

CHINA CROSSROADS

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Covid-19 and the 1st Wave for Consumers: Lessons Learned

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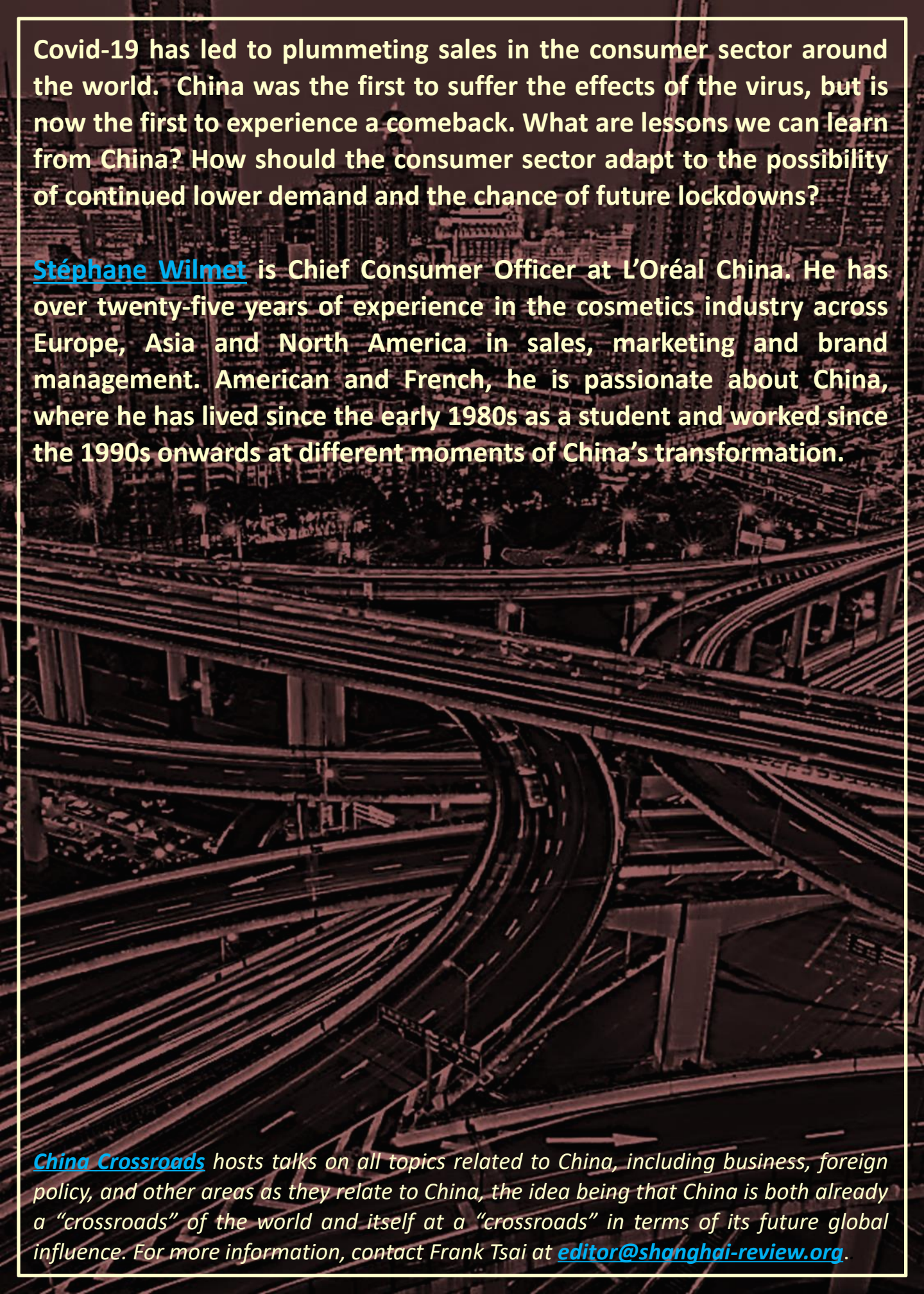


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Covid-19 has led to plummeting sales in the consumer sector around the world. China was the first to suffer the effects of the virus, but is now the first to experience a comeback. What are lessons we can learn from China? How should the consumer sector adapt to the possibility of continued lower demand and the chance of future lockdowns?

[Stéphane Wilmet](#) is Chief Consumer Officer at L'Oréal China. He has over twenty-five years of experience in the cosmetics industry across Europe, Asia and North America in sales, marketing and brand management. American and French, he is passionate about China, where he has lived since the early 1980s as a student and worked since the 1990s onwards at different moments of China's transformation.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.