



School of  
Management and Law

# “Future of Luxury” Conference Series

SAVE THE DATE

Friday, 9 November 2018  
9.00 am – 5.00 pm, Hotel Baur au Lac, Zürich



Building Competence. Crossing Borders.

In cooperation with



# The “New” Luxury Customer from the Middle East

## Create the Luxury Experience of the Future

Anticipate and adapt to emerging customer needs by taking cultural differences into account.

### WHY ATTEND?

- Learn more about the “new” luxury customer, consumer, patient, client or tourist from the Middle East
- Gain well-founded and practice-oriented insights from academic experts and experienced professionals
- Learn about best practice examples from entrepreneurs and experts
- Share and discuss relevant luxury management topics
- Network with experts and luxury professionals across industries

### EVENT LOCATION & TIMING

The event will take place from 9.00 am–5.00 pm at the Hotel Baur au Lac, Talstrasse 1, Zürich.

### Contact

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Conference Series  
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