

Winning the New Consumer : Energizing Retail

SRI LANKA RETAIL FORUM 2017

12th September 2017

**Cocktails and networking
with Industry Leaders**

13th September 2017

Full Day Forum

Oak Room, Cinnamon Grand, Colombo

**Register
NOW**



SRI LANKA RETAILERS' ASSOCIATION
Driving Retail Excellence

SRI LANKA RETAIL
FORUM



SRI LANKA RETAIL FORUM 2017

ABOUT THE FORUM

Sri Lanka's retail industry comes together to identify new trends and map out new strategies at its premier knowledge event, the Sri Lanka Retail Forum 2017. Focusing on the emerging trends of retail both locally and globally, the innovations in retail operations as well as in consumer reach, the Forum will find answers to current burning issues in the industry, share innovative best practices and forge collaborations.

Featuring global and local experts, the objective of the Forum is to provide cutting-edge insights on global retail trends to Sri Lankan retailers, learn from best practices of industry leaders and get inspired to adapt and adopt locally, and identify key turning points that Sri Lankan retailers must latch on to and key pain points that need to be tackled. It would be an important opportunity for networking and collaboration in the retail industry.

1830 hrs

DAY 1 (Tuesday, 12th September 2017)

Cocktails & Networking with Industry Leaders

0815 hrs

0900 - 1000 hrs

DAY 2 (Wednesday, 13th September 2017)

Registration

Inaugural Session

'Building a Retail Empire'



Mr. Hussain Sadique

- Chairman, Sri Lanka Retailers' Association

Mr. Sidath Kodikara

- Chairman, Organising Committee

Hon. Dr. Supachai Panitchpakdi

- Honorary Chairperson, Central Pattana, Thailand, former Deputy Prime Minister of Thailand and Former Secretary-General of the UN Conference on Trade and Development.

Welcome Remarks

Introductory Remarks

Keynote Address

1000 - 1030 hrs

Tea / Coffee Break

SESSION 1

1030 - 1200 hrs

'CHANGING DYNAMICS OF THE NEW CONSUMER'

Around the world consumer trends are shifting, driven particularly by a 'conscious consumer'. With greater focus on environmental, social, health and well-being issues, consumers have also become keen to make smarter consumption choices. In Sri Lanka too, consumer preferences are shifting and spending dynamics are changing in line with a growing middle class and increasing urbanization. This session will explore global and local trends in the consumer landscape and generate key insights for Sri Lankan retailers to strategic positioning themselves.



Presenters

Mr. John Glover - Founder and CEO Global Retail Consulting Services, 'The New Consumer in Asia'

Mr. Sharang Pant - Country Director, A. C. Nielsen 'Consumer Trends in Asia & Sri Lanka'

Ms. Ruvini Fernando - Director/CEO, Guardian Fund Management 'Growth Opportunities in Sri Lanka's Consumer Sector'

Mr. Murali Prakash - Group Managing Director / CEO, Taprobane Holdings PLC & Lanka Century Investments PLC

Moderator

SESSION 2

1200 - 1320 hrs

'REACHING THE NEW CONSUMER WITH DIGITAL DYNAMISM'

A key shift in world consumer trends is the rise of ubiquitous digital technologies and its usage by consumers. Digital channels, including social media, have transformed how retailers engage with consumers and make their brands appeal to discerning, impatient, tech savvy consumers. This session will explore the challenges in the marketing channels, and in particular the use of digital media, in reaching these new consumers.



Presenters

Mr. Fazal Ashfaq - Country lead, Sri Lanka & Bangladesh, Google 'Boosting Your Digital Presence'

Ms. Tina Doran - Vice President, Merchant Development and Acceptance AP, MasterCard Singapore 'Evolving Retail Payments Landscape'

Ms. Uma Rajamantri - CEO, Splendor Media 'Leveraging Omni-channel Communications for Retail'

Mr. Mehraj Sally - Group Director / CMO, MyDeal.lk Pvt Ltd.

Moderator

1320 - 1420 hrs

Lunch Break



SESSION 3

1420 - 1550 hrs

'INNOVATION IN RETAIL OPERATIONS'

As cost structures are continually under pressure, retailers are being pushed to become more efficient and innovative. Retailers must now experiment with store formats, improve supply chain efficiency, tackle labour and skill shortages and trim costs. Learn retail, smarter frontline operations, and sourcing optimization are concepts that Sri Lankan retailers need to embrace. This session will explore best practices followed by international and local retailers in tackling these challenges and what the pain points faced by retailers in making these changes.



