

China Retail Technology & Innovations Summit

🕒 Crowne Plaza Chengdu City Center Hotel

📍 April 19, 2018

Retail Transformation Summit
+ **New Retailing Forum**

*Efficiency Experiences
Cost Control*



Organized By



New Retailing Consultant



Chief Consultant



Strategic Partner



Media Partner



Series Events Website
www.retail-asia-events.com/

Event Brief

Retailing Landscape is rapidly changing in China: eCommerce is giving the traditional retailers a very hard time over the past a few years while the current eCommerce giants are facing very intensive competition from each other as well, the consumer behaviors of Chinese people are changing too, they don't just want to demand a fast delivery, they also want to combine all channel's advantages, to be able to see, feel, and test-use of the products while shopping it. New Technologies, such as Big Data, Digital Payment, Artificial intelligence, VR have made more buying options available and smart shopping is the new trend. All that lead to the idea of NEW RETAILING, which was initiated by Jack Ma from Alibaba, the essence of New Retailing is to create a truly data driven, consumer centered, seamless shopping mode.

The event will be held in Chengdu on April 19. The conference will unite 300 Retail industry leaders and thinkers (shopping centers, stores, supermarket, brand owners, convenience stores, eRetailers, etc.), along with some very inspiring solutions providers, tech innovators, consultants, government regulators etc.. The event programs are divided into two sessions. Themed with "Developing Retail Lasting Competitiveness" the morning conference will be the Retail Transformation and Upgrading Summit. It will unite all the major shopping malls, store operators, brand owners, e-retailers in China to address the real issues, challenges, and solutions of business transformations. Themed with "Efficiency, Experiences and Cost Control", the afternoon conference will be the Innovation and New Retailing Forum. It will focus on the innovative technology, Data Driven Retailing, New Retailing Species etc. On the Night of April 19, there will be a "Retailing Elites Gala Reception" featuring with Gala Dinner, Cocktail Parties, Lucky Draw Session, it will provide a casual and relaxing environment for retailers to network and get to know potential partners while having lot of fun. Located in Chengdu, one of the world's fastest growing retail city. The Organizing Committee invites you to actively participate in this signature event of China's Retail Industry

Series Sponsors



PHILIPS



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TOSHIBA
Leading Innovation

intellect™
commerce



SAMSUNG

Microsoft



Honeywell

300+

Retail Industry
Leaders Attending

90%

Decision Makers

150+

Retailers

30+

Speakers/ Panelists

各位同仁：

近年来，中国的零售业进入变革的市场，消费者喜好多变，零售商策略各异，城市间竞争加剧。伴随国民收入上升及消费升级需求，零售市场前景有理由继续向好。但是，零售载体及空间形态的不断演变，使传统的实体零售仍在摸索适应新的环境。

在此背景下，中国零售技术创新峰会(CRTIS)将于 2018 年 4 月 19 日邀请 300 位国内外零售行业领袖级人物齐聚成都，包括主流零售企业的决策层和创新转型先驱、政府领导、学者、咨询专家、协会领导、解决方案供应商、新零售投资商、大数据、物联网、人工智能等领域的先驱，围绕实体零售转型升级和技术创新与新零售两个主题共同探讨行业热点话题。

第一太平戴维斯是全球领先的房地产服务商，其商铺部拥有国际化的品牌资源，与主要城市的各大知名商业项目均有长期的良好合作关系。团队参与并见证了众多城市商业从单一模式到创新发展，从中心区域到百家争鸣的商业格局。未来商业项目的定位及运作充满了挑战，第一太平戴维斯通过策略顾问、项目租赁、租户代理、购物中心管理的服务，帮助客户在中国商业地产领域打造标杆性的商业项目，助推商业格局的创新与发展。

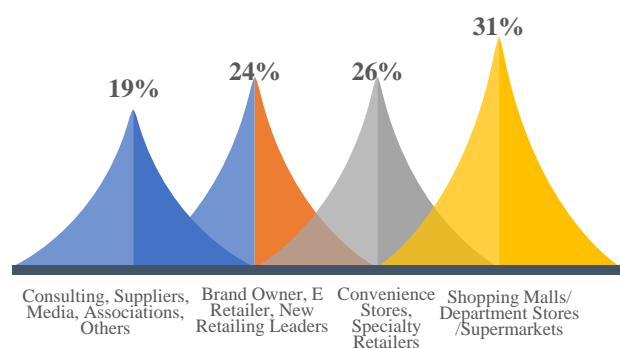
自 1995 年进入中国，第一太平戴维斯即建立了其不可动摇的市场领导者地位，为客户提供创新的地产方案，满足客户的需求。第一太平戴维斯在北京、上海、广州、深圳、成都、天津、杭州、大连、沈阳、重庆、厦门、珠海、青岛、南京和西安都设有分公司及办事处，其庞大的业务网络为客户提供一站式综合性的地产服务满足客户需求。作为本次大会的首席商业地产咨询顾问，我们诚挚邀请业界同仁拨冗莅临，共享盛会。

