

Asia's Retail Innovation Hub

RETAIL

ASIA CONFERENCE
& EXPO

6-8 SEP 2022

Hong Kong Convention and Exhibition Centre

SHOW GUIDE

Organiser:



informa
markets

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retailasiaexpo



retail-asia-conference-expo

www.retailasiaexpo.com

Hygiene Precautions

To enhance health and safety standards at Retail Asia Conference & Expo 2022, we have implemented the Informa AllSecure, striving to provide the highest standards of safety, hygiene, cleanliness and quality. To learn more about our hygiene precautions, please visit our website.



<https://www.retailasiaexpo.com/safetymeasures/>

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ENHANCED CLEANING



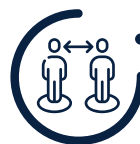
PERSONAL HYGIENE



NON-CONTACT
REGISTRATION



PHYSICAL CONTACT



PHYSICAL DISTANCING



FOOD AND
BEVERAGE STATIONS



PERSONAL PROTECTIVE
EQUIPMENT (PPE)



FIRST AID



SCREENING



TRACE AND CONTACT

How to stay safe at RACE?



Masks must be worn at all times



Keep a safe distance of 1.5m when in queues,
indicated by marks on the floor



Handshakes are to be avoided

During Conferences and Seminars



4 seats at each table is recommended



Tables are at least 1.5m apart



Food or beverage consumption will only be allowed
in designated catering area. Eating or drinking is
prohibited inside exhibition stands or on hall aisles



General Information

Date and Opening Hours

6 – 7 Sep (Tue-Wed)	11:00 – 18:30
8 Sep (Thu)	11:00 – 17:00

Venue

Hall 5E, Level 5, Hong Kong Convention and Exhibition Centre

Admission

- The exhibition is strictly for trade professionals and business visitors only.
- General public and persons below the age of 18 will not be permitted entry.
- Qualified trade buyers are required to bring along their business cards for onsite registration.
- The organiser reserves the rights to verify the trade identity of pre-registrants and to refuse admission to any visitors deemed inappropriate.

Catering

Restaurants on the ground floor, Level 1, 2 and 4.

Internet Access

WiFi is provided by the HKCEC.

Select **"HK-CEC_Free_Wifi"** network and click **"I accept"** when opening a web browser.

Charging Station

Charging station at the back of Hall 5FG, it is available for visitors to recharge any electrical devices.

Co-located with



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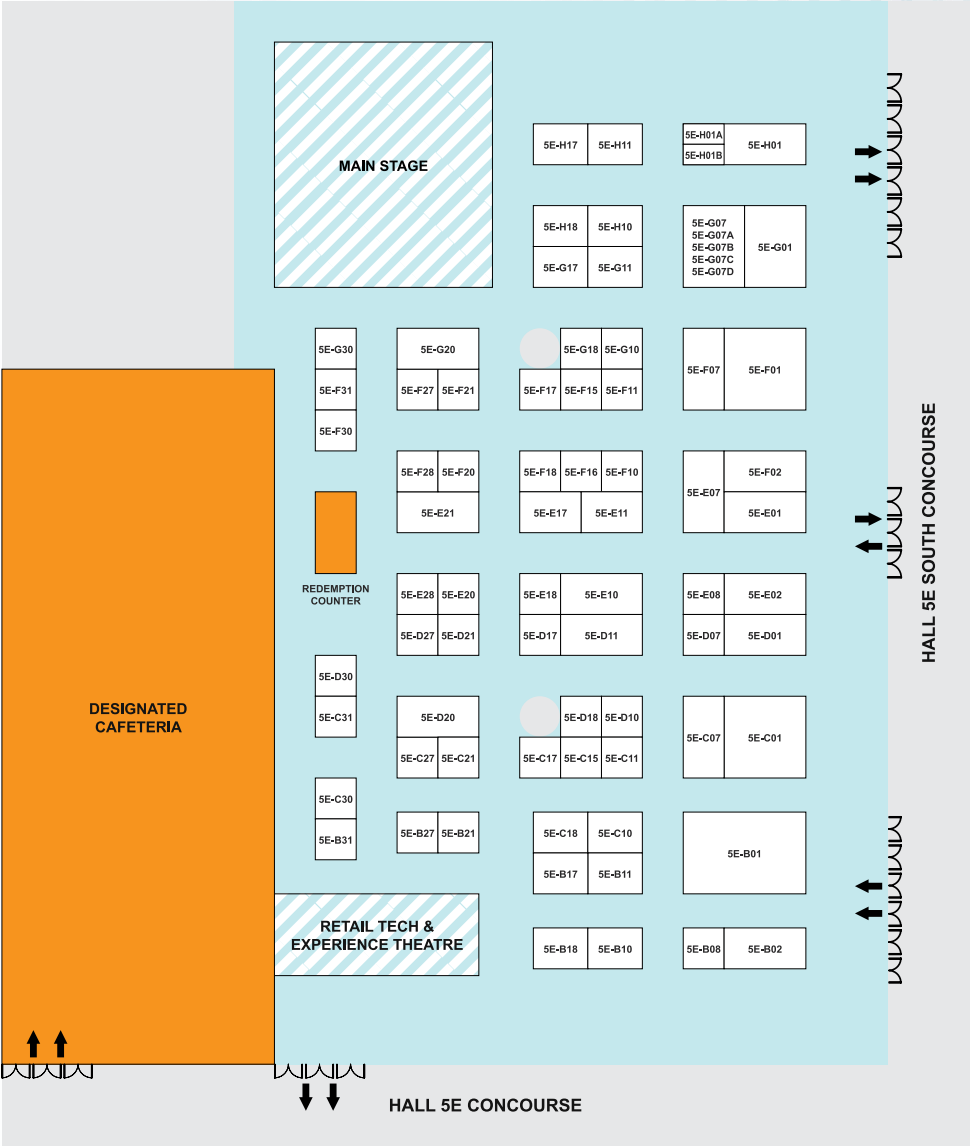


