

The **Luxury & Retail Committee** has the pleasure to invite you to its conference on:

HOW DIGITAL IS DISRUPTING THE LUXURY & RETAIL INDUSTRY?

Date of event: Thursday 16th April 2015

Timing: from 8.30 am to 10.45 am

Location: **AURIS PLAZA HOTEL, AI BARSHA 1, DUBAI** (see [location map](#))

Agenda:

8:30 – 9:00 Registration & welcome coffee

9:00 – 9:05 **Welcome note**

Mr Laurent Chaudet, GM Pullman Deira & FBC COMEX President

9:05 – 9:50 **How DIGITAL is disrupting the Luxury & Retail industry? / Q&A**

Mr Sebastien Marteau, CEO & Founder ICONICTION

9:50 – 10:15 **DIGITAL as a standout key opportunity to Luxury brands differentiation / Q&A**

Mr Mohamed Hussein, Digital Marketing Director MEA & India, FRHI Hotels & Resorts

10:15 – 10:45 **Discussion Panel**

Mr Mohamed Hussein, FRHI Hotels & Resorts

Mr Peter Kristof, Business Development Director, Retail Access

*Mr Sebastien Marteau, CEO & Founder ICONICTION, **Moderator***

To attend the Luxury and Retail Committee's meeting, please click [here](#).

Useful information:

50 AED for FBC members

150 AED for non FBC members

Cash and Cheque only