祝好！

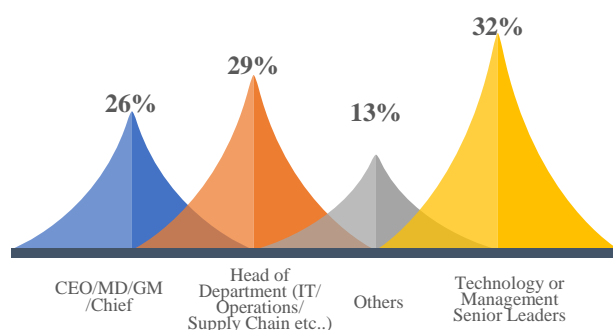

胡裕华
第一太平戴维斯中国区董事长



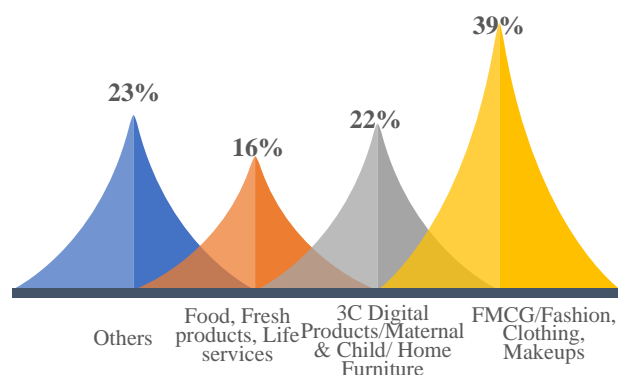
Delegate Demography



Organizations



Job Functions



By Segment

Confirmed Speakers



Jordan Berke
Walmart China
VP, Ecommerce



Feng Yangsong
Pegasus Cloud-biz
Executive Chairman



Li Daohai
Global Shopping Center
General Manager



Martin Dallocchio
Carrefour
Vice President



Wang Hui
SilverStone Commercial
Deputy GM



Zhu Zhaorong
Savills
President East China



Ye Yongxiang
9010 Retail Group
VP & GM



To be announced
OwithO (Xingbianli)



Wang Shihui
Aux Commercials
Deputy GM



たなか とよひこ
Isetan Chengdu
Deputy GM



Zhou Ting
Engnice Group
Head of New Retailing



Deng Yaohua
CBRE
MD West China



Qu Haitao
R&F Commercials
GM



Jiang Shuqi
52RBL Poly Group
VP Operations



Xu Yali
7-ELEVEn
Deputy GM

Speakers Confirming (partial)

Wang Yun
National Development and Reform Commission
Director of consumer research

Wu Yushan
Sino-Ocean Taikoo Li
GM

Hou Xun
WHARF CHINA ESTATES
Operation GM

Kulvinder Birring
WATSONS
Executive Director China

Du Juan
GOME Retail Holdings
CEO

Li Jiacong
HomeKoo China
GM

Liu Yi
Chairman, Chengdu Retail Association & MD of Fusenmei Group

Xu Jian
CR VANGUARD
SVP & CMO

Chen Liyang
TianXinYang jewelry
GM

Cai Meifeng
CapitaMalls Asia
President-Greater China

Yang Bo
Ourhours
General Manager

Qu Cuirong
Yum China
President & COO

Zhu Qing
Aeon China
President & CEO

Jiang Xiaozhong
Red Star Macalline
President & Deputy GM

Gong Dingyu
Leyou
Founder & COO

Hu Yong
Wangfujing Department Store
GM

Abinta Malik
GAP
EVP & GM-Greater China

Hu Ruodi
Sequoia Capital China
Vice President

Agenda – Day Time Conference



Timeline



➤ AM Session Retail Innovation Summit

Develop Retailers' all-round Competitiveness

The Report <China Retail Landscape 2018>: Challenges, Opportunities and Trends

The evolving Retailing in China: Next Five Five year's trends; Consumer Behavior Change: Impacts on the Retail Segments and Opportunities lies ahead; West China Retailing Landscape: tier 3 cities has ample growth potential; Back to Offline channels is the new trends in China; New Retailing and OmniChannel Retailing, NOT the same

