

# Trilogy Brands Bets Asia Pacific has Strong Appetite for American Food

*The Solutions to the Retail Landscape Challenges and Opportunities for the Asia Pacific Market are Centered in Branded F&B*

BANGKOK, THAILAND, December 29, 2017 /EINPresswire.com/ -- Barbara D'Amato, CEO Trilogy Brands Group, and Peter Sharp, President Taubman Asia participated as Co-Speakers at the 2017 ICSC Asia Pacific Conference in Bangkok, alongside Asia Pacific's top CEOs and executives in the retail space.

ICSC RECon is the world's largest global gathering of retail's most prominent groups and the premier event for Asia

Pacific's heavyweight retail and real estate industry leaders sharing new ideas, discussing channel integration, new technologies, innovation applications, and shopping center transformation among industry hot topics, while providing a platform for US companies like Trilogy Brands to create a table

discussion forum to address the importance of brand value, expand the challenges and opportunities in the Chinese market, create win-win cooperation between brands and investors, and discuss the topic of the future shopping centers centered around branded F&B.

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The Solutions to the Retail Landscape Challenges and Opportunities for the Asia Pacific Market are Centered in Branded F&B”

*Barbara D'Amato, CEO,  
Trilogy Brands Group*

The program featured a keynote presentation from The Disney Institute and included sessions on Retail Innovations, Food is the Future, The Hyper-connected Consumer, New Leasing Models, and more.

The conference took place in Thailand, one of the most vibrant and growing luxury, retail economies in Asia Pacific and a thriving city -Bangkok- with one of the highest population densities and growth in Asia Pacific. As technology and demographic shifts occur at an accelerated pace, the Asia Pacific retail landscape is rapidly evolving. Consumers, particularly the growing millennial population which is shaping the future consumption market, are placing a high priority on experiences and convenience. Behaviors and expectations are not as easily predicted as was the case in the past.

Under the auspices of the co-hosts: Trilogy Brands and Taubman Asia, the leading shopping center developers, retailers and industry leaders in the Asia Pacific region gathered at the [ICSC Networking Lunch and Dedicated Table Discussions](#) to address the numerous issues critical to the industry: Innovative retail concepts, effective customer-engagement strategies, seamless customer experiences, the strength of brands, the increasing role of food and beverage in retail, and to discuss



**ICSC RECON Asia Pacific Conference**

ideas and opportunities over an interactive session.

“The world is obsessed with American brands, and Asia Pacific’s consumer is ready to experience something new” according to Barbara D’Amato, CEO of Trilogy Brands. “You must understand the fundamentals that are driving demand, growth and trends in the US today in order to know what brand to invest in and be sure to bet on the next retail success”.

Key drivers include: Brand strategy; a fluid retail strategy; a marketing strategy that incorporates full digital integration, customer centricity, big data, and social media; collaboration, information, speed, adaptability, and opportunity”. D’Amato continues, “Today brands are on steroids and something new will turn up that nobody can forecast. That’s a fact. If you are connected, focused, deliver with precision, are willing to adapt to acceleration and galvanize the organization into change to best serve consumers, while leveraging from the power of global partnerships, you can perform very well in most any global market and become the next retail success brand”.

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