Meetings & Exhibitions Hong Kong

Supporting Associations, Media and Partners



Floorplan



Exhibitor List

Booth No.	Company Name	Booth No.	Company Name
5E-G01	ACELAB TECHNOLOGY LIMITED	5E-C27	HKBN ENTERPRISE SOLUTIONS LIMITED
5E-C18	ACURWEIGHT TECHNOLOGY LIMITED	5E-H01	HKRTIA LOUNGE
5E-H01B	ADT HONG KONG LIMITED	5E-F21	HOI YUE ADVERTISING LIMITED
5E-F01	AI ROBOTICS SOLUTIONS LIMITED	5E-F31	HONG KONG WIRELESS TECHNOLOGY INDUSTRY ASSOCIATION (WTIA)
5E-H11	ALFRED24 DELIVERY HK LIMITED	5E-G20	IClick INTERACTIVE ASIA LIMITED
5E-B01	ATOME	5E-F10	IMAGESOUND LIMITED
5E-G18	APIER	5E-C21	INFOBIP LIMITED
5E-C30	APTECH BUSINESS SOLUTION LIMITED	5E-F16	ISLASH LIMITED
5E-C15	ART KING PRODUCTION LIMITED	5E-F17	JEOU SHENG MERCHANDISE FRAME COMPANY LIMITED
5E-F27	ASIABOTS LIMITED	5E-G07B	KORAH LTD.
5E-G10	ASIAPAY LIMITED	5E-H10	MERIT ENTREPRENEUR LIMITED
5E-D17	BLOOM REWARDS LIMITED	5E-B21	MPOWER TECHNOLOGIES LIMITED
5E-B27	BOUTIR LIMITED	5E-D07	NOATUM LOGISTICS HONG KONG LIMITED
5E-G07	CANADIAN PAVILION	5E-E18	OCEANPAYMENT COMPANY LIMITED
5E-H18	CAROUSELL LIMITED	5E-D21	OMNICHAT LIMITED
5E-C17	CENTRIC SOFTWARE	5E-G07D	OPEN TEXT CORP.
5E-B02	CHECKPOINT SYSTEMS LIMITED	5E-G30	PODVENT PRODUCTION LIMITED
5E-C07	CHINA MOBILE HONG KONG COMPANY LIMITED	5E-H01A	PRETECH GROUP HOLDINGS LIMITED
5E-F28	CINNOX	5E-F15	PRIME CONNECTIONS INTERNATIONAL HOLDING COMPANY LIMITED
5E-G17	CITYLINE (HONG KONG) LIMITED	5E-C10	REASONABLE SOFTWARE HOUSE LIMITED
5E-B17	COMPUTER AND TECHNOLOGIES INTERNATIONAL LIMITED	5E-E20	RED LINE CREATIVE COMPANY LIMITED
5E-D20	CREATE TECH SOFTWARE SYSTEMS LIMITED	5E-F30	ROF MEDIA - PRC MAGAZINE
5E-E07	DATA ASIA TECHNOLOGY LIMITED (Elo Touch Solutions)	5E-F07	ROKA SERVICE (eMenu iPad POS)
