

Video Transcript**Timing. Relationships. Vision.****Is there ever a perfect time to enter the family business?****Sharon Kobler, Executive Director and Senior Vice President of Goodbaby**

Having lived and worked in the US or abroad for a number of years, I realised my advantage and my root actually lies in Asia. So I didn't want to miss the opportunities of China's dramatic economic change. So back in 2006, I moved back to China.

However, starting up the e-commerce project was actually the third project I've done. I didn't jump into the family business until I felt that I knew enough about what I was getting myself into.

And then also at the same time, digital was really taking off in China. And so I jumped in. It's almost like you see an opportunity and you're ready for it. And I knew that [it was] something that I was interested in and something that I wanted to see build up on my career.

As a new generation leader, we always face choices, challenges and opportunities, and they always lie together. Having worked in [the] juvenile industry for the past 15 years, you know, it made no difference for me whether I was selling shampoos or bottles or diapers or pushchairs or prams or car seats.

Only until I became a mother myself, things started to speak to me. And that's [when] the magic happened.

One of the most common questions I was being asked these days is that young people are not having children anymore. However, if you look at the total expenditure on baby goods or juvenile products, that's still significantly increasing.

So that's our opportunity. Then it's just a matter of, you know, taking more penetration of the market share in the mature markets, and also building [those] individual relationships with consumers and managing their predictable needs, and expanding your categories across the board and just servicing them more. And also shifting geographically.



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Leadership with a clear vision will always lead you to solutions to reach your goals. It's a matter of how you look at the situation and make the best of it.