Retail Property in Western China

Performance status and predict of large retail properties in Chengdu and surrounding cities from year 2018-2023; Trends in Retail Property development and management mode; the opportunities, risks, bottlenecks of retail property in tier 3 cities

Shopping Malls CEO Roundtable: Transfer yourselves with the Trend, Stay Competitive

Multichannel retailing for all types of mall operators and special markets operators; Strategies for location selection and management practice; Utilize the full potential of your shopping center: what other functions it may engage? eCommerce and Real Estimate, not foes; Developing your own IP in new retailing Era

Roundtable on New Fashion Retailing

Historic Opportunities for Chinese Fashion Retailing Brands; New Changes in Fashion and Cloth products buying habits; How international brand owners can stay up to trends with China; differentiation Strategies to make a difference, in the age of individualism and changing lifestyles

Roundtable: Big Data and Commercial Real Estimate Transformation

Customer Digital Biography and Graphics; Capturing the Whole Retailing China's Data to gain Advantages in Operations; Big Data is not only helping Mall Operators to gain revenue, it will also constructively guide property development

Emerging Technologies Disrupting Retailers

Internet + and Web+ Technology Solutions; Shopping Experiences Enhancement Technologies; Marketing and Data Collection Technologies; VR/AR and AI in retailing; Smart Payment and Self Services Solutions

Roundtable: Consistent Innovation Lead to Lasting Competitiveness

Consistent Innovation: Consumer Centered; Cost Control by digitalization and Big Data; Develop; Reputations and Culture Signature; Stay Close with the Young Generation, Stay Active on Young Medias

➤ PM Session New Retailing Forum

Efficiency, Experiences & Cost Optimization

CIO Panel: From IT to DT, Retailing in a digital age

New Retailing= Data + Interactions + Traditional Retailing; Digitalization of physical stores; Customer data extraction and profiling: Create and enable values; Emerging Data technologies in the next five years

NEW Retailing Leaders Panel : What is New Retailing Exactly?

Physical stores + Online Purchasing + Cross Channel Retailing; Online retailing cannot provide actual buying experiences and pleasure and the traditional retailing has many disadvantages in regarding cost control, smart data collection, swift payment and unified ERP platforms. New retailing provides a unique solutions that combines both; A few key capacities of New Retailing: Data Connections, unified Operations on all channels, customers centered offerings, zero stock operations, revenue-generations from multichannel, integrating and sharing with partners.

Challenges, innovations of supply chain systems in New Retailing Era

Develop powerful supply chain systems to support all channels seamless retailing experiences; New Retailing supply china: Supply China + Marketing + Big Data; United Operations, Integrated Solutions incorporate into the supply chain system

Panel Session: Artificial Intelligence and Future Retailing

AI in Retailing: Ultimate retailing mode. AI provides solutions in store locations optimization, staff and human resources selection, Product portfolio optimization, smart assistance, payment, data security; Solutions in virtual cloth trying and virtual purchasing; AI to clear out the data barrier between factories, retailers and consumers Core competence in AI: Data Sharing and self-service and stall-less retailing

Panel Session: Digital Marketing

How to solve the Homogeneous competition using smart digital marketing? Digital marketing in WeChat, how to be smart, polite and elegant; Develop your own consumer data flow; Smart marketing by Social medias among young consumers; Develop IPs that enabling retailing

High-end Supermarket: Way outs in New Retailing

A look into the current status of the high-end supermarket in Western China and transformation with New Retailing mode; The importance of location; Re develop the high end brand image: make your brand friendly, approachable, not cold and elegant; Fresh and gourmet matters a lot to high end retailing; control of your supply chain

Panel: Self-service retailing

Self service retailing: Enlightenment by AI; Technology challenges and solutions: Is self-service retailing technologically competitive already?; Prediction of next booming in global self services retailing industry; Make the purchasing super easy to cover the middle-age and older consumers

Retail Elites Night



Sponsorship for night

Key Benefits

Dinner + Cocktail Sponsor

- You will be exclusively promoted as dinner session sponsor
- One standee banner inside event ballroom; One A5 size insertion page in event book
- 5 passes to Dinner and 20+ Tickets extend to any client of your choice for dinner
- Dinner Room decoration completely up to your company's design (You can set up LCD, Banner, Backdrops, booth gifts...)
- 10 minutes speech during dinner beginning

