Naples (Italy).
- Executive MBA c/o MIP Polytechnic of Milan (Italy)
- Visiting scholar at London School of Economics c/o the international economics dept.
- PHD candidate in "agricultural and food systems"

## Languages

- English
- Chinese
- French
- Spanish
- Italian

## Professional experiences

- From 2016 Visiting professor of marketing to ageing consumers at University of Trento
- From 2014 Consultant at Efeso Consulting
- From 2012 Green marketing, agri business & entrepreneurship visiting professor
- 2009/2012 Green economy entrepreneur
- 1989/2009 Marketing & product development experiences at multinational companies

## Industry competence

- Agricultural business
- Green economy
- FMCG
- Durable consumer goods

## Last key projects

- Development of a technology park assigned by a Chinese Government investment company
- Green marketing strategy for a Singaporean health care group quoted at stock exchange
- Development of marketing & sales strategy of a Chinese organic farming company
- China & Europe markets entry for Italian & German companies in the furniture, fashion and luxury businesses
- China market entry of European companies in the hazardous waste management business
- Eco friendly & sustainable fashion brand China market entry

## Areas of expertise

- Green business
- Marketing & sales
- Agri business
- Corporate strategies
- M&A and joint ventures

Training 课程	Fee (RMB) 费用 (人民币)	1 person or 1 training CICC Member 1人或1次培训 CICC会员	2 people or 2 trainings CICC Member 2人或2次培训 CICC会员	3-4 people or 3-4 trainings CICC Member 3-4人或3-4次培训 CICC会员	5 people or 5 trainings CICC Member 5人或5次培训 CICC会员
½ day 半天	1,700	10 % discount	20 % discount	30 % discount	50 % discount
1 day 一天	2,500	10 % discount	20 % discount	30 % discount	50 % discount
2 days 两天	4,000	10 % discount	20 % discount	30 % discount	50 % discount

### ➤ Registration 注册申请：

By email ([info.china@efeso.com](mailto:info.china@efeso.com)) with the registration form completed. Please fill it in, sign it and stamp it. Send it to us at least 7 days before training date. 请将填好、签字并盖章的培训申请表通过邮件的形式发送至info.china@efeso.com。请在培训课程开始7天之前将表格发回。

### ➤ Training fee and payment 培训费用和支付：

A) Company booking. If the registration is made as a company, payment should be executed by bank transfer and should be to be received at least 5 days before training is fixed. 公司支付。如果课程由公司申请，需通过银行转账的形式支付，并且需要在培训开始的5天前到账。

B) Personal booking. The payment should be executed by bank transfer to be received at least 5 days before training is fixed. 个人支付。通过银行转账的形式支付，并且需要在培训开始的5天前到账。

Location of the training 培训地点: Shanghai 上海

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