



# 1001 LUXURY

THE WORLDS MOST EXCLUSIVE MARKETING GROUP



## World Luxury Summit

28 – 30 September 2023

RIYADH, KINGDOM OF SAUDI ARABIA





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## World Luxury Summit – Introduction

*The World Luxury Summit is where business leaders from across the world meet and where sponsors and participants become visible in the most attractive Luxury markets around the World.*

*The summit is focused on creating deep business insight for the global luxury industry. By focusing on new business ideas and innovation, at a time of great change and opportunity, The World Luxury summit brings HNWI's and business leaders together exchanging valuable insights of the present and future of the Luxury Industry*





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## Why The 1001 World Luxury Congress ?

- *Luxury offers outstanding growth potential*
- *High returns continue to attract luxury brands and service providers to the emerging markets, especially the Middle East today*
- *A time of great change and opportunity*
- *New Luxury has opened up additional opportunity across all categories*
- *Investment community and private equity are chasing the spectacular returns offered by the Luxury industry*
- *The opportunities available in today's global luxury market.*
- *Because of the need to continually innovate*







## SUMMIT THEMES

Designed to cover a wide range of universal and sector-specific topics, themes for sessions can be tailored based on attendee requests.

LEADERSHIP

WOMEN IN POWER

DIVERSITY

INNOVATION

FINANCE

BUILDING  
THE FUTURE

TECHNOLOGY  
& INNOVATION

GLOBAL ECONOMY  
2023



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## Who will attend ?

*Royals*

*Ministers*

*High Net Worth Individuals*

Business Owners, Presidents, CEO's

*A list Celebrities*

*Luxury Media and publishers*

Marketing Senior Directors

Business Development Directors

Invited Keynote Speakers



Carol Brodie  
Chief Luxury Officer, Robb Report



Lee Daley  
Group CEO, Saatchi & Saatchi



Nadja Swarovski  
President, Swarovski



Fulvio Dodich,  
CEO, Ferretti Yachts



Alexander Bolen  
CEO, Oscar de la Renta



Milton Pedraza  
CEO, Luxury Institute



Joseph Wan  
CEO, Harvey Nichols



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*The World Luxury Congress is a director level, interactive business experience. Speakers and panel lists are industry leaders.*

**“Overall a ‘worth while the trip’ event. The topics were very relevant and comprehensive to the luxury market.”**

**Jill Dittrick, Brand Strategy Manager, Lexus HQ**

### **Key note Speakers**

*The World Luxury Congress saw the keynote addresses being delivered by two pioneers at the forefront of the global industry: Patrizio di Marco, President and CEO, Bottega Veneta and Member of Gucci Group Management Committee. Addressing the issues of ‘Opportunities in the global luxury market’ and ‘Luxury innovation’ respectively.+++*





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*“Very well organised and well run some great speakers.  
Networking opportunities were great.”*

**Catherine Skilton**, Retail Consumer goods research consultant, **Fresh minds**

*Our global marketing campaign utilized a number of deliver channels. These included a massive direct mail campaign, advertisements and inserts in industry publications and online, email shots and partner campaigns.*

*This ensured the highest possible profile for the congress, the sponsors and exhibitors. The supporting PR campaign also delivered to a very high level, with a large number of European and global publications and news services in attendance. This resulted in numerous interviews for sponsor and exhibitor representatives, which in turn led to column inches in various print and online publications around the world.*





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## SPONSORSHIP OPPORTUNITIES



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### ***The 1001 World Luxury Congress advantages for sponsors, exhibitors and delegates***

*World Luxury Congress is **the** place where serious business contacts are made and where business gets done.*

- ❖ *That is very high profile and attended by real decision makers.*
- ❖ *That is easy to participate in. We provide everything needed from one service friendly point of contact.*
- ❖ *That facilitates meetings between your sales force and key prospects.*
- ❖ *That offers sponsorship packages that create year-round advantage.*
- ❖ *That is supported by a global marketing campaign.*
- ❖ *That works with all parts of the global community to create a very special event.*
- ❖ *That is the only event of its kind in the world.*

***A marketing solution that generates new business***



**HYATT  
REGENCY™**

RIYADH OLAYA

*By Invite Only*

## Platinum Package

US\$ 50,000

*This sponsorship opportunity includes:*

- A. Invite for 2 People to attend Press Event
- B. Invite for 2 People to attend the main event in Dubai in September
- C. Speaker at Main Event

### D. Branding Elements

- Branding on step-and-repeat banner wall in venue
- Branding at entrance to the show venue
- Branding on hard-copy invitations and e-invitations
- Branding on event announcement email communications
- Branding on screens at the venue
- Branding on step-and-repeat banner wall in hospitality lounge

### E. Public Relations and Social Media

- Sponsorship “Announcement” press release
- Use of your official partner status and logo in all independent advertising campaigns and PR efforts
- Corporate profile on event dedicated website and all related social media assets
- Sponsor website banner advertisement and reciprocal links
- Personalised communication to registered guests (post-event)



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## Gold Package

US\$ 30,000

This sponsorship opportunity includes:

