



2ND ANNUAL

RETAILASIA CONGRESS

24 - 26 June 2009 Hong Kong

Survival Strategies for 2009 & Beyond –
Finding New Ways to Attract Shoppers, Defend Market Share and Stay Competitive

Retail Asia Congress 2009 Post Show Report



Executive Summary

- Retail Asia Congress is now in its 2nd year and took place at the Hong Kong Convention & Exhibition Centre
- The congress ran alongside two brand new retail exhibitions, Retail Design & In-store Marketing Expo and Retail Technology Expo
- The congress featured over 40 leading industry speakers and the programme was helped put together by our Retail Advisory Board
The congress had 147 attendees
- Retailers made up 39% of the attendee audience
- Retail Asia Congress had four sponsors and the support of eight regional retail associations



Advisory Board

We would like to thank our Retail Advisory Board who helped identify key speakers and topics for the congress programme.

- Nic Banks, Founder and Managing Director, **Atelier Pacific**
- Jennifer Woo, Managing Director, **Lane Crawford Hong Kong**
- Winston Chow, Director & Deputy GM, **Chow Sang Sang**
- Caroline Mak, Group Specialty Retail Director, **Dairy Farm Group**; Chairman, **Hong Kong Retail Management Association**
- Graeme Fowler, Visual Merchandising Director, **DFS Asia Group**
- Alessandro Paparelli, Regional HR Director, **Ferragamo Hong Kong**
- Gary Ng, General Manager, **Fortress**
- Douglas Young, CEO, **G.O.D.**
- Todd Hartwell, Regional Financial Controller, **Guerlain**
- Francis Gouten, Former CEO, Richemont Asia Pacific, **Gouten Consulting**
- Karim Azar, Assistant General Manager, Retail Leasing, **IFC**
- Alessandra Piovesana, Regional Managing Director, **Nuance-Watson**
- David Hong, MD, **The Swank**
- Morgan Parker, President, **Taubman**
- William Fu, Deputy Managing Director, **YGM Trading Ltd**
- Joanne Davis, Former Deputy MD of **HKCEC** and Director of **London Fashion Week**



Conference Programme

Day One, Wednesday 24 June 2009
Tackle change. Strive to win

9.00 Welcome Address by the Chairperson
Julie Harris, MD, Asia Pacific, **WGSN**

9.15 Keynote Address: Challenges and opportunities in Hong Kong and Asia's retail market
Caroline Mak, Group Specialty Retail Director, **Dairy Farm Group**; Chairman,
Hong Kong Retail Management Association

Retail Rental Negotiation and Best practice Shopping Mall Management

09.50 Continuous evolution of a shopping mall: Mall for a changing world
Karim Azar, Assistant GM, Retail leasing, **IFC**

10.25 Case study of agnes b's flagship store at IFC Mall- location and operation ideas
Peter Leong, Regional Commercial Manager, **agnès b**

11.00 Morning Refreshment Break

Marketing, Branding & Design Techniques and Improving the Customer Experience

11.35 Effective lighting design to improving customer experience
Fabia Tetteroo-Bueno, Segment marketing Director APR- Retail, **Philips Lighting Luminaires**

12.05 Case study of Pacific Coffee - operating a successful lifestyle chain store in Asia
Andrew Wong, Director, Business Development, **Pacific Coffee**

12.35 Networking Lunch

14.15 Case study of Bossini - Enhancing the customer experience through building a principle-centered service culture
Kathy Chan, CEO, **Bossini**

14.50 Case study of Godiva - As a luxury chocolate global leader, Godiva has successfully developed both gifting and self treat portfolios. Hear how the company developed, diversified and has successfully attracted Asian consumers.
John Holmberg, MD, Godiva Chocolatier **Pacific Rim**

15.10 Panel discussion: Applying a customer centric retailing strategy to increase your revenue
Moderator: Douglas Lo, Business Development Manager, **SAP**
Panellist:
Annie Yau, Chairman, **Tse Sui Luen Jewellery**
Benjamin Wang, Retail Industry Principal, **SAP**



