



WE MEAN BUSINESS



Mark Greiz Consulting
Branding • Strategy • Business Development
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You are cordially invited to a Special Guest Lecture sponsored by the Fashion Institute of Technology's **Departments of International Trade & Marketing, Global Fashion Management, Cosmetics & Fragrance Marketing, Entrepreneurship, International Trade Student Association, Asian Student Network, Organization of Women in International Trade New York, Manhattan Chamber of Commerce, and New York University's Doing Business in China and Running your own Import/Export Business classes**

fashion, Beauty, and Status:



1

Year on the front lines in China's luxury & Apparel Markets

Monday, October 3, 2011

6:30 p.m. - 8:00 p.m.

Katie Murphy Amphitheater, Fred Pomerantz "D" Building,
Fashion Institute of Technology, Seventh Avenue 27th Street, New York City

Master of Ceremonies/Moderator:

Prof. Lawrence Delson, President, Delson International, Inc.

Panelists:

Michael A. Zakkour, Principal, Technomic Asia

Prof. Mark Greiz, Chief Consultant, MG Consulting

who will speak about the Chinese apparel and accessory market size, scope, current trends, business opportunities, hurdles, case studies, how to get started or expand in China, the country's appetite for international fragrances and body care products, the Chinese consumer demographics, spending habits, what they want, the outlook for the next one to five years, and why winning there is critical to the survival of commercial pursuits.

Organized by:

Prof. Christine Pomeranz, Chairperson, Department of International Trade & Marketing,
Fashion Institute of Technology