5E-C31, 5E-D30	DEPT LIMITED	5E-B08	SANUKER INCORPORATION LIMITED
5E-B10	DYXNET	5E-C11	SEA POINT CHINA LIMITED
5E-E08	EASTOP COMPUTER CONSULTANTS LIMITED	5E-D10	SEA POINT CHINA LIMITED
5E-D11	EFT PAYMENTS (ASIA) LIMITED	5E-G07A	SOTI INC.
5E-F11	E-POWERSPOT HONG KONG LIMITED	5E-F02	SPECTRA TECHNOLOGIES HOLDINGS COMPANY LIMITED
5E-B18	FANSWAVE LIMITED	5E-G07C	SPRINGDEL TECHNOLOGIES INC.
5E-E11	FLEXSYSTEM LIMITED	5E-D27	TEAM WELL LOGISTICS LIMITED
5E-G11	FONDGEAR COMPANY LIMITED	5E-B11	TECHLAND COMPUTER SYSTEMS LIMITED
5E-C01	FORTINET INTERNATIONAL INCORPORATED	5E-D01	TENCENT CLOUD
5E-E10	FREIGHTAMIGO SERVICES LIMITED	5E-E28	TOWNGAS TELECOMMUNICATIONS COMPANY LIMITED
5E-E21	FUNDMAX CONSULTANT LIMITED	5E-F18	TRAVIS GROUP LIMITED
5E-E02	GS1 HONG KONG	5E-D18	TRIPLE DOUBLE SOLUTION LIMITED
5E-F20	GTS CATERING LIMITED	5E-E17	WAVE COMMERCE
5E-E01	HK PICK-UP LIMITED	5E-B31	VTL-SOLUTIONS LIMITED
		5E-H17	WIDE OCEAN PRINTING COMPANY LIMITED

Retail Tech & Experience Theatre Programme

6 - 8 Sep 2022 | Hall5E, HKCEC

The FREE seminars address current challenges and shed light on issues arising in the new retail era. Retailers and brand managers are welcome to attend and gain new insights to better plan and run their businesses.

6 Sep 2022 (Tue) – DAY 1

11:30am – 1:30pm



Hong Kong Brands Association

主持：大會活動顧問 / MCL 品牌策劃首席顧問 / 香港品牌協會創會主席 /
香港品牌發展局顧問 / 香港製造產業協會顧問吳秋全先生
主禮嘉賓：商務及經濟發展局副局長陳百里博士 *Dr. Bernard Chan*

演講嘉賓：

《新零售新機遇。創香港品牌》

香港工業總會轄下設計委員會主席 / 香港電器業協會理事長 / 德國寶集團執行董事
馮建輝先生 *Mr. Ken Fung*

《香港製造。創新出路》

壹品豆品集團主席 / 香港製造產業協會主席
羅孟慶先生 *Mr. Jeff Law*

《「共生經濟」- 新零售電商 4.0》

iMBA 智富商薈新零售電商學院院長 / 香港品牌總商會副主席 / CEO of WeQ Technology Co. Ltd
林德良先生 *Mr. Kenneth Lam*