Lucky Draw Sponsor

- Specially acknowledged and thanked by organizer as Lucky Draw Sponsor
- Play your Video or Lucky Draw PPTs during Lucky Draw Session
- One of your company delegate as Lucky Draw Host

Award Giving Ceremony

Award Details

For the purpose of recognizing and motivating the retail leaders, innovator and disruptors that pushing the retail industry forward and to encourage the industry peers for knowledge exchange and new strategies adoption, the organizing committee will be offering the following awards

◆ Retail Leadership Award
For individuals , 3 slots

◆ Retail Innovations Award
For Enterprises , 3 slots

◆ Innovative Technology Award
For Enterprises , 6 slots

Award time

April 19, 11:40-12:00

Application Process

Please complete the <Award Application Form – RTIA China> (Requesting the form by nadia.pang@escom-events.com) and return a filled copy to Ms Nadia Pang

7 Reasons to Attend

- 300 Retail Leaders Under One Roof**
Unites decision makers from Malls, Brands, Convenience Stores, Internet Retailers, Consultants, New Retailing Leaders, Suppliers
- The Only Retail Innovations Event in Western China**
Based in Chengdu, the event covers whole Western China market
- Competitiveness Program for Malls**
Mall Owners should learn and gain insights from industry Leaders to learn how to adopt new business mode and innovations to develop its competitiveness
- The definition of New Retailing**
Unites Disruptors, thinkers, leaders in NEW Retailing Era, stay connected and stay inspired
- Emerging innovations and technologies globally**
The co-hosting retail technology exhibition is the ideal platform for suppliers to showcase its solutions and reach new customers
- Intimate Engagement with your target Clients**
The organizer hosts dedicated one to one partnering programs that enable you to hit the very target with no effort
- Enriched Activities and a lot of Fun**
The event is filled with varies types of activities such as lucky draws, cocktail party, retail elites night, it will provide a casual and relaxing environment for retailers to network while having lot of fun.

Series Events



“

Escom's Retail Technology & Innovation series events aim to unite senior level executives from shopping malls, supermarkets, brand owners, online retailers, technological leaders to share insights, experiences and future thinking on topics including Omni-channel strategies, Digital Transformation & Social Intelligence in Retailing, creating customer-centric business mode and more.

Covering all major retail markets in Asia, including China, Southeast Asia and India, this events have served 1500+ delegates, 100+ sponsors and partners and is recognized as one of Asia's best retail focused events.

”

View Video on [YOUTUBE](#)

View Video on [优酷Youku](#)

Testimonials



We have demonstrated our retailing 360 solutions among a lot of retailers in Southeast Asia, it is a great opportunity to get us exposed to the market as a solutions provider and to connect with potential buyers

Naresh VV, Intellect Design Arena Vice President

It's very exciting and encouraging to see 300+ delegates and Microsoft being one of the sponsors. It was great to see the energy and trying to understand the local trends and what is on top of mind of retailers. We're at the brink of industry revolution, and retailers need to think out loud about how to serve their customers better. We've talked about customer experiences, empowering employees, retail operations and optimizations and the way to transform its products. It was an eye opener that the customers are looking at digital channels as part of their strategy, and we would love to make sure they use technology to maintain their advantages.



Akkasha Sultan Microsoft Dynamics 360 Lead APAC



Escom has been continuously doing a great job on conference arrangement, they have arranged a lot of meetings with our potential clients and partners and we effectively introduced LG solutions.

Eddie Kim LG B2B Department

Very pleased to be here. The conversation was very exciting and it touched upon a lot of things that we are thinking about in our design work. The world is changing, retail is changing, consumers are changing, so we need to change ourselves and reinvent in future of retail environment, that's is what we are thinking right now, what is the future of a retail malls and we have a lot of ideas.



Karen Cvornyek, President and Managing Principal
B+H Architects Asia

Sponsorship Opportunities



Corporate Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 20 min speaking slot
- ④ One 3*2m exhibiting booth
- ⑤ 1 roll-up banner set up inside the ballroom
- ⑥ 4 passes to the conference
- ⑦ 4 passes to the dinner session
- ⑧ Privileged to receive the award
- ⑨ Receive full delegate contact info and event presentation files one week after the event

11,900 USD

Gold Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 20 min speaking slot
- ④ One 3*2m exhibiting booth
- ⑤ 1 roll-up banner set up inside the ballroom
- ⑥ 4 passes to the conference
- ⑦ 4 passes to the dinner session
- ⑧ Receive full delegate contact info and event presentation files one week after the event

