

Dont miss this 19th Annual International Event!



Trading Through the Downturn, Challenges & Opportunities 9th, 10th & 11th September 2009

Suntec Singapore International Convention & Exhibition Centre

Guest of Honour: Mr. Lee Yi Shyan, Minister of State for Trade & Industry and Manpower

The 2009 Singapore Retail Industry Conference is here!

The 19th annual SRA Conference is an international retail event offering unparalleled levels of information, insight and networking opportunities! Whatever the size of your business, you will gain an insight into the retail industry's future, and find the knowledge you need, the ideas that you want, and the solutions that you expect from industry leaders, discovering the newest concepts, strategies and advancements in retailing!

3 Power Packed half days with 3 retail tracks, featuring innovative Case Studies of Leading International Retailers & Stimulating Sessions by Retail Experts and Specialists including:

- **Mr. Will Ander**, Senior Partner, McMillanDoolittle, LLP The Retail Experts, U.S
- **Mr. Michael Tonkin**, Managing Director Performance Partners, Australia
- **Mr. Steve Ogden Barnes**, Australian Centre for Retail Studies, Monash University, Australia
- **Dr. Yuwa Hedrick-Wong**, Economic Advisor Asia-Pacific, MasterCard International
- **Mr. Ronald Dalderup**, Co Founder & Innovation Catalyst, NBDA-Asia Pte Ltd
- **Mr. Michael Sheridan**, Managing Director, Sheridan & Co, London & New York
- **Mr. Tan Bing How**, Managing Director Asia-Pacific, Qbian Pte Ltd
- **Mr. Steve Hibberd**, Regional Director - Asia, Grass Roots Group PLC
- **Dr. Lau Kong Cheen**, Brand Consultant Temporal Brand Consulting
- **Mr. Miklos Viragh**, Executive Director, Nielsen Singapore
- **The Retail Tools & Technologies Update** – SAP case studies

All covering in-depth key aspects relevant to your retail business!

* **FUNDING ASSISTANCE FOR RETAIL DELEGATES!** WDA funding at 50% of Full Conference Fee is available to Singapore Citizens and Permanent Residents (for full 3 day registrations). See registration form for nett fees payable, and terms & conditions.

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19th Singapore Retail Industry Conference 'Trading Through the Downturn, Challenges & Opportunities' 9, 10 & 11 Sept 2009 Suntec

Time: Programme: Day One 9th September
Retail Ideas: Challenges & Opportunities


9.00am **Commencement of Conference:**
Chairperson's Intro - Room 301/302

9.10am **Retail Case Studies:**
Global Retail Trends & Economic Slowdown, trading through to the upturn.

 Mr Steve Ogden-Barnes
Australian Centre for Retail Studies


10.00am **Retail Strategies through the downturn:**
Real Results Through Leveraging Your Most Important Retail Metrics

 Mr Michael Tonkin
 Managing Director
Performance Partners Australia

10.50am **Tea Break**

11.10am **Retail strategies through the downturn:**
Greentailing and Other Revolutions in Retail - the seven major areas of retail innovation including sustainability.

 Mr. Will Ander, Senior Partner
McMillanDoolittle, LLP
The Retail Experts, United States

12.00pm **Retail Trends:**
Global Recession and the Affluent Consumer - Perspective from Asia

 Dr. Yuwa Hedrick-Wong
 Economic Advisor, Asia-Pacific
MasterCard International

12.30pm **Retail Case Study: Vietnam**

 Ms. Tran Thi Kim Quyen
 Vice-General Director
Siagon Co-op, Vietnam

Interactive session: Panel/Audience Discussion. All speakers Day One

1.30pm **Close of Conference Day One**

Time: Programme: Day Two 10th September
Retail Futures: Performance

9.00am **Chairperson's Introduction:**
 Room 301/302 Level 3

9.05am **Retail Profitability:**
Who moved the margin? Store Profitability

 Mr Santosh Takoor,
 Director, GRC & EPM, **SAP**


9.40am **Retail Innovation:**
Business Agility & Innovation

 Mr Dieter Becker, Business Development Manager- Retail, **SAP**

10.20am **Retail Loyalty:**
Key ingredients that separate the winner's from the loser's Customer Loyalty Programmes

 Mr Steve Hibberd, Regional Director – Asia, **Grass Roots Group PLC**

11.00am **Tea Break**

11.20am **Retail Performance:**
3 Critical Factors In Achieving Bottom Line Retail Growth

 Mr. Michael Tonkin
 Managing Director
Performance Partners, Australia

12.10pm **Retail Futures:**
Post crisis what will the future of retailing be like?"