Conference Programme

Day One, Wednesday 24 June 2009
Tackle change. Strive to win

15.45 Afternoon refreshment break

16.15 ***Retailers' Perspectives***
Survival strategies for the economic downturn

16.15 Case study of Chow Sang Sang- Unique branding and marketing strategies under the current economic climate
Winston Chow, Director & Deputy GM, **Chow Sang Sang**

16.50 Case study of New Balance Athletic Shoes - Bringing to life the 'Original' Sports Brand. The 103 year old Boston Sports Brand 'New Balance' is being brought back to life with 'Experiential Retailing'.
Bob Neville, Head of Retail, **New Balance Athletic Shoes**

17.00 Summary of Day 1 by the chairperson

17.30-19.30 Networking Cocktail Party



Conference Programme

Day Two, Thursday 25 June 2009
Reduce Costs and Increase Business Opportunities

Track A 9.15-12.35

Moderator: Dick Groves, Principal, RDC • **Retail Development Consultants**

- 9.15 Indian market focus
After a period of intense, optimistic development, the market has slowed. Both retailers and developers are reassessing their plans
Govind Shrikhande, CEO, **Shopper's Stop**
- 09.45 Vietnam market focus
Vietnam has been touted as the next growth market for several years - but retail development has yet to take off - in part, due to a typical "chicken-and-egg" problem
Dick Groves, Principal, RDC • **Retail Development Consultants**
- 10.15 Case Study: Subway's Expansion across Southeast Asia
Terence Low, Asian Leasing Manager, **Subway international**
- 10.45 Morning Refreshment Break
- 11.05 Case Study: Establishing Cinema Circuits in China and Vietnam
Ian Riches, MD, **MegaStar**
- 11.30 Case Study: Bangkok's Siam Paragon
Charnchai Charuvastr, Chairman, **Siam Paragon**
- 12:00 Australia market focus
Case Study: Launching a lifestyle product in Asia
Mal Higgs, Co-founder, **Porters Liquor**; President, **Australian Liquor Stores Association**
Yuri Bolotin, Principal, **Design Portfolio**

Track B 9.15-12.35

Moderator: Alfred Yeung, Group Property Development Director, **Melco International**

Ultimate operational strategies to reduce costs and increase sales

- 9.15 Through accurate merchandising techniques
Marie-Louise Jacobsen, MD, **Retail Management Solutions**; **Ex-GM Merchandising, Robinsons**;
Author of "The Art Of Retail Buying-An Insider's Guide to the Best Practices from the Industry"



Conference Programme

Day Two, Thursday 25 June 2009
Reduce Costs and Increase Business Opportunities

- 09.45 Through new business and technology tools
Driving more profitable & efficient store operations
Robin Pendergraft, Profit Enhancement Manager, Asset Protection Department, **Food Lion**
- 10.15 Through location intelligence tools
James Grigsby, Executive VP, **Pacific GeoPro**
- 10.40 Morning Refreshment Break
- 11.05 Through retail analytics
Institutionalising a performance driven culture
Robert Kwee, EVP, **SM Food Retail Group**
- 11.25 Through HR
How HR drives retail
Alessandro Paparelli, Regional HR Director, Asia Pacific, **Ferragamo**
- 12.00 Through Branding Collaboration
Douglas Young, Co-Founder and CEO, **G.O.D.**
- 12.35 Networking Lunch
- 14.00 Welcome by Day 2 chairperson
Marie-Louise Jacobsen, MD, Retail Management Solutions; **Ex-GM Merchandising, Robinsons;**
Author of "The Art Of Retail Buying-An Insider's Guide to the Best Practices from the Industry"
- 14.05 Tomorrow's retail trends- Engaging shoppers for growth
Arnaud Frade, Regional Director, Retail & Shopper, **TNS**
- 14.55 Financial options for large/small, private and public companies
Moderator:
Henry Chen, Head of Greater China, **Permira**
Panellists:
Vijay P. Karwal, MD, Head of Consumer, Retail & Healthcare Asia, Corporate Finance
Royal Bank of Scotland
Kenith Gaw, President & Managing Principal, **Gaw Capital Partners**
Sindy Wan, Executive Director, Head of Retail Asia, Investment Banking, **Goldman Sachs**
- 15.35 Afternoon Refreshment Break



