



# Consumer Behaviour of Young People in China: Consumption of Australian Food & Beverage

Young people in China have shown a strong interest in niche Australian food & beverage. However, with financial limitations such as income, it may be more challenging for the younger generation to access the Australian food and beverage market. To better understand the consumer behaviour of young Chinese people, this program explores the factors that influence their choice in consumption of Australian food and beverage.

## **SPEAKER:**

**Rihanna Duan**

Strategy Director, of *Polaris Media Group PTY LTD*

**Aaron Marsich**

CEO, of *Tribal Brands Asia*

**LOCATION:** Online

## **TIME AND DATE:**

16th Feb 2023,

10:00-11:15am AEDT

## **EVENT LINK:**



<https://latrobe.zoom.us/j/81558672154>

- Explore the behaviour of China's young consumers
- Understand and learn more about Chinese modern culture and society
- Learn how to appeal to prospective Chinese customers
- Learn how to develop distribution channels and work with the right business partner

La Trobe University is based in Melbourne's northern region and works very closely with local businesses to improve their capabilities in understanding the Chinese language and culture.

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## Keynote Speakers



### **Rihanna Duan**

#### **Head of Strategy, Polaris Media Group**

Experience and in-depth knowledge of Chinese media has directed over 400 clients at Polaris Media to achieve their objectives. With experience across a number of industries, Rihanna's role is to connect brands with their intended audience through the use of platforms such as WeChat, Red Book and TikTOK.



### **Polaris Media Group**

Polaris Media Group is an Australia-based premium lifestyle media company and a partner of choice of many luxury retails, international brands and Australian local businesses. One of the key accounts operated by Polaris Media Group primarily focuses on luxury lifestyle, fashion, beauty, career & investment, health & wellbeing and more.



### **Cony Song**

#### **CEO, FA Media**

Cony is an exceptional leader with strong experience and in-depth knowledge in digital marketing, consumer behaviour and business strategies. Proficient in helping international/local brands and restaurants to achieve the business goal through multiple and multilingual distribution channels, such as online social media platform and offline campaign.



### **Aaron Marsich**

#### **CEO, Tribal Brands Asia**

Tribal Brands is a business development partner focused on premium Food and Beverage throughout the Asia region. We offer unique, high-quality food and beverage brands an Asia based business partnership with strong execution skills through a wide-reaching network of channels and distribution. Our core channel networks are in 5-star hotels, bars, restaurants, supermarkets and casual eateries.