Presenters

Mr. Suren Sornalingam - VP Sales & Operations, Info-CTRL
'Supply chain excellence'

Mr. Nissanga Warnapura Head of Innovation, Hela Clothing
'Emerging trends in apparel retail'

Panelist

Hon. Dr. Supachai Panitchpakdi - Honorary Chairperson,
Central Pattana

Moderator

Mr. Sankalpa Gamwarige - Vice President – Engineering, Zone 24x7

Mr. Ajith Amarasekera - CEO, Swarnamahal Jewellers Ltd.

Tea / Coffee Break

1550 - 1600 hrs



SESSION 4

1600 - 1700 hrs

'MASTERCLASS ON EMERGING ISSUES'

Featuring three "TED style" talks....



Presenters

Dr. Ranjiva Munasinghe - Managing Director, Argyle X
'Leveraging big data'

Mr. Steven Mayes / Mr. Sunil Subramanian Managing Director
/ Head of Transactions, Jones Lang Lasalle
'Sri Lankan real estate trends and implications for retail'

Prof. Tony Bendell - Lead Trainer at The Anti-Fragility Academy
& MD at Services Limited
'Lean Retailing and its impact to Sri Lankan Retail and 2020'

SRI LANKA RETAILERS' ASSOCIATION

The Sri Lanka Retailers' Association (SLRA) was established in 2015 with the intention of being the apex body for organized retailing in Sri Lanka and with an ambitious vision of 'Achieving Retail Excellence' by being the 'Voice of the Retail industry in Sri Lanka'. The Association represents leading retailers in Sri Lanka as members from diverse retail sectors such as FMCG, Clothing, Fashion & Jewelry, Household & Consumer Durables, Footwear & Accessories, E-Commerce, Entertainment & QSR and Healthcare & Wellness.

SLRA's purpose is to develop a forum where the retailers could work together to improve standards of the retail industry. The SLRA will also focus on improving consumer experience and service in all facets of retailing. In addition, the SLRA will also engage with the government in all matters impacting retailers in Sri Lanka. The SLRA aims to be inclusive in its approach.

The objective of this Association is to improve the standard of retailing in Sri Lanka in an inclusive manner by leveraging the resources of the Organized Retail industry. SLRA also aims to facilitate the growth of the retail industry through innovation and best sharing of global best practices.

The SLRA operates under the aegis of the Ceylon Chamber of Commerce.



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Driving Retail Excellence

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THE KEY TAKEAWAYS FROM THIS PREMIER KNOWLEDGE EVENT OF SLRA:

- Enhance your knowledge of the new and emerging trends in the retail industry.
- Map out new strategies for your industry.
- Cutting-edge insights on global retail trends to Sri Lankan retailers.
- Best practices of industry leaders - get inspired to adapt and adopt locally.
- Identify key turning points that Sri Lankan retailers must latch on to and key pain points that need to be tackled.
- An important opportunity for networking and collaboration in the retail industry.



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Title: Prof/Dr/Mr/Mrs/Ms: _____

First Name: _____

Last Name: _____

Job Title: _____

Company Name: _____

Company Address: _____

Direct Tel: _____ Mobile Tel: _____

Direct Fax: _____ Central Fax: _____

E-mail: _____

I confirm my participation in the Sri Lanka Retail Forum and enclose herewith a cheque*/cash for

Rs.

* Cheque to be in favour of "The Ceylon Chamber of Commerce"

Cheque No:

Bank:

Signature:

'Please send this duly completed form to:

The Sri Lanka Retailers' Association
C/o. The Ceylon Chamber of Commerce
50 Navam Mawatha, Colombo 2, Sri Lanka
Fax: +94 11 244 9352 / 243 7477
E-mail: events@chamber.lk, niroshini@chamber.lk

**KEEP
THE DATE FREE
AND
REGISTER
EARLY**

**Cost of
Participation**

**Members of SLRA :
Rs. 12,500/=**

**Non-Members :
Rs. 15,000/=**

For Details Contact :

Gillian Nugera
Niroshini Siva
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5588852

Email : gillian@chamber.lk

Closing date for registration: 8th September 2017



SRI LANKA RETAILERS' ASSOCIATION

SECRETARIAT :

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**The
Ceylon
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