



2022 International Consumer Conference Agenda (Tentative)

5th, July (Tuesday) (Beijing Time)

Language: Chinese

14:00-14:05	Opening Speech	
	JIA Hongyi	Vice-President and General Counsel of Kuaishou Group
14:05-16:00	Panel Discussion: Teenage Consumer Rights Protection in the Digital Age	
Mediator	YU Min	Director General of ICC China
Speakers	Sheila Millar	Vice-Chair of ICC Global Marketing and Advertising Commission, Partner at Keller and Heckman
	Oliver Gray	Co-Chair of the ICC Task Force on Code, CEO of Graywise
	Sae-Ryo KIM	Chief and Senior Advisor of Public Partnerships, Unicef China
	ZHANG Guohua	President of China Advertising Association, Vice-President of International Advertising Association
	YANG Qinghong	Senior Director of Government and Public Affairs, the LEGO Group China



6th, July (Wednesday) (Beijing Time)

Language: English

15:00-15:05 Opening Speech

YU Min

Director General of ICC China

15:05-17:00 Panel Discussion: Green Consumption

Mediator

Raelene Martin

Head of Sustainability within ICC's
Global Policy Team

Speakers

Sheila Millar

Vice-Chair of ICC Global Marketing and
Advertising Commission, Partner at
Keller and Heckman

Lucas Boudet

Director General of the European
Advertising Standards Alliance

Kaj Török

Chief Reputation Officer and Chief
Sustainability Officer of MAX Burgers

CHI Xiangzhen

Member of ICC China Commission on
Marketing and Advertising, Brand
Director of Yili Group

HU Huangang

Head of Legal and Intellectual Property
Department of JD Group

JIN Rui

Founding Partner of Furbish Fund