












**PROGRAMME AGENDA - DAY 1**

| Day 1 – 24<sup>th</sup> March |





TIME	SESSION
08:30 - 09:15	<b>Registration</b>
09:15 - 09:30	<p><b>Welcome Address: Collaborating for a Better Future</b></p> <p><b>GS1 Hong Kong – Chairman:</b>   <b>Mr. Joseph Phi</b>, President, LF Logistics Management Ltd</p> <p><b>ECR Asia Pacific – Co-Chairs:</b>   <b>Ms. Joy Rice</b>, Supply Chain Director, Global Travel and Middle East, Diageo   <b>Mr. Anthony Rose</b>, Chairman and CEO, House of Rose Professional</p>
09:30 - 09:40	<p><b>Opening Address by Guest-of-Honour</b></p> <p> <b>Mr. Gregory So, GBS, JP</b>, Secretary for Commerce and Economic Development, The Government of the Hong Kong Special Administrative Region</p>
09:40 - 09:50	<b>Opening Ceremony</b>
09:50 - 10:30	<p><b>Keynote Address: Consumers of the Future - Success Factors for Future Retail</b></p> <p> <b>Mr. Alex von Behr</b>, Global Chief Customer Officer, Unilever  <b>Abstract:</b> The retail landscape is changing rapidly. And thanks to the touch of a button on a smart device, the physical and virtual worlds are blurring, making consumers more social, informed, connected and influential than ever before. Succeeding in this new world is much more than executing an eCommerce platform. Retailers and suppliers need to work together to develop a seamless, integrated and relevant experience through the many touch points at the influence, purchase and fulfilment phases of the shopping journey.</p> <p> <b>Mr. Damien Veilleroy</b>, Regional Operation Officer, Asia, Metro Cash &amp; Carry  <b>Abstract:</b> The Asia Pacific region has a very heterogeneous consumer base varying not just by country but also by city types. The evolution of retail hence also takes trajectories in these markets different from the Western world. While eCommerce is set to revolutionize the non-food business, brick and mortar players will continue to have a major play in the food business. The rules for success for such players will however be different from those in the Western world.</p>
10:30 - 10:50	<b>Coffee Break</b>

TIME	SESSION
10:50 - 11:50	<p><b>CEO Panel: Retail Reload – Managing Retail Durability, Sustainability and Prosperity</b></p> <p>Though Asia is still the first choice of global retailing based on the promising growth every year, particularly in China, the retail industry is still confronted with unprecedented change. According to a study by HAVAS media, 70% of brands could disappear and consumers would not care. In this panel, industry experts will discuss how retail industry can create messages that address the ever-changing demographic, cultural and consumption behavior shifts.</p> <p><b>Moderator:</b>   <b>Mr. Peter Freedman</b>, Managing Director, The Consumer Goods Forum</p> <p><b>Panelists:</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">   <b>Mr. Alex von Behr</b>,            Global Chief Customer Officer, Unilever         </div> <div style="text-align: center;">   <b>Mr. Joseph Phi</b>,            President, LF Logistics Management Ltd         </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">   <b>Mr. Fabio Vacirca</b>,            Global Managing Director - Consumer Goods and Services, Products, Accenture Pte Ltd         </div> <div style="text-align: center;">   <b>Mr. Damien Veilleroy</b>,            Regional Operation Officer, Asia, Metro Cash &amp; Carry         </div> </div>