Conference Programme

Day Two, Thursday 25 June 2009
Reduce Costs and Increase Business Opportunities

- 15.50 Analysing travellers' shopping trends and behaviours: Case study of Hong Kong Airport's retail scene
Eva Tsang, GM, **Hong Kong Airport Authority**
- 16.15 Closing Luxury panel discussion: Survival strategies for the luxury business in a recession
- Moderator:**
Nic Banks, Founder and Managing Director, **Atelier Pacific**
- Panellists:**
Winston Chow, Director & Deputy GM, **Chow Sang Sang**
Kenith Wong, Regional Director, **The Pacific Cigar**
Lu Lu Cheung, Director and Chief Designer, **Rolls Group**
- 16.55 Summary by Day 2 chairperson
- 17.00 Close of Conference



Conference Programme

Post Conference Workshops and Focus Session
Friday 26 June 2009

Morning Session 09.30-12.30

Retail Store Design: State-of-the-Art Design from Leading Practitioners

Workshop Moderator: Jerry Gelsomino, Principal, **FutureBest**

Your Workshop leaders include:

Kurt Durrant, President and Idea Man, **rkd retail/iQ**

Yuri Bolotin, Principal, **Design Portfolio**

Afternoon Session 14.00-17.00

Afternoon HR focus session - It's the People Who Make a Difference

Moderator: Alessandro Paparelli, Regional HR Director, Asia Pacific, **Ferragamo**

Key Speaker:

Ian Strutton, Director, **Manpower Professional**

Susanna Li, VP, HR & Training, **McDonald's (China)**

Grant Yuan, Country Manager, **Lookadok**

Participants include: Li&Fung, CELINE

Human Capital: Obtaining, Retaining and Training Talent

1. Recruiting
2. Retaining
3. Training



Speakers

- Peter Leong, Regional Commercial Manager, **agnès b**
- Nic Banks, Founder and Managing Director, **Atelier Pacific**
- Kathy Chan, CEO, **Bossini**
- Winston Chow, Director & Deputy GM, **Chow Sang Sang**
- Caroline Mak, Group Specialty Retail Director, **Dairy Farm Group**; Chairman, **Hong Kong Retail Management Association**
- Yuri Bolotin, Principal, **Design Portfolio**
- Marie-Louise Jacobsen, MD, Retail Management Solutions; **Ex-GM Merchandising, Robinsons**; Author of “**The Art Of Retail Buying-An Insider's Guide to the Best Practices from the Industry**”
- Alessandro Paparelli, Regional HR Director, Asia Pacific, **Ferragamo**
- Robin Pendergraft, Profit Enhancement Manager, Asset Protection Department, **Food Lion**
- Jerry Gelsomino, Principal, **FutureBest**
- Kenith Gaw, President & Managing Principal, **Gaw Capital Partners**
- Douglas Young, Co-Founder and CEO, **G.O.D.**
- Sindy Wan, Executive Director, Head of Retail Asia, Investment Banking, **Goldman Sachs**
- Eva Tsang, GM, **Hong Kong Airport Authority**
- Karim Azar, Assistant GM, Retail leasing, **IFC**
- Grant Yuan, Country Manager, **Lookadok**
- Ian Strutton, Director, **Manpower Professional**
- Susanna Li, VP, HR & Training, **McDonald's (China)**
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- Bob Neville, Head of Retail, **New Balance Athletic Shoes**
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- Andrew Wong, Director, Business Development, **Pacific Coffee**



Speakers

- James Grigsby, Executive VP, **Pacific GeoPro**
- John Holmberg, MD, Godiva Chocolatier, **Pacific Rim**
- Henry Chen, Head of Greater China, **Permira**
- Fabia Tetteroo-Bueno, Segment marketing Director APR- Retail, **Philips Lighting**
- **Luminares**
- Mal Higgs, Co-founder, **Porters Liquor**; President, **Australian Liquor Stores Association**
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- Terence Low, Asian Leasing Manager, **Subway international**
- Arnaud Frade, Regional Director, Retail & Shopper, **TNS**
- Annie Yau, Chairman, **Tse Sui Luen Jewellery**
- Julie Harris, MD, Asia Pacific, **WGSN**



