黄金周/中秋节消费情况电话会 - EV,黄金珠宝,白酒,美妆,体育用品

22 September 2026 | 3:16 PM China Standard Time

Shihua Zhang
GOLDMAN SACHS (CHINA) SECS CO LTD - SH PU NW A CEN AV SEC TO
FICC & Equities

白酒 - Oct 8 at 2pm
https://goldmansachs.zoom.us/webinar/register/WN_28iwkv4lSXWPoSa5i3QUKA

EV - Oct 8 at 2pm
https://goldmansachs.zoom.us/webinar/register/WN_aNilzVkXSgmRp7ZH9MNYtA

美妆 - Oct 8 at 4pm
https://goldmansachs.zoom.us/webinar/register/WN_MpWgznd-SaGef56aW2zKoQ

体育用品 - Oct 12 at 8.30am
https://goldmansachs.zoom.us/webinar/register/WN_Z18DTAJ0Sj6NgRlizpuD-A

黄金珠宝 - Oct 12 at 1pm
https://goldmansachs.zoom.us/webinar/register/WN_BttSYYSuS7qgSX0P1P7zuA

*链接注册参会，无回放

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Golden Week Holiday / Mid-Autumn Festival Consumer Expert Call Series

Thu, Oct 8 **2:00PM – 3:00PM** **HKT**	**Spirits Market Update** **Speaker Bio:** Mr. Zeng is responsible for sales at alcohol drinks distributor. Brands the company carries include Wuliangye (Tier 1 distributor). Moutai (Tier 1 distributor), Luzhou Laojiao (Tier 1 distributor), Yanghe (Tier 1 distributor) Shuijingfang (Tier 1 distributor), Jiugui Jiu (Tier 1 distributor), France Castel, Lafite and so on. 曾先生在職的公司是华中高档精品名酒经销商,代理品牌包括五粮液，茅台，泸州老窖，洋河，水井坊, 酒鬼酒等。 **Language: Mandarin (Translation upon request)** **Moderator:** Leaf Liu, GS China Consumer Analyst **Registration Link:** https://goldmansachs.zoom.us/webinar/register/WN_28iwkv4lSXWPoSa5i3QUKA Meeting ID: 981 8197 5296| Passcode: 728563
Thu, Oct 8 **4:00PM – 5:00PM** **HKT**	**Cosmetics – Double 11 Shopping Festival Preview** **Speaker Bio:** Mr. Wang, currently living in Shanghai, is a renowned expert in new retail and e-commer Chinese cosmetics industry and a featured speaker on Alibaba and Tencent's ne



initiatives. Since founding Shanghai Jiubian Enterprise Management Consulting Co., Ltd. (now known as Shanghai Jiubian Beauty) in 2015, he has served as CEO, providing e-commerce, smart new retail consulting services, and team building for prominent domestic and international listed companies and venture capital projects. He also produces annual reports on the Chinese cosmetics industry and MCN agency analysis for over 50 Chinese investment banks. His consulting and service offerings primarily include building e-commerce operations teams for brands such as Tmall flagship stores, Taobao distribution (over 3,000 influencer stores), omnichannel distribution (group buying, vertical apps, etc.), JD flagship stores, Pinduoduo, NetEase Kaola, and Mogujie. He also provides brand and content marketing teams (including brand and product content creation, short video planning and production, traffic generation, and product promotion). He also integrates online and offline membership and marketing resources to support smart new retail stores. He connects all operational data channels, enabling highly intelligent identification of customer tags and transactions to enhance overall brand sales performance and reputation (data bank brand data asset management).

He has a strong track record of success in new media, short videos, influencer marketing, and branded content creation, with significant success stories and blockbuster sales. Previously, from 2010 to 2015, Mr. Wang served as an e-commerce operator for over ten brands across state-owned enterprises, private enterprises, and US, Hong Kong, and Taiwanese-funded companies, successfully managing brands such as Niu Er, Kevin Tsai's trendy brand, Nicky Wu's trendy brand, and Lin Qingxuan.

Language: Mandarin (Translation upon request)
Moderator: Valerie Zhou, GS China Consumer Analyst
Registration Link: https://goldmansachs.zoom.us/webinar/register/WN_MpWgznd-SaGef56aW2zKoQ
Meeting ID: 941 7768 8945| Passcode: 228368

Mon, Oct 12
8:30AM – 9:30AM
HKT

Sportswear Market Update

Speaker Bio:
Ms. Liu is the Deputy General Manager at Hubei Dongsu Sports Goods Co., Ltd.
湖北动速体育用品有限公司 (01/2025-present). She is responsible for the company's channel management and general sales targets.

Previously, she was the Market Channel Director at The Trip to Hubei Province Jie Sports Industry Development Co., Ltd. (01/2006-12/2024), where she managed all brands, including Nike, adidas, Li-Ning, Anta, Puma, ASICS, and other brands' omnichannel business.

Language: Mandarin (Translation upon request)
Moderator: Michelle Cheng, GS Greater China Consumer Analyst and Co-Business Unit Leader of Asia Consumer Research
Registration Link: https://goldmansachs.zoom.us/webinar/register/WN_Z18DTAJ0Sj6NgRlizpuD-A
Meeting ID: 998 4914 4100| Passcode: 716241

Mon, Oct 12
1:00PM – 2:00PM
HKT

Jewelry Market Update

Speaker Bio:
Mr. Li is Deputy General Manager at Shenzhen Yuefu Investment Co., Ltd. 深圳市粤福投资有限公司 (12/2022-current)
The company is a franchise agent of Chow Tai Fook. Currently, the company has more than 200 stores and mainly represents Chow Tai Fook.

Language: Mandarin (Translation upon request)

Moderator: Michelle Cheng, GS Greater China Consumer Analyst and Co-Business Unit Leader of Asia Consumer Research
Registration Link: https://goldmansachs.zoom.us/webinar/register/WN_BttSYYSuS7qgSX0P1P7zuA
Meeting ID: 918 1120 2850| Passcode: 741077

GS Expert Call Series: EV Golden Week Demand Pulse Check

Thu, Oct 8, 2026 **2pm – 3pm HKT**	**External Speaker:** **Qing Liu, General Manager at Suzhou Aibang Automobile Sales and Service Co., LTD** ▪ Mr. Qing Liu is currently General Manager at Suzhou Aibang Automobile Sales and Service Co., LTD since 02/2012. The company is a private company conducting New Energy Vehicles distribution in China. He has rich experience in the automobile market since 2007 on multiple brands, and he is knowledgeable about the marketing share, competitive landscapes, pricing change, and development trends. He is located in Suzhou. **Language:** **Mandarin** **Moderator:** **Tina Hou,** China Mobility Tech Analyst, Goldman Sachs **Registration:** https://goldmansachs.zoom.us/webinar/register/WN_aNilzVkXSgmRp7ZH9MNYtA **Zoom Webinar ID:** 991 8607 8951| Passcode: 449077	

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