

THE LUXURY SYMPOSIUM 2018
PROGRAMME

- 10:30 am – 11:30 am** **MASTER CLASS at The Living Room**
Chef Carlo Cracco, Chef Sandrolini and Chef Chierigatti
in conversation with
Rashmi Uday Singh, Author & Food Critic
- 12:00 pm – 12:15 pm** **DEFINING THE LUXURY SYMPOSIUM 2018**
– H.E. Lorenzo Angeloni, Ambassador of Italy to India
– Ritu Beri, Founder, The Luxury League
in conversation with
Rajiv Makhni, Consulting Editor – Technology, NDTV
- 12:15 pm – 12:45 pm** **THE INAUGURAL CEREMONY**
Address by Smt. Sushma Swaraj, Hon'ble Minister of External Affairs
- 01:15 pm – 02:00 pm** **SESSION 1**
THE ADVENTURES OF 'MADE IN ITALY' & 'MAKE IN INDIA' through luxury
A country's strength lies in the ability to draw on its prolific tradition, craftsmanship, culture & heritage. As we celebrate the seventy years of Indo-Italian relationship, we stand on the cusp of furthering our ties through innovation & transformation. Devised to transform India into a global design and manufacturing hub, Make in India was a timely response to a critical situation by the end of 2013. Both Italy & India enable us to use luxury as an art form to reflect all that is truly unique.
- in conversation with Rajiv Makhni*
- Licia Mattioli, Vice-President, Confindustria
 - Massimiliano Guzzini, Business Director, iguzzini
 - Atul Chaturvedi, Addl Secretary, DIPP
 - Meenakshi Lekhi, Member of Parliament
 - Vinita Jain, Founder, Biotique Royal
- SPECIAL ADDRESS: Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industries*
- 02:15 pm - 03:00 pm** **SESSION 2**
CULINARY CREATIVITY: THE TRICK TO CREATE THE INNOVATIVE PALATE EXPERIENCE
Taste buds across the world are becoming more and more sophisticated and are constantly craving for extravagant combinations, unexpected flavors, unconventional ingredients and cutting-edge cooking techniques. The overall palate satisfaction though is perceived as complete only when there is a 360 degrees involvement that goes beyond food and beverages: the restaurant, the

presentation, the packaging, the atmosphere are the key factors involved in the creation of an unforgettable culinary experience.

In conversation with Rashmi Uday Singh

- Carlo Cracco, Italian Chef and Restaurateur
- Thierry Gardinier, Director, Les 110 Taillevent
- Stefano Pelle, MD, Ferrero India
- Silvia Landucci, Export Director, Boscovivo Truffles
- Sonal Holland, First Indian Master of Wine
- Andrea Senigaglia, General Manager, Alma

SPECIAL ADDRESS: Shri KJ Alphans, Hon'ble Minister of State for Tourism

LUNCH

03:00 pm - 03:45 pm

03:45 pm - 04:30 pm

SESSION 3

SUCCESS STORIES: GLOBAL BUSINESS OPPORTUNITIES & CALCULATED RISKS TAKEN BY BRANDS TO FACE NEW CHALLENGES

What does it take to qualify a brand as a luxury brand? There are many facets involved to move forward and build a luxury brand. The attitude of today's consumer appears to be more voracious than ever. New trends have unfolded in the luxury sector over the last decade and understanding the secret behind why a luxury brand continues to evolve whilst others fade away before they ever started with the times, is the key essence.

In conversation with _____

- Gabriella Cortese, Director, Antik Batik
- Andrea Scotti Calderini, Co-founder & CEO, Freeda
- Claudio Marenzi, President, Confindustria Moda (Fashion)
- Francois Arpels, Co-founder & Managing Partner, Brands & Beyond
- Raj Mahtani, Director, Raj Mahtani Couture Jewels

SPECIAL ADDRESS: Shri Mukhtar Abbas Naqvi, Hon'ble Minister for Minority Affairs

04:45 pm – 05:30 pm

SESSION 4

EVOLVING HABITS AND DEMANDS: A RENAISSANCE IN LIFESTYLES THAT IS REDEFINING THE DEMANDS ACROSS NICHE CUSTOMER SEGMENTS.

World-wide real estate tycoons are embracing a peculiar selling asset to promote their properties: designer's towers and Luxury Villas. In India the signature of a specific brand on interiors, outdoor furniture, lighting arrangements and overall concepts is becoming crucial to the advertisement of the entire project. The fashion and design companies through their features and

USPs take on the role of brand ambassadors exposing the builder's name and reaching out a niche audience of international buyers.

In conversation _____

- Amitabh Kant, CEO, Niti Aayog
- Peter D'Ascoli, Creative Director, D'Ascoli & Company
- Raseel Gujral Ansal, Creative Director & Founder, Casa Paradox
- Riccardo Braccialini, President Assopellettieri (Leather Goods Manufacturers' Association)
- Andrea Maspero, VP, Anie (National Federation of electro technical and electronic companies)
- Snehadeep Agarwal, Chairman, Bhartiya City

SPECIAL ADDRESS: Shri Hardeep Singh Puri, Hon'ble Minister of Housing and Urban Affairs

Or

SPECIAL ADDRESS: Shri Dharmendra Pradhan, Hon'ble Minister of Skill Development and Entrepreneurship & Minister of Petroleum and Natural Gas

05:45 pm – 06:30 pm

SESSION 5

LUXURY IN MOTION: THE LAVISH BRAND NARRATION

The automotive and aviation landscape evolves driven by the customers' demand of comfort, life style features and exclusive gadgets at any cost. Elegance, quality, performance and technology are all vital in the positioning of a brand in the market. Uniqueness, exclusivity and limited edition are the passwords to produce eye-catching experiences for the new generation of travelers.

In conversation with _____

- Sergi Canovas, MD, Ducati India
- Diego Graffi, MD, Piaggio India
- Fabio Bigotti, Country Head, Alitalia
- Silvio Angori, CEO, Pininfarina
- Jamal Shaikh, National Editor - Brunch and New Media Initiatives at Hindustan Times

SPECIAL ADDRESS: Shri Nitin Gadkari, Hon'ble Minister of Road Transport & Highways

07:00 pm – 07:30 pm

THE CLOSING CEREMONY

Address by Shri Rajnath Singh, Hon'ble Minister of Home Affairs
in conversation with Rajiv Makhni