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TIME	SESSION
11:50 - 12:50	<p><b>Plenary Session: Mega Campaign, Micro Segmentation – Catching the Shift of Consumer Trends</b></p> <p> <b>Ms. Amy Lee</b>, Director, Marketing Strategy and Insight, Coca-Cola Beverages (Shanghai) Company Limited  <b>Topic:</b> China Macro to Consumer Trends  <b>Abstract:</b> The dynamic China macro environment has greatly shifted their behavior and shopping habits. The Coca-Cola Company has identified five key consumer trends that will impact on the behavior of Chinese consumers in the coming years.</p> <p> <b>Mr. Andre Chong</b>, Global Business Development &amp; Strategy Director, Johnnie Walker House, Diageo, Global Reserve  <b>Topic:</b> Living Luxury  <b>Abstract:</b> Is the luxury segment a thing of the past or is there still headroom? While luxury has become more accessible for many, it has also become increasingly exclusive. Global Reserve, Diageo's luxury portfolio, shares their definition of "Living Luxury" and explores the dynamics within.</p> <p> <b>Mr. Rene Co</b>, Vice President, Communications, P&amp;G Greater China cum Company Communications and Corporate Brand, P&amp;G Asia  <b>Topic:</b> How to Use Sustainability as a Differentiator? How to Start Sustainability in the Company?  <b>Abstract:</b> Lots of companies saw sustainability as a responsibility and as a cost of operating responsibly. We also see sustainability as an opportunity to build the business. Sustainability must be part of the business strategy to ensure long-term growth and competitive advantage.</p> <p> <b>Mr. Tyrone Lynch</b>, Vice President, eBusiness, NTT Com Asia Limited  <b>Topic:</b> Select the Right Payment Solutions from a Global Perspective  <b>Abstract:</b> Global merchants are dealing with increasing complexity and challenges resulted from cross-border e-commerce. Mr. Lynch will discuss how global retailers should evaluate payment solutions to ensure revenue growth globally, while addressing cross-border payment issues locally, especially for Asia and China markets.</p>
	<p><b>Networking Luncheon</b></p>

12:50 - 14:00	<b>Networking Luncheon</b>
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TIME	SESSION
14:00 - 16:00	<p><b>Concurrent Sessions: Managing Uncertainty – Preparing for a Change</b></p> <p><b>Track 1 : One Retail, One Consumer Experience – Evolution of Omni-channel Retailing</b></p> <p><b>Moderator:</b>   <b>Mr. Paul D Prendergast</b>, Managing Director, Consumer Goods &amp; Services, Accenture Pte, Singapore</p> <p><b>Speakers:</b>   <b>Mr. Andre Chong</b>, Global Business Development &amp; Strategy Director, Johnnie Walker House, Diageo, Global Reserve  <b>Topic:</b> Experimental Luxury Retail: Omni-Lifestyle and Channels  <b>Abstract:</b> The speaker will share about how Johnnie Walker House has led innovation within the luxury whisky category, making it a competitive advantage for the 190 year old brand.</p> <p> <b>Ms. Marianne Timmons</b>, President of GS1 Industry Engagement, GS1 Global  <b>Topic:</b> Essential Elements for Omni-Channel Success  <b>Abstract:</b> Capgemini Consulting and GS1 partnered on a study of omni-channel readiness among 8 leading retailers. Hear insights and key findings from retailer interviews on their status, challenges and the ways that GS1 Standards are helping them deliver on the "always on, always open" consumer promise.</p>







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TIME	SESSION
	<p><b>Track 2: On-shelf Availability Innovations – A Scientific Look at the On-shelf Availability and Shrinkage Management</b></p>
	<p><b>Moderator:</b>   <b>Mr. Ian Williamson</b>, Senior Manager, Consumer Goods and Services - ASEAN, Accenture Solutions Sdn Bhd</p>
	<p><b>Speakers:</b></p> <p> <b>Mr. Carter Feng</b>, Associate Director, Sales and Marketing, CHEP China  <b>Topic:</b> Building Better Supply Chains Together – Successful Experiences, Existing Challenges and Future Development of Pallet Pooling in China  <b>Abstract:</b> It will cover the development roadmap of pallet pooling and standard palletized delivery in China, also challenges and opportunities CHEP encounters facing FMCG and retailing industry customers in China, with cases studies.</p> <p> <b>Mr. Michael Donahoo</b>, Vice President - Customer Solutions, China Merchants Loscarn  <b>Topic:</b> How Shelf Ready Packaging (SRP) Can Help to Improve OSA  <b>Abstract:</b> Shelf ready packaging as one practise in driving OSA as well as lowering replenishment costs, allowing us to provide a range of innovative, value-added products to customers.</p> <p> <b>Mr. Tony D'Onofrio</b>, Vice President for Global Accounts / Source Tagging, Tyco Retail Solutions  <b>Topic:</b> Future of Retail and Store Visibility Solutions  <b>Abstract:</b> Evolving Technology is impacting retail and when tapped on effectively, it opens up opportunities to further engage customers. We will look at some of the technology solutions that retailers are adopting and how they provide visibility to their overall retail operations starting at the source of manufacturing.</p>
14:00 - 16:00	