10,900 USD

Silver Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 20 min speaking slot
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 3 passes to the conference
- ⑥ 3 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

8,900 USD

Bronze Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 6 one to one meetings with your selected clients
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 3 passes to the conference
- ⑥ 3 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

7,900 RMB

Exhibitor Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ One 3*2m exhibiting booth
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 3 passes to the conference
- ⑥ 3 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

6,900 USD

Badge/ Bag Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ Badge/event bag with sponsor logo and name acknowledged
- ④ 2 passes to the conference
- ⑤ 2 passes to the dinner session
- ⑥ Receive full delegate contact info and event presentation files one week after the event

4,900 USD

Attending Specialist

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 1 roll-up banner set up inside the ballroom
- ④ 2 passes to the conference
- ⑤ 2 passes to the dinner session
- ⑥ Receive full delegate contact info and event presentation files one week after the event

3,900 USD

Dinner Sponsor

- ① Company being branded and promoted as Exclusive dinner sponsor in all event materials from the organizer and its media partner
- ② Receive the full delegate list one week prior the event
- ③ 10 min opening speech by dinner session
- ④ The privilege to decorate the dinner venue
- ⑤ 5 passes to the conference and dinner
- ⑥ Get to invite 20 + your clients as VVIP to dinner
- ⑦ Receive full delegate contact info and event presentation files one week after the event

10,900 USD

Venue & Floorplan

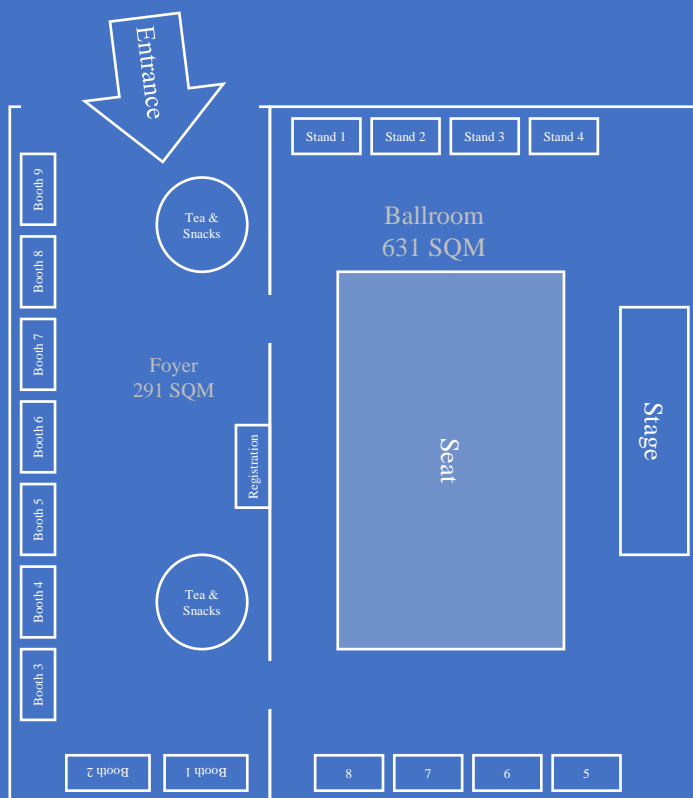


Crowne Plaza Chengdu City Center

31st, zongfu street, JinJiang District, Chengdu, Sichuan, China, 610016

Tel: +86-28-86786666

Floorplan



Keynote Speech



Tea Sessions



Five Star F&B



Lucky Draws



Delegate Intelligence



Exhibitions



Panel Sessions



One to One Meetings



Getting In Touch

Speaking and Partnerships

Nadia Pang, Event Director

Mobile: +86 17761270623

Email: nadia.pang@escom-events.com

Attending

Shirley Yang, Production Manager

Mobile: +86 15208205043

Email: shirley.yang@escom-events.com

Organizing Office Address

2205B, 99, Zhonglierci West Street

Qinyang District, Chengdu

Sichuan, China

Tel +86 2886 954 933

2018 ASIA RETAIL SERIES EVENTS

Manila Edition - April 25

April 25, 2018, Marriott Hotel Manila

Jakarta Edition - July 5

July 5, 2018, Le Meridien Jakarta

Singapore Edition - Sept 20

September 20, 2018, Pan Pacific Hotel, Singapore

HCMC Edition - Oct 25

Oct 25, Hotel Nikko Saigon, HCMC, Vietnam

Visit the Series Event Website

<https://www.retail-asia-events.com/>