《多元多品多創的品牌策略》

茲曼尼家具集團執行董事 / Vela Casa 品牌創辦人
唐慕貞小姐 *Ms. Jane Tong*

《創新設計如何為老品牌增值？》

雞仔嘜品牌第四代管理層 / 震歐線衫廠有限公司總監
譚天韻小姐 *Ms. Alicia Tam*

《樂活科技。人本關愛》

CEO of Guardman Brand & Venture Global Group
周慶生先生 *Mr. Adam Chow*

《元宇宙的藝術生活空間》

生活藝術家 (aol Hub) / 前香港傳承學院院長
李志誠博士 *Dr. Amen Lee*

Retail Tech & Experience Theatre Programme

6 - 8 Sep 2022 | Hall5E, HKCEC

6 Sep 2022 (Tue) – DAY 1

2:00pm – 3:00pm



**Hong Kong Wireless Technology Industry Association -
New-Age Retailing: Harnessing the Power of Technologies**

Application of IT Technology in Retail



Nelson Tse
CEO, Million Tech Development Ltd.

The Future of ESG in Retail



Johanna Chan
Director, Ecosystem Innovation of DreamImpact

How does Digital HR Help the Retail Industry?



Kay Lam
Founder of People Technology (International) Limited

Panel Discussion

Panelists:

Nelson Tse, CEO, Million Tech Development Ltd.

Johanna Chan, Director, Ecosystem Innovation of DreamImpact

Kay Lam, Founder of People Technology (International) Limited

Retail Tech & Experience Theatre Programme

6 - 8 Sep 2022 | Hall5E, HKCEC

6 Sep 2022 (Tue) – DAY 1

3:30pm – 3:50pm



How Conversational Commerce Transforms Future of Retail, Future of Commerce and Future of Work



Raymond Lam

Co-Founder & General Manager, MPower Technologies Limited

3:50pm – 4:10pm



Carley Law

Chief Marketing Officer, Eft Payments (Asia) Limited

4:10pm – 4:30pm



Right Product, Right Time, Right Place – Discover Next-Generation Assortment Planning

Focus on challenges around Assortment Planning so the solutions in this session will showcase data-driven and visual-driven planning

Nick Wei

Regional Sales Director, Centric Software

4:30pm – 4:50pm



Snako Pang

Business Development Manager, Tencent Cloud

5:00pm – 5:20pm



Jessica Chan

Head of Omnichannel, Wave Commerce

5:20pm – 5:40pm



Top Logistics Tech Trends for Retailers to Stay Competitive - FreightAmigo

Ivy Tse

Co-Chief Executive Officer & Co-founder, FreightAmigo Services Limited

Retail Tech & Experience Theatre Programme

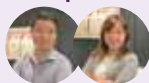
6 - 8 Sep 2022 | Hall5E, HKCEC

7 Sep 2022 (Wed) – DAY 2

11:00am – 11:20am



Why Shoplifting & Impact – Solutions provided by Checkpoint from RF to RFID



Alex Chan, Sales Manager, Checkpoint Systems Limited
Candy Lau, Sales Manager, Checkpoint Systems Limited

11:20am – 11:40am



Gloria Chan
DB Director, Oceanpayment Co., Ltd

11:40am – 12:00pm



Fei Lam
Solutions Architect, Fortinet

12:30pm – 12:50pm



Alan Wo
Director, Reasonable Software House Limited

12:50pm – 1:10pm



Your Edge in Retail – The One Thing You Must Know about Digital Transformation

Victor Law
Vice President – Sales, Springdel Technology Limited
Canadian Pavilion

1:10pm – 1:30pm



How is Tap-POS – the Latest Product of SPECTRA Technologies Beneficial to the Payment Terminal Industry and Users

Henry Lau
Senior Sales Manager, Spectra Merchant Services

1:30pm – 1:50pm



Optimizing Retail Touchpoints to Transform Customer Experiences

Hon Lau
Head of Mid-Market Sales APAC, Infobip

Retail Tech & Experience Theatre Programme

6 - 8 Sep 2022 | Hall5E, HKCEC

7 Sep 2022 (Wed) – DAY 2

2:30pm – 5:30pm



Hong Kong Retail Technology Industry Association

Welcome Speech

Vincent So

Chairman, Hong Kong Retail Technology Industry Association

Transform & Innovate for Smart Retail

Awardees for RTIA Retail Innovation Award 2021 (Retailers & Startup)

Moderator:

Ada Chen, Councillor, Hong Kong Retail Technology Industry Association

How Technology Reshape the Smart Retail?