 Mr. Will Ander
 Senior Partner
McMillanDoolittle, LLP
The Retail Experts, U.S.

Interactive session: Panel/Audience Discussion. All speakers Day Two


1.30pm **Close of Conference Day Two**

Time: Programme: Day Three 11th September
Retail Innovation: Design & Branding

9.00am **Chairperson's Introduction:**
 Room 301/302 Level 3

9.05am **Retail Brands:**
Managing your brand during uncertain economic times

 Dr Lau Kong Cheen
 Brand Consultant
Temporal Brand Consulting


9.50am **Retail Experiences:**
Branded Customer Experiences: How frontline branding becomes a vital part of your retail strategy.
 Mr. Tan Bing Houw, Managing Director - Asia Pacific **Qbian Pte Ltd**

10.35am **Retail Research:**
Impact of the economic downturn on consumer purchases in the Singapore grocery retail market.

 Mr Miklos Viragh, Executive Director
Nielsen Singapore

11.05am **Tea Break**

11.20am **Retail Innovations:**
Hardware & Heartware: enhancing the customer experience!

 Mr. Ronald Dalderup
 Co Founder & Innovation Catalyst
NBDA-Asia Pte Ltd

12.10pm **Retail Design:**
Engaging the Customer; Buying Triggers

 Mr. Michael Sheridan,
 Managing Director
Sheridan & Co,
London, Shanghai, New York

Interactive session: Panel/Audience Discussion. All speakers Day Three

1.30pm **Close of SRIC 2009**

SRIC 2009 - CONFERENCE REGISTRATION FORM

The Singapore Retail Industry Conference 2009 "Trading Through the Downturn, Challenges & Opportunities"

We wish to register the following person(s) for the Conference
9th, 10th & 11th September 2009, at Suntec City, Singapore

Name: _____ *Funding Support (Please Circle): Yes / No

Designation: _____ e-mail: _____

*Nationality: _____ *Age: _____ *Highest education level attained: _____

Company: _____

Address: _____

Contact Person: _____ Designation: _____

Tel: _____ Fax: _____ e-mail: _____

Fees (subject to 7% GST):

Full Conference (all 3 days) -		
SRA Member: S\$550 (S\$228.50*)	[]	
Non Member: S\$720 (S\$410.40*)	[]	
Day One Only (9 Sept 2009):-		
SRA Member: S\$310	[]	
Non Member: S\$420	[]	
Day Two Only (10 Sept 2009):-		
SRA Member: S\$310	[]	
Non Member: S\$420	[]	
Day Three Only (11 Sept 2009):-		
SRA Member: S\$310	[]	
Non Member: S\$420	[]	

Please tick below:

* Nett fee payable (includes GST) after WDA funding at 50% of Full Conference Fee (S\$720; before SRA & Early Bird discounts). Funding is available to Singapore Citizens and Permanent Residents; terms & conditions apply. For more information visit: www.retail.org.sg/tc.pdf

Enclosed is a cheque for S\$ _____ Cheque No. _____

(Please photocopy for more delegates)

Registration is managed by The Retail Academy of Singapore. To register:

- Complete this form and fax it to (65) 6276 9103
- On receipt of invoice, send the original form and payment to:
The Retail Academy of Singapore Pte Ltd
2 Bukit Merah Central #14-05 Singapore 159835
- Payment should be made by crossed cheque, bank draft or money order, payable to 'The Retail Academy of Singapore Pte Ltd'.

For enquiries contact:

Goh Kay Bing at Tel: (65) 6377 5007,
Email: kaybing@retailacademy.com.sg

AN AFFORDABLE CONFERENCE YOU SIMPLY CANNOT AFFORD TO MISS!

Who should attend:

Attendance is essential for everyone involved in the retail business, namely all CEOs, Retail Managers, Planners, Treasurers, Controllers, Financial Analysts, Retail Consultants, Suppliers to the Retail Trade, Small and Independent Store Entrepreneurs, & Property Consultants

Conference Date and Venue

Date: 9th, 10th & 11th September 2009

Venue: Suntec Singapore International Convention & Exhibition Centre, 1 Raffles Boulevard, Suntec City Singapore 039593. (Room 301/302, Level 3).

Cancellation:

Should you be unable to attend, a prompt refund will be made for cancellations received in writing no later than 31st July 2009. Between this date and 14th August 2009, refunds will be 50% of the fee. Thereafter, we regret that no refunds will be given but substitutes will be allowed.

Programme is subject to amendments at the Organisers discretion.

Complete this form and fax it to (65) 6276 9103 today!