











**PROGRAMME AGENDA - DAY 2**




| Day 2 – 25<sup>th</sup> March |

TIME	SESSION	TIME	SESSION
08:30 - 09:15	<b>Registration</b>		
09:15 - 09:45	<p><b>Keynote Address: Connect to Connected Consumer – Reaching Today's Constantly Connected Consumers</b></p>  <p><b>Mr. Richards Gilbert</b>, Head of Performance Solutions - N. APAC, Google  <b>Topic:</b> Structured Product Data on Google  <b>Abstract:</b> Structured product data combined with strong product identifiers help shoppers quickly find what they are looking for, compare products and connect with merchants to make a purchase whether the shoppers are online, offline, or both.</p>		
09:45 - 10:45	<p><b>Plenary 1: Building e-Tailing and omni-channel Leadership – One Customer Experience</b></p>  <p><b>Mr. Miguel Lopera</b>, President and Chief Executive Officer, GS1  <b>Topic:</b> Omni-Channel Strategy Empowered by Standards  <b>Abstract:</b> Consumers don't think about channels, only about their need for a consistent shopping experience – omni-channel retailing. GS1 standards enable omni-channel retailing through five core capabilities: better search results, improved product information, greater inventory visibility, smarter consumer analytics, and safer products with fewer counterfeit goods.</p>  <p><b>Mr. Bernard Loo</b>, Business Development Manager, eBay Hong Kong  <b>Topic:</b> Explore the e-Commerce Horizons – Trends and Opportunities  <b>Abstract:</b> Greater China merchants are growing their cross-border businesses together with eBay. In this session, the speaker will share with you insights on market trends, global logistics solutions and high demand products in top exporting countries and enabling you to open up huge channel for new business.</p>  <p><b>Mr. Tim Sparrow</b>, Vice President, Channel Development &amp; Support, NTT Com Asia Limited  <b>Topic:</b> Seamless Transformation into the Age of O2O  <b>Abstract:</b> Online-to-Offline (O2O) is fast becoming a trend rapidly embraced by online merchants in Asia and China. Yet, "how to seamlessly transform into the age of O2O" remains a big question. Mr. Sparrow will share insights on the new consumer behaviour and the critical success factors for O2O business.</p>	11:05 - 12:20	<p><b>Plenary 2: Panel Discussion – Logistics and e-Commerce Fulfillment Solution for the Omni-channel World</b></p> <p>With the exponential penetration of smartphones and social media, the gap between online and offline shopping has become narrower. The wave of e-Commerce is relentlessly shaping the retail industry of the future, opening up new sales opportunities and connecting boundless consumers. This panel discussion will discuss how the e-Commerce is transforming the supply chain and how the brands leverage these e-channels to win in the digital era.</p>  <p><b>Moderator:</b>  <b>Mr. Mark Millar</b>,      Managing Partner, M Power Associates</p> <p><b>Panelists:</b></p>  <p><b>Ms. May Chung</b>,      General Manager,      Colgate Palmolive      Hong Kong</p>  <p><b>Mr. Dominic Gates</b>,      Executive Director –      Head of North Asia,      Li &amp; Fung Limited</p>  <p><b>Mr. Michael Tung</b>,      Director - Finance &amp;      Supply Chain      Management, Asia      Pacific, Tigers      (HK) Co Ltd</p>  <p><b>Mr. Leo Yeung</b>,      AVP of Sales, Asia      Pacific, OpenText</p>
10:45 - 11:05	<b>Coffee break</b>	12:20 - 13:30	<b>Networking Luncheon</b>



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TIME	SESSION
13:30 - 14:30	<p><b>Plenary 3: Retail Big Data – The Game Changer Leading Competition Through Data and Analytics</b></p> <p> <b>Mr. Tony Guo</b>, Key Account Business Development Director, Mengniu Dairy (Group) Co. Ltd  <b>Topic:</b> Optimizing Supply Chain Forecast with Big Data  <b>Abstract:</b> Gaining more accurate insights into customer preferences and demand by building integrated end-to-end quality monitoring.</p> <p> <b>Ms. Lara Truelove</b>, Vice President &amp; Head, Visa Consulting &amp; Analytics, Asia Pacific, Visa Worldwide Pte. Limited  <b>Topic:</b> New Insights for a New Era  <b>Abstract:</b> In this session, the speaker will talk about the strategy of collecting qualitative information and research intelligence on customer behavior and insights for analysis during decision making and formation of strategies processes.</p> <p> <b>Dr. Jacky Ting</b>, Senior Consultant, IoT &amp; Digital Solutions, PCCW Solutions Limited  <b>Topic:</b> Revolutionizing Customer Engagement through IoT Analytics  <b>Abstract:</b> Internet of Things (IoT) analytics is the distinguished frontier in connecting users' entire physical life to the digital world, a further step in the evolution started by mobile devices, the main catalyst of digital transformation.</p>

TIME	SESSION	
14:30 - 16:00	<p><b>Plenary 4: Winning the Market Together in New Ways – Case Studies in Successful Industry Partnerships</b></p> <p><b>ECR Asia Pacific Awards Top 3 Case Presentation</b></p> <p> <b>Ms. Ellen Chien</b>, GTM SC Lead TW/HK Supply Chain – North Asia, Unilever  <b>Topic:</b> Pxmart (PX) &amp; Unilever Taiwan (UL) Collaborating for a Better Future  <b>Abstract:</b> Unilever cooperates with PXMart Co. Ltd. to demonstrate an efficient and effective cooperation benchmark in FMCG industry with strong caring on social responsibility in the fields of health and well-being, environment and livelihoods.</p> <p> <b>Ms. Nicol Zhao</b>, Logistics Director, Customer Team, Customer Business Development, Procter and Gamble (China) Sales Co., Ltd  <b>Topic:</b> WuMart-P&amp;G Golden Event Collaborative Forecast and Planning  <b>Abstract:</b> WuMart and P&amp;G have co-developed C.R.H. (Collaborative, Reliable and High Speed) E2E Golden Supply Chain Innovation Platform through end-to-end collaboration since end of 2012. This C.R.H. platform consists of three key building blocks – Joint Forecast, X-Dock Distribution to Shelf and Intelligent Event Monitoring &amp; Reaction.</p> <p> <b>Mr. Cho Sung-Chun</b>, General Executive Manager, Hyundai Greenfood  <b>Topic:</b> Environmental Friendly Safety Distribution Service (EFSDS) for Green Consumers  <b>Abstract:</b> Collaborating with GS1 Korea, NAQS and designated agricultural suppliers, Hyundai Greenfood (HGF) has installed the environmental friendly safety distribution service for green consumers. Through the construction of this system, HGF has raised its credibility to a higher level among the consumers.</p>	
	16:00 - 16:15	<b>Coffee Break</b>
	16:15 - 16:30	<b>Award Presentation Ceremony &amp; Lucky Draw</b>
16:30 - 16:50	<b>Closing Speech &amp; Handover Ceremony to 2016 Host</b>	
16:50 - 17:00	<b>Speech by Next Host Country</b>	