

Dr. Clint Laurent
Founder and Chief Executive
Global Demographics

Advisor and Speaker on Demographics and Consumer Markets



Professional Experience – demographic change and consumer markets

- Dr. Laurent is a leading authority on global demographic change and interpreting its impact
- observing, analysing, forecasting and interpreting changing demographics for over 15 years
- developed substantial historical databases of the demographic and socio-economic profiles of economies of Asia -- including 31 provinces of China and down to 353 Prefectures -- now in 54 countries globally
- his modeling techniques are used to forecast of the changing nature of populations, labour forces, households and their income and expenditure patterns right up to 2024
- he heads the worldwide editorial operations for Global Demographics across London, Vienna, New York, Tokyo, Hong Kong, Shanghai and Beijing and a global network of over 600 contributors transforming his organisation from Asian Demographics to Global Demographics
- makes presentations, in-house briefings, writes custom reports and advises on many business issues.

Sample assignments

- a regular speaker at summits and conferences around the world
- makes special presentations to board members and moderates discussion at a global strategy meetings
- presenter at an industry association's large annual convention
- has spoken at various educational institutions and associations including Monash University, Universitas 21, Australian Graduate School of Management, the Federation of Hong Kong Business Associations, Pacific Asia Travel Association, Tourism Futures National Conference, and the MasterCard Forum

Clint Laurent - Personal information

- founded Asian Demographics (1997) which became Global Demographics (2006) and is Chief Executive
- based in New Zealand spending about half of his time in Hong Kong and the Asia region
- previously founded Asia Studies, a high value analysis and reporting firm, now part of Wirthlin Worldwide
- before this had founded Asia Market Intelligence (AMI), a market research company, now part of Synovate
- he moved from UK in 1976 to join the Hong Kong University and later joined Price Waterhouse
- Clint Laurent has a PhD in Marketing and Statistics from Bath University in the UK and has a Master's Degree in Commerce from Victoria University, Wellington New Zealand