

Technology in Retail Seminar

Date: 7 - 9 May 2019
Location: Hall 5B

AGENDA

7 May 2019 (Tue)

11:30 - 12:00	A New Personalization Concept John Wong, CEO and President, Roland DG(China) Corporation
12:00 - 12:30	How to increase your sales through retail and digital audit Mr Jacky Ko, CEO, Octius Co. Ltd.
12:30 – 13:00	Global Expansion : The Marketplace Opportunity through Cross Border Trader Mr Simon Clarkson, Managing Director of APAC, ChannelAdvisor
Lunch Break	
Retail Symposium by Hong Kong Retail Technology Industry Association	
14:00 - 14:20	Top 3 Retail Technology Trend You Need to Know <Cantonese session> Mr Vincent So, Chairman, Hong Kong Retail Technology Industry Association
14:20 - 14:40	Our Technologies Application to a New Era of Retail <Cantonese session> Mr Patrick Tsang, General Manager, Information and Communication Centre, Chow Tai Fook Jewellery Company Limited
14:40 - 15:00	How to Run a Successful Mobile Membership Program? <Cantonese session> Mr Jeffrey Lam, Regional Business Director, Mobile.Cards
15:00 - 15:20	The Future of Dining Technology <Cantonese session> Mr Hayden Wong, Chief Commercial Officer, Asia, Eats365 Hong Kong Limited
15:20 - 15:40	Will BI Technology Bring SME More Profits? <Cantonese session> Ms Eva Ng, Senior Sales Manager, eRun Systems Limited
15:40 - 16:00	Digital Transformation of your End-to-end Supply Chain to enhance visibility and accuracy <Cantonese session> Mr Julia Au, Senior Business Development Manager, TradeLink Technologies Limited
16:00 - 16:20	Briefing on Hong Kong Retail Innovation Award 2019 <Cantonese session> Mr Keith Lee, Chairman of Award Organizing Committee, Hong Kong Retail Technology Industry Association

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8 May 2019 (Wednesday)

11:00 -11:30	In-Store Traffic Analytics - Your Best Tool To Improve Store Performance Mr Jeremy Sea, Senior Manager, Commercial Marketing, Sensormatic Solutions, ShopperTrak
11:30 - 12:00	Know your customer before you talk - Turn shop POS to be a sales assistant <Cantonese session> Ms Gloria Chan, Head of Marketing, Spectra Technologies
12:00 - 12:30	Creating New Customer Experience in the New Retail Era Mr Tony Lau, Managing Director, LF Logistics
12:30 - 13:00	Present & Future Mobile Payment Landscape in Hong Kong <Cantonese session> Mr Will Leung, Overseas Co-founder & General Manager, QFPay Haojin FinTech Limited

Lunch Break

14:00 - 14:30	AGV - Optimizing your resources to increase operational efficiency in a growing fast-pace retail industry 利用AGV機器人在零售物流業開源節流 <Cantonese session> Mr Jack Lee, Senior Vice President, Tradelink Electronic Commerce Limited Mr Kelvin Koon, AGV Consultant, Tradelink Electronic Commerce Limited
14:30 - 15:00	How Automated Robotic Cart Runs Your Warehouse with High Efficiency? Mr Nelson Tse, Sales and Marketing Director, Million Tech Development Limited
15:00 - 15:30	Vocollect Voice Solution - 打造高效執行的零售物流 Mr Simon Lei, Business Leader of Workflow Solutions, Honeywell Sensing & Productivity Solutions
15:30 - 16:00	Winning AI Logistics for O2O Ecosystem Ms Mercedes R. Pair, EaseSales Consultant, EaseSales
16:00 – 16:30	Benefits of a Customer Experience Platform - a 360 view 24x7! Mr Rajendran Dandapani, Director of Engineering, Zoho Corporation

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9 May 2019 (Thursday)

11:00 -11:30	How to Fight Unfair Competition on Amazon and E-commerce Mr Davide Nicolucci, Founder & Director, Growth Hack Consulting LTD
11:30 - 12:00	The global rise of marketplaces and the implications for traditional retailers Mr Aron Bohlig, Founder, ComCap LLC
12:00 - 12:30	The future of O2O: How AI helps match the right influencer and drive sales conversion Mr Edwin Wong, CEO, Cloudbreakr
12:30 - 13:00	China New Retail. Online? Offline? O2O? <Cantonese session> Mr Edwon Lam, CEO, Founder, Hai Tao Base Commercial Mgt Ltd
Lunch Break	
14:00 - 14:30	Spark Brand Engagement, Strengthen Brand Loyalty and Conquer Counterfeits with AI, IoT and Blockchain Mr Alfons Futterer, Managing Director, NanoMatriX International Limited
14:30 - 15:00	The new 4P's of Retail with AI - a glance into the successful adoption started in Asia Mr Donald Austin, Executive Director, OnePac
15:00 - 15:30	How to boost conversions and revenue with Marketing Automation <Cantonese session> Ms Stephanie So, Senior Business Development Manager, Apsis Asia Ltd
15:30 - 16:00	The trend of e-commerce in 2019 <Cantonese session> Mr Ryan Wong, Sales Manager, Motive Power
16:00 – 16:30	How to leverage A.I. to deliver customer-centric experience Mr Danny Chong, Country Manager, Insider Pte. Ltd