

Don't miss this 18th International Annual Event!!



"Retail Reflections - Ideas to Innovate & Inspire!"

3rd, 4th & 5th September 2008

Suntec International Convention & Exhibition Centre

The 2008 Singapore Retail Industry Conference is here!

The 18th 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:

- **Dr. Alan Treadgold**, Managing Director, IdeaWorks, Australia
- **Mr. Kevin Graff**, Founder & Retail Performance Specialist, The Graff Retail Group, North America
- **Mrs. Hilary Kahn**, Managing Director Frontline Strategies Pty Ltd, Australia
- **Dr. Yuwa Hedrick-Wong**, Economic Advisor Asia-Pacific, Mastercard International
- **Mr. Andrew Brien**, Chief Executive Officer, Suria KLCC Snd Bhd, Malaysia
- **Dr. Leng Ho Keat**, School of Sports, Health & Leisure, Republic Polytechnic
- **Mr. Joseph Baladi**, Chief Executive Officer, BrandAsian Pte Ltd
- **Mr. David Sylvester**, Vice President, Retail Development Asia, Venetian Marketing Services Ltd
- **Mr. David Stover**, Vice President Trading Industries APJ, SAP
- **Mr. Suhas Dutta**, Partner, Accenture
- **Mr. Andrew Lau**, Vice President, Research & Business Development, Media Research Consultants
- **Mr. Michael Sheridan**, Managing Director, Sheridan & Co, London & New York

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

* **FUNDING ASSISTANCE FOR RETAIL DELEGATES!** Funding support provided by WDA/SDF at **50%** of the fee is available to companies registering staff for the full conference (all 3 days) under the **Enhanced Funding of Executive Development Programme (Retail)** subject to eligibility, terms & conditions. See the registration form!

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18th Singapore Retail Industry Conference 'Retail Reflections - Ideas to Innovate & Inspire' 3, 4 & 5 Sept 2008 SICEC

Time:	Programme: Day One 3 rd September Retail Ideas: Global Trends & Strategies	Time:	Programme: Day Two 4 th September Retail Innovations: IT & HR	Time:	Programme: Day Three 5 th September Retail Inspirations: Essentials.
9.00am	Commencement of Conference: Chairperson's Introduction Room 208/209	9.00am	Chairperson's Introduction: Room 208/209 Level 2	9.00am	Chairperson's Introduction: Room 208/209 Level 2
9.10am	Retail Case Studies:  Winning the customer through innovation and inspiration: global perspectives Dr. Alan Treadgold, Managing Director IdeaWorks, Australia	9.10am	Retail Trends & IT:  Retail Mega-Trends and Internationalisation Mr David Stover Vice President Trading Industries APJ SAP	9.10am	Retail Design:  Creating Retail Spaces to Engage and Inspire the Customer; the next 25 years of Retail. Mr. Michael Sheridan, Managing Director Sheridan & Co, London & New York
10.00am	Retail Trends:  Retailing to Young Premium Consumers Dr. Yuwa Hedrick-Wong Economic Advisor, Asia-Pacific MasterCard International	10.00am	Retail IT: High Performance Retailing using IT Mr. Suhas Dutta Partner Accenture	10.00am	Retail Brands:  Asia's Best Performing Retail Brands Measuring your brand equity. Mr. Joseph Baladi, Chief Executive Officer BrandAsian Pte Ltd
10.50am	Retail Trends:  Retailing to Luxury Consumers Mr. David Sylvester Vice President, Retail Development - Asia Las Vegas Sands Corporation	10.50am	Interactive session: Panel/Audience Discussion. IT speakers Day Two	10.50am	Retail Research: Retaining the Local Consumers' Retail Dollars Mr. Andrew Lau, Vice President - Research Media Research Consultants
11.10am	Tea Break	11.15am	Tea Break	11.20am	Tea Break
11.30am	Retail Strategies:  The Performance Triangle™ When retailers are suffering from the mainstream and need to reposition, this model develops all the elements that will make a difference! Mrs. Hilary Kahn, Managing Director Frontline Strategies Pty Ltd, Australia	11.35am	Retail Human Resource:  Retaining Employees in the Retail Industry: Why Staff Leave and What Retailers Can Do About It. Dr. Leng Ho Keat School of Sports, Health & Leisure Republic Polytechnic	11.40am	Retail Property:  Insights from a Landlord: Retail offers that inspire! Mr. Andrew Brien, Chief Executive Officer Suria KLCC Sdn Bhd, Malaysia
12.10pm	Retail Strategies:  Building a Store Operations System That Continuously Produces Results! Mr. Kevin Graff, Founder Retail Performance Specialist The Graff Retail Group, North America	12.20pm	Retail Human Resource:  Developing an Engaged Sales Force That Produces Results! Mr. Kevin Graff, Founder Retail Performance Specialist The Graff Retail Group, North America	12.10pm	Retail Productivity:  Is your store (rather than your people) working hard enough? Should you turn retail on its head? Mrs. Hilary Kahn, Managing Director Frontline Strategies Pty Ltd, Australia
1.00pm	Interactive session: Panel/Audience Discussion. All speakers Day One	1.10pm	Interactive session: Panel/Audience Discussion. HR speakers Day Two	12.50pm	Interactive session: Panel/Audience Discussion. All speakers Day Three
1.30pm	Close of Conference Day One	1.30pm	Close of Conference Day Two	1.30pm	Close of SRIC 2008

CONFERENCE REGISTRATION FORM

The Singapore Retail Industry Conference 2008

“Retail Reflections - Ideas to Innovate and Inspire!”

We wish to register the following person(s) for the Conference & / Workshop
3rd, 4th & 5th September 2008, at Suntec City, Singapore

Name: _____

Designation: _____

***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 []
Non Member: S\$720 []

Day One Only (3 Sept 2008):-

SRA Member: S\$310 []
Non Member: S\$420 []

Day Two Only (4 Sept 2008):-

SRA Member: S\$310 []
Non Member: S\$420 []

Day Three Only (5 Sept 2008):-

SRA Member: S\$310 []
Non Member: S\$420 []

Please tick
below:

*** Funding support provided by WDA/SDF at 50% of the fee is available** to companies registering staff for the full conference (all 3 days) under the Enhanced Funding of Executive Development Programme (Retail) subject to eligibility and terms & conditions. For more information visit: www.retailacademy.com.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, and Property Consultants

Conference Date and Venue

Date: 3rd, 4th & 5th September 2008

Venue: Singapore International Convention & Exhibition Centre, 1 Raffles Boulevard, Suntec City Singapore 039593. (Room 208/209, Level 2).

Cancellation:

Should you be unable to attend, a prompt refund will be made for cancellations received in writing no later than August 1st 2008. Between this date and August 16th 2008, refunds will be 50% of the fee. Thereafter, we regret that no refunds will be given but substitutes will be allowed.

Programme may be subject to amendments at the Organisers discretion.

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