A. Invite for 1 Person to attend Press Event in March

B. Invite for 2 People to attend the main event in Dubai in September

C. Speaker at Main Event

### D. Branding Elements

- Branding on step-and-repeat banner wall in venue
- Branding at entrance to the show venue
- Branding on hard-copy invitations and e-invitations
- Branding on event announcement email communications
- Branding on screens at the venue
- Branding on step-and-repeat banner wall in hospitality lounge

### E. Public Relations and Social Media

- Sponsorship “Announcement” press release
- Use of your official partner status and logo in all independent advertising campaigns and PR efforts
- Corporate profile on event dedicated website and all related social media assets
- Sponsor website banner advertisement and reciprocal links
- Personalised communication to registered guests (post-event)



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## Silver Package

US\$ 20,000

*This sponsorship opportunity includes:*

**A. Speaker at Main Event**

**B. Branding Elements**

- Branding on step-and-repeat banner wall in venue
- Branding at entrance to the venue
- Branding on hard-copy invitations and e-invitations
- Branding on event announcement email communications
- Branding on screens at the venue
- Branding on step-and-repeat banner wall in hospitality lounge

**C. Public Relations and Social Media**

- Sponsorship “Announcement” press release
- Use of your official partner status and logo in all independent advertising campaigns and PR efforts
- Corporate profile on event dedicated website and all related social media assets
- Sponsor website banner advertisement and reciprocal links
- Personalised communication to registered guests (post-event)



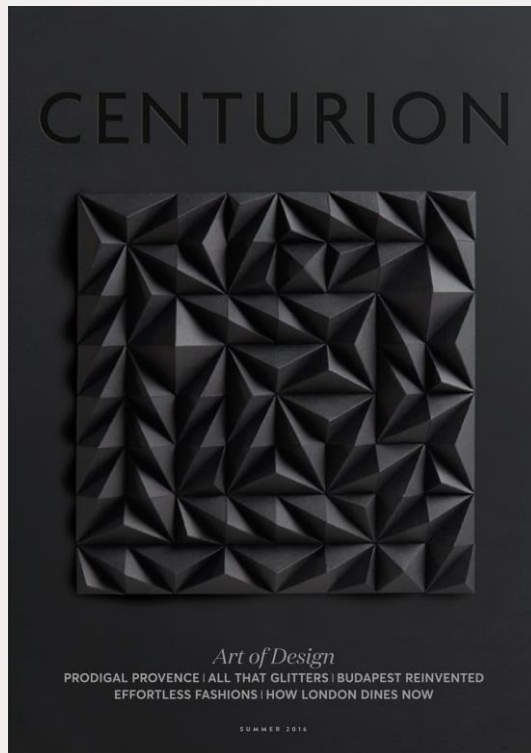
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## Publishing Partners





## TESTIMONIALS



„ON BEHALF OF E! ENTERTAINMENT TELEVISION I WOULD PERSONALLY LIKE TO THANK YOU AND YOUR ENTIRE STAFF FOR ALL YOUR TIRELESS HELP IN MAKING THE **SHIRLEY BASSEY** AT THE PYRAMIDS SHOOT A SUCCESS“

**MARK STUPLIN** - DIRECTOR; COMCAST ENTERTAINMENT GROUP



„ON BEHALF OF THE AMERICAN FOUNDATION FOR AIDS RESEARCH “AMFAR“, WE WRITE TO THANK YOU FOR YOUR PARTICIPATION IN THE SUCCESS OF CINEMA AGAINST AIDS EVENT MAKING IT THE MOST SUCCESSFUL CINEMA AGAINST AIDS TO DATE“

**ELIZABETH TAYLOR** - FOUNDING CHAIRMAN, amfAR



„ON BEHALF OF MR. **WARREN BAFFETT**, MR. RICHARD SANTULLI, THE ENIRE NETJETS EUROPE TEAM AND MYSELF, I WOULD LIKE TO THANK YOU FOR YOUR EFFORTS TO MAKE THE DINNER EVENT IN FRANKFURT A GREAT SUCCESS“

**VINCENT F. SENTULLI** - CHAIRMAN AND CHIEF EXECUTIVE OFFICER, NETJETS EUROPE



„I WOULD LIKE TO THANK YOU AND YOUR STAFF FOR THE MAGNIFICENT AND PROFESSIONAL WAY IN WHICH YOU ORGANIZED OUR JAGUAR LAUNCH“

**PATRICK O'HALLORAN** - MANAGING DIRECTOR, JAGUAR MIDDLE EAST



„WE WOULD LIKE TO THANK YOU FOR YOUR SUPPORT IN HELPING US PUT TOGETHER OUR OPENING PARTY, EVERYONE WAS VERY HAPPY AND LIVED A MEMORABLE OPENING EXPERIENCE“

**JOHN O'SULLIVAN** - GENERAL MANAGER, FOUR SEASONS HOTEL, CAIRO



„THANK YOU VERY MUCH FOR YOUR PARTICIPATION IN OUR GOALS PRESENTATION, YOUR EFFORT TO MAKE IT SUCCESSFUL IS VERY MUCH APPRECIATED“

**HANS-WERNER OLBERTZ** - GENERAL MANAGER; SEMIRAMIS INTERCONTINENTAL HOTEL





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# LUXFULL

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## SHOW ROOM

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