



7 - 10 May 2019
Hall 5BCD, HKCEC

Retail Asia Conference 2019 – SHOP ASIA SUMMIT - 7th May

10:15 **Registration (Room N101)**

10:30 **Welcome ceremony by the Government of HKSAR (Room N101)**

THE UNREASONABLE POWER OF CREATIVITY TO DRIVE SALES

11:30 **Welcome and Opening Remarks (Hall 5D)**

- Dr. Jimmy Chiang, Associate Director-General, InvestHK

11:35 **Day Chairman's Introduction**

- Richard Nicoll (Chief Shopper Marketing Officer, Publicis Communication)

11:40 **Setting the Stage for Retail**

- Peter Goldsmith (Chairman, Haskoll China)

12:15 **What goes into making a great shopping experience?**

- Enrico Rossi (CFO, TOD'S China)

12:50 **Unreasonable power of Creativity in Commerce**

- James Damian (Chief Design Officer, Experience Design Group US)

13:25 **Lunch**

14:05 **Selling an Icon**

- Bob Neville (Global Creative Director, New Balance)

14:40 **The Power of Irresistibility**

- Jackie Chan (General Manager, ARC Greater China)

15:10 **Inspiring OmniCommerce**

- Colman Sheil (Chief Creative Officer, ECD Liquid OmniCommerce - UAE)

15:45 **Short Break**

16:00 **Digital Social as a Driver of Commerce by connecting through physical experiences**

- Steven Yu (General Manager, APAC Freeman Shanghai)

16:30 **Building an innovative advantage of retail business model through Design Thinking**

應用設計思維為零售商業模式建立創新優勢

- David Chung (Senior Partner, InnoEdge Consulting Hong Kong)

17:00 **Creativity that builds brands vs creativity to win sales, is there really a conflict?**

- PANEL & Q&A

17:45 **Day Close Chairman Summing up and thanks**

- Richard Nicoll (Chief Shopper Marketing Officer, Publicis Communication)

18:15 **Welcome Reception (Level 5 Balcony, HKCEC)**



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Retail Asia Conference 2019 - 8th May Agenda

9:30	Registration
9:55	Welcome and Opening Remarks
10:00	Redefining the future of retail with smart data <ul style="list-style-type: none">• Ms Anna Lin, JP, FCILT, Chief Executive, GS1 Hong Kong
10:30	Strategic Paradigm Shift in the Digital Era <ul style="list-style-type: none">• Mr. Allen Wong , Partner, Deloitte Digital• Mr. Tianbing Zhang, Partner/ Leader of Deloitte AP Consumer Product and Retail Industry
11:00	Closing the Adoption Gap for Higher Marketing Efficiency <ul style="list-style-type: none">• Mr. Benson Yip, VP and Market Director, Greater China and North Asia, Emarsys Limited
11:30	Asia's Economic Outlook and the Future of Digital Economies <ul style="list-style-type: none">• Alexander VanKemenade, The Economist Intelligence Unit, Head of Consulting – Asia, The Economist Group
12:00	Real-time marketing: Pushing the boundaries with individualization <ul style="list-style-type: none">• Mr. Jay Pring, Head of Sales, APAC , Resulticks
12:30	Lunch Break
14:00	Future Digital Strategies: Connecting with your Customer <ul style="list-style-type: none">• Mr. Reza Nobar, Director, Management Consulting, KPMG China• Mr. Patrick Corr , Partner, Global Strategy Group, KPMG China
14:30	The retail revolution: Redefining the customer experience through payment technology <ul style="list-style-type: none">• Ms. Anke Zeller, VP, Group Strategy, Wirecard
15:00	New Retail – a deep-dive analysis of Alibaba's Hema grocery business model to understand how “new retail” works, how it fulfils customer needs, whether it makes economic sense, and what it means for consumer brands and for other retailers <ul style="list-style-type: none">• Mr. Pascal Martin, Partner, OC&C Strategy Consultants
15:30	Re-imagine Retail in APAC <ul style="list-style-type: none">• Ms. Kathryn Sloane, Director of Growth, APAC, SGK
16:00	Food Technology is the future <ul style="list-style-type: none">• Mr. Manav Gupta, CEO, Founder, Brinc
16:30	Closing Remarks

Delivery Asia Conference - 9th May Agenda

9:30	Registration
9:50	Welcome and Opening Remarks <ul style="list-style-type: none"> Mr. Terry Chan, Chairman at Hong Kong eCommerce Supply Chain Association (HKeCSC)
09:55	Keynote 1: Excellent supply chain solutions to win business in the new retail era? Case Study: Help merchants to succeed in the leading emerging market of South East Asia <ul style="list-style-type: none"> Mr. Terry Chan, Chairman at Hong Kong eCommerce Supply Chain Association, CEO at eC-Post, Former GM 3PL at Lazada, Alibaba Group
10:25	Keynote 2: Leading marketplace to conduct supply chain innovations to support online + offline business development in Asia Pacific <ul style="list-style-type: none"> Mr. Giovanni Maria Musillo, General Manager, Zalora
10:55	Keynote 3: Leading retail store to conduct supply chain innovations to support online + offline business development in Asia Pacific <ul style="list-style-type: none"> Mr. Martin Higgins, Senior Director - Logistics and Trade Compliance, Gap Inc.
11:25	Keynote 4: Leading logistic innovations to support online + offline business strategy globally <ul style="list-style-type: none"> Tony Lau, Co-founder, Managing Director, Fung Omni Services
11:55	Fire-side Chat 1: Lesson from the experts in the New Retail Era <u>Moderator:</u> <ul style="list-style-type: none"> Mr. Michael Cheng, Partner, Consumer Markets Leader, Asia Pacific & Hong Kong / China, PwC <u>Panelist:</u> <ul style="list-style-type: none"> Ms. Lui Tong, COO China cum Business Development Director, StrawberryNet Mr. Craig Morin, Senior Director - Distribution Asia, Adidas Group Mr. Anthony Leung, Managing Director, FedEx Express Hong Kong and Macau
12:35	Lunch Break
14:00	Keynote 5: How technology innovation to support the logistics development in the new retail era? <ul style="list-style-type: none"> Mr. Tommaso Tamburnotti, Co-Founder, Easyship
14:30	Keynote 6: "How smart lockers support the e-merchants omni-channel strategies" <ul style="list-style-type: none"> Mr. Christian Secci, Co-Founder, Chief Executive Officer, Pakpobox Hong Kong
15:00	Keynote 7: Digital Warehousing innovation to develop inventory management <ul style="list-style-type: none"> Mr. Ernest Cheung, Deputy General Manager - IT Services, Kerry Logistics
15:30	Keynote 8: Innovative Last-Mile Delivery: What is the perfect solution in the future? <ul style="list-style-type: none"> Mr. Zhern Yung, Cross Boarder Business Head, Ninja Van
16:00	Fire-side Chat 2: How to develop the 'Idea' Supply Chain Solution in the New Retail Era? <u>Moderator:</u> <ul style="list-style-type: none"> Mr. Terry Chan, Chairman at Hong Kong eCommerce Supply Chain Association <u>Panelist:</u> <ul style="list-style-type: none"> Mr. Richie Yung, CEO, Bridges Global Ms. Kary Kung, Head of Asia, Vcan FinTech Mr. Paco Chan, Co-founder, HK Pick-UP Ms. Mandy Mak COO at Swivel Software
16:40	Closing Remarks <ul style="list-style-type: none"> Mr. Terry Chan, Chairman at Hong Kong eCommerce Supply Chain Association (HKeCSC)