

14-15 April 2015
FOCUS ASIA

SHOPPING ASIA

The World consumes Asia, Asia consumes the World

14 April

Venue: Grand Hotel (Sten Broman Salen)

- 09:15-09:30 **SYMPOSIUM OPENING**
Roger Greatrex and Solee Shin (Lund University)
- 09:30-10:30 **KEYNOTE SPEECH**
Moderator: Roger Greatrex (Lund University)
"Globalizing from the Periphery: A Historian's View of Chinese Consumer Culture"
Sherman Cochran (Cornell University)
- 10:30-11:00 Coffee Break
- 11:00-12:30 **SESSION I: PRODUCTION NETWORKS**
Moderator: Jesper Schlæger (Lund University)
"Growing with/out Dependence? Western Buyers and Their Suppliers in Asia"
Tsai-man Ho (Chung Yuan Christian University)
- "The Electronics Industry Global Production Network: Implications for Labour Conditions and Labour Governance"
Gale Raj-Reichert (University of Manchester)
- 12:30-14:00 Lunch
- 14:00-15:30 **SESSION II: RETAIL DEVELOPMENT**
Moderator: Jens Sejrup (Lund University)
"Temples of Consumption: Shopping Malls in Japanese Marketing and Consumer Culture"
Hendrik Meyer-Ohle (National University of Singapore)
- "Asian Retail Revolution and Organization of Korean and Taiwanese Economies"
Solee Shin (Lund University)
- 15:30-16:00 Coffee Break
- 16:00-17:00 **SESSION III: RETAIL LABOR**
Moderator: Annika Pissin (Lund University)
"Worlds of Work in Wal-Mart, China"
Eileen Otis (University of Oregon)

15 April

Venue: AF Borgen (Nya Festsalen)

- 09:15-11:00 **SESSION IV: PRODUCING AND CONSUMING FASHION**
Moderator: Solee Shin (Lund University)
"Slow Road to Fast Fashion"
Christina Moon (Parsons The New School for Design)
- "Making Chinese Fashion in the Transglobal Landscape"
Wessie Ling (Northumbria University)
- 11:00-11:30 Coffee Break
- 11:30-12:30 **SESSION V: MIGRANT ENTREPRENEURS**
Moderator: Sidsel Hansson (Lund University)
"A Transnational Fast Fashion District: An Analysis of Chinese Entrepreneurs in an Italian Industrial District"
Gabi Dei Ottati (University of Florence)
- 12:30-14:00 Lunch
- 14:00-15:00 **SESSION VI: ASIA AND SWEDEN (I)**
Moderator: Ming Chee Ang (Lund University)
"Consuming IKEA in Shanghai and Seoul"
Lydia Jungmin Choi-Johansson (Linneas University) & Cecilia Cassinger (Lund University)
- 15:00-15:30 Coffee Break
- 15:30-16:30 **SESSION VII: ASIA AND SWEDEN (II)**
Moderators: Valentina Dotto & Henry Kröger (Lund University)
Screening of film "A Sofa for a Samurai" and Q&A with director Jon Thunqvist and editor Kristoffer Hamilton

All lectures are open to the public and entry is free of charge

Welcome!

Organized by the Centre for East and South-East Asian Studies
Symposium organizer: Solee Shin

Student organizers: Patrik Andersson, Valentina Dotto,
Sofia Forsén, Henry Kröger, Edoardo Neerhut,
& Johanne Damgaard Sørensen



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