TIME	SESSION
	<p><b>Track 3: Life Critical New Practices on Food Safety – Current Status, Regulatory Perspectives and Future Outlook</b></p>
	<p><b>Moderator:</b>   <b>Mr. Miles Wilson</b>, Group Commercial Leadership Director, The Coca-Cola Company - Pacific Group</p>
	<p><b>Speakers:</b></p> <p> <b>Mr. Peter Johnston</b>, Quality &amp; Food Safety Director – Greater China, PARKn-SHOP (HK) Ltd  <b>Topic:</b> Food Safety in the Fresh Food Supply Chain  <b>Abstract:</b> Consumer expectations on food safety are rising around Asia. Retailers have to find ways of building food safety into supply chains. ParknShop's unique 'Farm Check' system, as real life example, ensures the safety of fresh vegetables from Mainland China imported into Hong Kong.</p> <p> <b>Mr. Danai Galassi</b>, Senior Vice President, Supply Chain Management, Charoen Pokphand Foods PCL  <b>Topic:</b> CPF's Sustainability &amp; Food Safety Policy Building and Maintaining Competitive Advantage to the Business  <b>Abstract:</b> Brand building is important to constantly remind and assure of the quality, food safety integrity and deliciousness of our food products. Leveraging vendors' development and information transparency are important to ensure quality and safety of food products.</p> <p> <b>Mr. Ken Chung</b>, General Manager, Business Development, DCH Logistics Co. Ltd.  <b>Topic:</b> Effective Management of Food Safety through Global Traceability  <b>Abstract:</b> The consumer is at the final link of the food chain which started at the farm or other primary producer. Traceability is a powerful tool that can be used to provide important information that can be used to build trust between a consumer and the producer of food.</p>
14:00 - 16:00	



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TIME	SESSION
14:00 - 16:00	<p><b>Track 4: Growing Talent Excellence – Building a Talent-focused Organization</b></p> <p>Retail industry involves relatively scalable people and therefore, quality and performance of staff is critical for shaping the retail image. Talent management refers to the anticipation of required human capital for an organization and the planning to meet those needs. Retailers that offer a differentiated customer experience by delivering an excellent service from highly skilled staff will be the future winners. Brands that offer fresh services or products will retain their consumers.</p> <p><b>Moderator:</b>   <b>Mr. David Shukri</b>,            Head of Channel Insight, IGD</p> <p><b>Panelists:</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>Mr. Arpan Khurana</b>,              Head of Talent Acquisition, DFS Group</p> </div> <div style="text-align: center;">  <p><b>Ms. Mary McHale</b>,              Vice President &amp; Senior Engagement Manager, Nielsen Financial Services &amp; Co-Chair, Steering Committee, The Women's Foundation's Mentoring Programme</p> </div> </div> <div style="text-align: center; margin-top: 20px;">  <p><b>Mr. Anthony Rose</b>,              Chairman and CEO, House of Rose Professional</p> </div>
16:00 - 16:15	<b>Coffee Break</b>

TIME	SESSION
16:15 - 17:15	<p><b>Closing Panel – The Changing Face of Retail – Winning the Consumer in Retail 2.0</b></p> <p>In response to the above tracks, the moderators will gather together and give the audience a summary insight regarding the expertise shared in the concurrent tracks.</p> <p><b>Moderator:</b>   <b>Mr. David Shukri</b>, Head of Channel Insight, IGD</p> <p><b>Panelists:</b></p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p><b>Mr. Arpan Khurana</b>,              Head of Talent Acquisition, DFS Group</p> </div> <div style="text-align: center;">  <p><b>Mr. Paul D Prendergast</b>,              Managing Director, Consumer Goods &amp; Services, Accenture Pte, Singapore</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p><b>Mr. Ian Williamson</b>,              Senior Manager, Consumer Goods and Services - ASEAN, Accenture Solutions Sdn Bhd</p> </div> <div style="text-align: center;">  <p><b>Mr. Miles Wilson</b>,              Group Commercial Leadership Director, The Coca-Cola Company - Pacific Group</p> </div> </div>
17:15 - 18:15	<b>Networking Cocktail</b>