Testimonials

Don't just take our word for it, listen to your peers:

"Great and very interesting topics. It's a great success. I've enjoyed it very much. The speakers are all very experienced in their field and I have learnt a lot"

Ingrid Kwok, Leasing Director, Ivanhoe Cambridge, China

"The conference had a good mix of topics that is relevant to the retail industry within our current market environment."

Charlene Yu, VP, SM Retail, Philippines

"Comprehensive coverage of all relevant areas of retail"

Paul Byrne, Managing Director, Asia Pacific Development Group, HK

"Coverage of diversified topics from various speakers gives you good multi-angle views of the industry"

Pittata Jearavisitkul, Director, CP All Public Company, Thailand

"A good combination of interesting topics delivered by good speakers"

Jan Olof Jarnesjo, Business Development Director, Scan Coin, Sweden

"Excellent presentations - Great flow"

Robin Pendergraff, Profit Enhancement Manager, Food Lion, US

"Very Informative and interesting presentations"

Mary Ann Beverly Paras, GM, Investime Inc/Chronos, Philippines



Sponsors

We would like to thank our sponsors for their continued support of the event.

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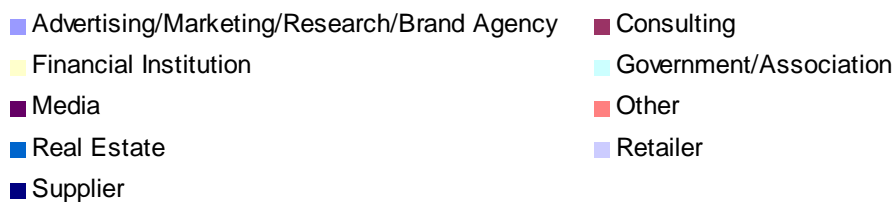
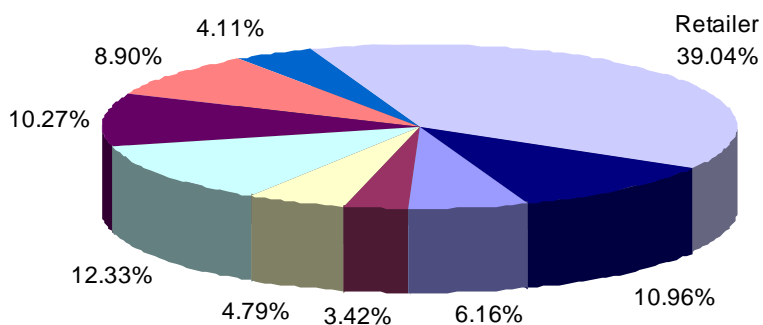
Supporting Organisations





Business Activity

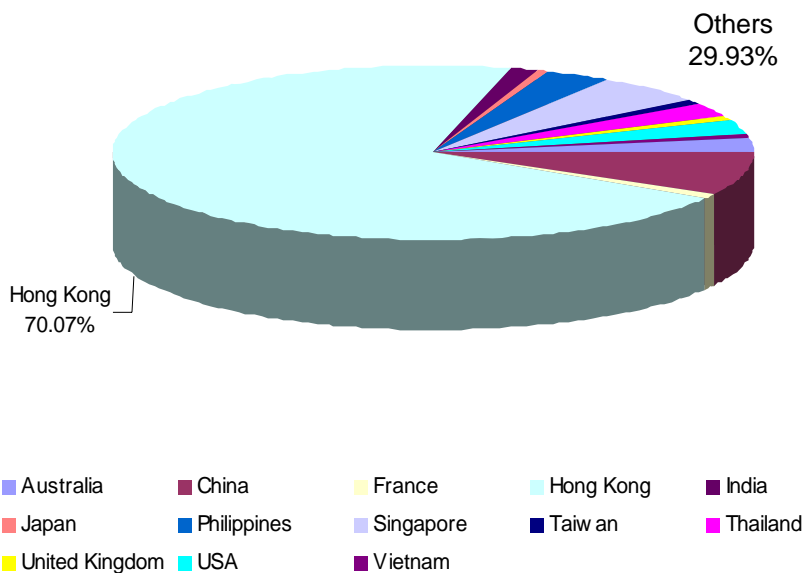
| Business Activity | % |
|---|-------------|
| Retailer | 39.04% |
| Government/Association | 12.33% |
| Supplier | 10.96% |
| Media | 10.27% |
| Other | 8.90% |
| Advertising/Marketing/Research/Brand Agency | 6.16% |
| Financial Institution | 4.79% |
| Real Estate | 4.11% |
| Consulting | 3.42% |
| Total | 100% |





