



PRESS RELEASE

SINGAPORE RETAILERS ASSOCIATION (SRA) HOLDS ITS LARGEST 27th ANNUAL SINGAPORE RETAIL INDUSTRY CONFERENCE & EXHIBITION 2018 (SRIC.E 2018) FOR THE RETAIL SECTOR

Singapore, Tuesday 4 September 2018 – Singapore Retailers Association (SRA) is set to hold its 27th annual retail conference over two days at Suntec Convention Centre, the largest annual gathering of retail leaders in Singapore.

To be opened by Mr Chan Chun Sing, Minister for Trade & Industry, the two-day event themed “Discover. Digitalise. Deliver!” will see to an esteemed line up of Speakers from UK, China, Hongkong and Singapore share insights, findings and case studies on how digital technology has transformed how consumers shop today and why retailers must adapt and innovate to stay abreast if not ahead, to stay relevant and remain sustainable.

Supported by Enterprise Singapore and Workforce Singapore, the expanded event, now encompassing a focused exhibition and two full days of presentation including a workshop is set to give further impetus to companies to transform their retail business and learn how they must manage the talents of today for tomorrow!

Whatever the size of their business, retailers are set to gain an insight into the retail industry’s future, and find the knowledge they need, the ideas that they want, and the solutions that they expect from industry leaders, discovering the newest concepts, strategies and advancements in retailing!

Delegates will also benefit from a focused exhibition of key solutions identified by SRA as central to the transformation of the retail industry. They will enjoy two power packed days, featuring innovative case studies of leading retailers & stimulating sessions by retail experts and specialists including:

- Dr Alan Treadgold, Partner - Retail Strategy, PA Consulting. London U.K.
- Ms Aparna Bharadwaj, Partner & Managing Director, Boston Consulting Group
- Mr Waldemar Jap, Consumer Specialist Asia Pac Deals Strategy and Operations, PWC
- Mr Ronald Dalderup, Director & Co Founder, NBDA Asia
- Mr Damien Bray, Chief Sweet Officer, Sweet by SPH
- Mr Liang Jian, Senior VP, Harbin Institute of Technology Robot Group
- Ms Deon Senturk, Director of Business Development, Talent +
- Mr Leon Tay, General Manager, Newstead Technologies
- Mr Aroon Grover, Industry Consultant, Analytics and Insights, Trakomatic
- Mr Leonard Ling, Principal Consultant & Director, Solutionsatwork
- Mr Pete Fullard, Managing Director, UpSkill People
- Ms Evangeline Leong, CEO & Founder, GetKobe
- Mr Michael Toh, Founder, 1GFS / Shopaylytics
- SRIC.E2018 Workshop: “How to build and deliver effective businesses in the ‘new retail’ by Dr Alan Treadgold
- Two Networking Luncheons
- Four Networking Tea Breaks
- 10 Exhibition Displays of THE latest retail tech initiatives to transform in this digital age.

A specially curated programme, stemming from an earlier SRA Study Mission to New York in January 2018, will showcase the culmination of one year of research and study of the local retail scene, and of key technologies and solutions that can make a difference. Several conference presentations will reveal some of these initiatives, something which retailers in Singapore cannot afford to miss!

Notable appearances amongst the distinguished array of speakers include Mr Pete Fullard, Founder and Managing Director of Upskill People. Upskill People was founded by Pete in 1994 with a desire to do something different, to help people learn new skills in an engaging way, using technology to make it simple. Working with hundreds of organisations has brought him experience in a wide range of retail sub-sectors, giving him knowledge of best practice that really

works for business. Along with his presentation, Mr Fullard will be hosting a limited number of 30-minute 1-1 e-learning workshops during the conference.

SRA is pleased to announce that mobile learning will be a key aspect of the association's training framework going forward, as we seek to deliver learning in more effective and innovative ways.

In addition, an innovative robot which could soon be seen in local retail stores and malls, will be making its rounds of the display area, courtesy of the HRG Robot Group from China

For more information on SRIC.E 2018 and interviews with Speakers, please contact:

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About WSG (www.wsg.gov.sg)

Workforce Singapore promotes the development, competitiveness, inclusiveness, and employability of all levels of the workforce. Its key mission is to enable Singaporeans to meet their career aspirations, take on quality jobs at different stages of life, and help enterprises be competitive and manpower-lean. Workforce Singapore's focus is on strengthening the Singaporean core and ensuring that Singaporeans are able to have better jobs and careers. Workforce Singapore, in partnership with key stakeholders, also provides support to business owners and companies to enable them to transform and grow, while building a future-ready workforce.

About Enterprise Singapore

Enterprise Singapore, formerly International Enterprise Singapore and SPRING Singapore, is the government agency championing enterprise development. We work with committed companies to build capabilities, innovate and internationalise.

We also support the growth of Singapore as a hub for global trading and startups. As the national standards and accreditation body, we continue to build trust in Singapore's products and services through quality and standards. Visit www.enterprisesg.gov.sg for more information.

About Singapore Retailers Association (www.retail.org.sg)

The Singapore Retailers Association (SRA) was founded in 1977, originally as the Singapore Retail Merchants Association by 10 leading retailers. It is a non-profit, independent/non-governmental retail trade body in Singapore, funded entirely by the private sector. SRA aims to be an advocate for retailers – big or small, to help them improve business standards; professionalism and productivity through training and sharing of information and best practice as well as assist its members with business development and regionalisation strategies. It hopes to be a representative voice for the retail industry, working closely with government agencies and relevant authorities to help address and resolve issues for the well-being of the retail industry and help facilitate Singapore's continued growth in the competitive retail environment.

On 1 October 2017, SRA embarked on SPRING's LEAD+ Programme to further its cause and advance the initiatives under the Retail ITM to help bring about greater value creation in the retail industry through innovation; enhance retailers' productivity and capabilities; maximise workforce potential for improved business growth and even internationalisation.

Membership in SRA is open to all retailers as well as businesses related to retail – real estate developers and consultancies, research companies, media owners, tax refund agencies etc. There are currently 300 members in the Association. Through its myriad of events, conferences and seminars, training programmes as well as networking opportunities, SRA initiates change and encourage the retail industry to embrace new technological advances and best practices to ensure its continued competitiveness and growth. For more information, visit www.retail.org.sg.

SRA is also a founding member of the Federation of Asia Pacific Retailers Associations (FAPRA), which comprises 17 national associations across the Asia-Pacific region; all the members are the most authoritative and representative associations for the retail industries of their respective countries.