

RETAIL SUMMIT 2018

26 JULY | SOFITEL SINGAPORE CITY CENTRE

EMBRACING THE CONSUMERISATION IMPERATIVE



RETAIL SUMMIT 2018









26 JULY | SINGAPORE

AGENDA - EMBRACING THE CONSUMERISATION IMPERATIVE	
08:00am	Registration & networking over coffee/tea
09:00am	Welcome address
09:15am	<p>Keynote: The Future of Retail - Engaging the Smart Customer</p> <ul style="list-style-type: none"> - An insights-led approach to understanding consumer attributes for e-tail vs. traditional retail - Best practices for mapping the omni-channel ecosystem - Case study on enhancing customer lifetime value through right time, right place, right offer customer engagement <p>Speaker: Karen Chan, SVP of Digital, APMEA, C&J Clark</p>
9:40am	<p>Panel Discussion: Size Matters: Small vs. Big Data</p> <ul style="list-style-type: none"> - Getting smart with data analytics - Next-gen personalisation, using data to target consumers as individuals - The future of payments - how can retailers take the friction out of choice? <p>Featuring: Nikhil Sahai, Regional Head of Marketing Analytics, Zalora Group Gary Wong, Head, GrabPay, Singapore, Grab Jeffrey Loke, Vice President, Pricing & Commercial Strategy, Changi Airport Group</p> <p>Moderator: Garick Kea, Head of Consumer Insights, The Nielsen Company</p>
10:25am	Morning refreshment break
10:45am	<p>Panel Discussion: Growing Retail Trends</p> <ul style="list-style-type: none"> - The future of cashless payments - How big can the small-store format get? - Innovations in delivering in-store experiences <p>Featuring: Jaime Syjuco, Partner, Havaianas, Moda Pacifica Group Jeremy Tan, Chief Executive Officer, Liquid Group John Lu, Director, Lifestyle, Sector Transformation, IMDA</p> <p>Moderator: Rezwana Manjur, Regional Editor, Marketing Magazine</p>
11:25am	<p>Presentation: How to Win with Ecommerce</p> <ul style="list-style-type: none"> - Understanding the global Ecommerce landscape - Pricing and promotion strategies - Staying competitive for the long-term <p>Speaker: Ji Hyuk Park, Lead Digital & eCommerce Director, The Nielsen Company</p>
11:55am	Summary and Closing Remarks
12:00pm	Buffet lunch & networking
1:00pm	End of event

RETAIL SUMMIT 2018

26 JULY | SINGAPORE

Speakers

 <p>Karen Chan SVP of Digital APMEA C&J Clark</p>	 <p>Nikhil Sahai Regional Head of Marketing Analytics Zalora Group</p>	 <p>Gary Wong Head, GrabPay, Singapore Grab</p>
<p>In her current role, Karen's focus is on building an Asia Pacific hub in Singapore that integrates online, offline, fulfilment and data across a single value chain.</p> <p>Prior to joining C&J Clark, Karen was the Chief Digital officer for Pizza Hut championing big data and AI across channels.</p>	<p>Nikhil has more than 9 years of analytics experience in the industries of e-commerce, retail, healthcare, pharmaceutical, insurance and transport.</p> <p>He is currently working on a cross-device multi-touch attribution model, channel level budget allocation, catalog sorting and customer analytics across 6 regions.</p>	<p>Gary focuses on driving adoption of GrabPay with local cash-based SMEs through strategic partnerships. Through his engagement with regulators and key partners in both the financial and non-financial sectors, Gary is helping to drive Singapore towards a cashless future.</p> <p>Prior to Grab, Gary held senior roles at OCBC, DBS and UOB.</p>
 <p>Jeffrey Loke VP, Pricing & Commercial Strategy Changi Airport Group</p>	 <p>Garick Kea Head of Consumer Insights The Nielsen Company</p>	 <p>Jaime Syjuco Partner, Havaianas Moda Pacifica Group</p>
<p>Jeffrey leads the Pricing and Commercial Strategy Department at Changi Airport Group, where he manages the Changi Rewards CRM program.</p> <p>In this role, he undertakes the marketing, branding and development of the program, as well as research into the shopping and travelling behaviour of passengers at Changi.</p>	<p>Garick's research experience ranges from digital analytics to quantitative and qualitative methods, local to global initiatives, and consumer to enterprise studies.</p> <p>His vertical experience includes, but is not limited to, banking, FMCG, government, hospitality, retail and technology.</p>	<p>Jaime is on a Quest: To use technology to rapidly evolve brick-and-mortar retail stores and adapt them to the global forces affecting the retail industry.</p> <p>He holds an MBA from the London Business School and has previously worked for eBay, Accenture and Transnational Capital.</p>
 <p>Jeremy Tan Chief Executive Officer Liquid Group</p>	 <p>John Lu Director, Lifestyle, Sector Transformation IMDA</p>	 <p>Ji Hyuk Park Lead Digital & eCommerce Director, The Nielsen Company</p>
<p>Jeremy is the founder and CEO of Liquid Group, a mobile payment platform company based in Singapore, with presence across SEA.</p> <p>Jeremy currently serves as Honorary Secretary in SGTech. From 2009 to 2017, Jeremy was on the board of Infocomm Investment Pte Ltd (now SGInnovate), supporting the development of Singapore's start-up ecosystem centred around Blk 71</p>	<p>In his current role, John is responsible for the digitalisation of Lifestyle sectors including Retail, F&B, Hotels and Wholesale.</p> <p>Prior to this, John was with SPRING Singapore. He holds a Mechanical Engineering degree from the University of Glasgow, UK and a Master of Science (Industrial Relations & Human Resource Management) from Oxford University.</p>	<p>Ji Hyuk develops strategic solutions and client relationships through expertise in Retail & Shopper marketing consultancy, Business Analytics and Sales Management in the Consumer Goods industry.</p> <p>His areas of focus include Retail & Shopper Marketing, Pricing & Promotion Strategy, eCommerce, Cross-Media Ad Effectiveness, Marketing Performance Measurement and ROI.</p>