Geographical Breakdown

| Geographical breakdown | % |
|------------------------|-------------|
| Hong Kong | 70.07% |
| China | 8.16% |
| Singapore | 5.44% |
| Philippines | 3.40% |
| Australia | 2.72% |
| Thailand | 2.72% |
| USA | 2.72% |
| India | 1.36% |
| France | 0.68% |
| Japan | 0.68% |
| Taiwan | 0.68% |
| United Kingdom | 0.68% |
| Vietnam | 0.68% |
| Total | 100% |





Companies Attending

| | |
|---------------------------------------|--|
| agnes b | Gaw Capital |
| AIMS International | Gensler |
| Airport Authority Hong Kong | Geopro |
| Asia Pacific Retail Developments | GfK Retail & Technology |
| Atelier Pacific | Global News |
| Australian Liquor Stores Association | GlobalCollect International Payment Services |
| Avery Dennison | GOD |
| Baker & McKenzie | Godiva Chocolatier |
| Bare Associates International | Goldman Sachs |
| Bloomberg | Gouten Consulting |
| Bossini | GP Acoustics |
| Burberry | Hewlett-Packard |
| CDS Executive | Hong Kong Economic Times |
| CELINE | Hong Kong Housing Authority |
| Charles & Keith International | Hong Kong Retail Management Association |
| Chow Sang Sang Jewellery | Hong Kong Tourism Board |
| Chronos | Housing Department - HKSAR Government |
| Colgate-Palmolive Management Services | IBM Global Services |
| CP All Public Company | Inside Fashion |
| ctf2 Jewellery | Inter IKEA Centre |
| Design Portfolio | International Finance Centre Management |
| Destination Maternity | International Herald Tribune |
| De Beers Group | Ivanhoe Cambridge China |
| Ferragamo | J&R Bossini Fashion |
| Food Lion | Johnson & Johnson |
| Fun & Joy at Work | Lane Crawford |
| FutureBest | Laws Apparel |



Companies Attending

| | |
|----------------------------------|---|
| Lookadok | Rolls Group |
| LTBS Management | SAP |
| MajorLink Communications | Scan Coin |
| Manpower Services | SES Consulting Group |
| McDonald's China | Shoppers Stop |
| Megaman HK Electrical & Lighting | SM Investments |
| MegaStar Media JVC | South China Morning Post Publishers |
| Melco International Development | Squire Sanders & Dempsey |
| Menard Cosmetics | Standard Chartered Bank |
| Million Tech Development | StyleCeNTRAL Ltd/Peclers Paris |
| Ming Pao Enterprise | Subway Systems |
| Motorola China Electronics | Thai Institute of Directors Association Office |
| New Balance Athletic Shoes | The Dairy Farm |
| Octomedia | The Hong Kong Jockey Club |
| OgilvyAction | The Pacific Cigar Company |
| Pacific Coffee Company | The Royal Bank of Scotland |
| Page One The Designer's Bookshop | The Wing On Department Stores |
| Pearl River Asset Management | TNS Global |
| Permira Advisers | Tse Sui Luen Jewellery International |
| Philips Electronics | Tyco International Sensormatic Retail Solutions |
| Picture City International | UK Trade & Investment |
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