Awardees for RTIA Retail Innovation Award 2021 (Product)

Moderator:

Clifford Chau, Vice Chairman, Hong Kong Retail Technology Industry Association

Success Factors for Business Sustainability for F&B

Awardees for RTIA Retail Innovation Award 2021 (F&B)

Moderator:

Keith Lee, Vice Chairman, Hong Kong Retail Technology Industry Association

Retail Trend Sharing - Adaptive Smart Retail with HK Cases

Vincent So, Chairman,

Hong Kong Retail Technology Industry Association

Retail Tech & Experience Theatre Programme

6 - 8 Sep 2022 | Hall5E, HKCEC

8 Sep 2022 (Thu) – DAY 3

11:00am – 11:20am



How Retailers Win Business in Hong Kong Ecommerce



Kelsy Lau
Business Development Lead,
Hong Kong TV Shopping Network Company Limited

11:20am – 12:00pm



Chat Commerce & eRetail — Online-Merge-Offline Strategy in a New Era



Hong Li, Director – eCommerce, Sa Sa International Holdings Limited
Alan Chan, CEO & Founder, Omnichat Limited

12:30am – 12:50pm



One-Stop Centralized Purchase & Sales Automation System for Omni Channel Retail and F&B Business

Raymond Wong
Senior System Consultant, Techland Computer Systems Limited

12:50pm – 1:10pm



Clarence Ching
Director, Solution Engineering, Greater China, Solace Corporation

1:10pm – 1:30pm



Johnny Yung
Manager, Greater China, SOTI Inc.
Canadian Pavilion

2:00pm – 2:20pm



Bibianna Wong
Head of Sales & Marketing, Boutir Limited

2:20pm – 2:40pm



C.C. Poon
Managing Director, Acelab Technology Ltd

2:40pm – 3:00pm



Danny Kwok
Project Manager, FlexSystem Limited

IFMA Hong Kong Chapter Conference

*integrate|2022

Venue: September 8, 2022 | Chancellor Room, Level 4, HKCEC

Theme: Driving ESG Through FM Leadership



Speakers and Panelists



Keynote Speaker

Hon Tony TSE, BBS, JP
Chairman of Property
Management Services Authority



Keynote Speaker

Dr CHENG Cho-ming, JP
Director of the Hong Kong
Observatory



Ir Dr Cary CHAN, JP
Executive Director,
Hong Kong Green
Building Council



Ir Dr Edward CHAN
Deputy General Manager,
Project Management
Department, Henderson
Land Development Co. Ltd.



Ir Dr Bruce CHONG
Director (Urban Sustainability,
Climate Resilience & Smart
City), Arup



Mr Robert GERRARD
Senior NEC Consultant and
Secretary, NEC Users' Group
Accredited Mediator



Mr Kenneth FOO
Executive Director,
Hongkong Land Limited



Ir Dr Joseph H.K. LAI
Associate Head (Teaching) and
Associate Professor, The Hong
Kong Polytechnic University



Ir Dr Keith LAI
Senior Environmental Protection
Officer, Environmental
Protection Department



Mr Arthur LAM
Co-founder and Chief
Executive Office,
Nagawatt Utility Limited



Mr John LIU
Head of Digital Service,
Schneider Electric
(Hong Kong) Limited



Mr Laurent PELLETIER
Managing Director,
Veolia Hong Kong,



Mr Joshua SHARMAN
Chief Commercial Director,
ISS Hong Kong



Mr Andy YEUNG
Director and Head of
Technical Services,
Hongkong Land Limited



Mr Robert WALL
Managing Director,
JEB



Mr Dennis WU
Chief Executive Officer and
Executive Director,
AEC Group

1st debut of Canadian Pavilion at RACE



Canada

Showcasing Canadian innovations, technologies and knowhow in RetailTech at RACE.

5E-G07B



5E-G07D

opentext™

Open Text Corp.

5E-G07C



Springdel
Technologies Inc.

5E-G07A



SOTI Inc.

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Lucky Draw Spot 抽獎處：

Booth 5F-A27, Hall 5F, near Green Kitchen Event Area
展覽廳5F展位5F-A27綠色煮意活動區旁

Time 時間：

6 - 7 Sep (Tue - Wed): 12:00 & 17:00
8 Sep (Thu): 12:00

Buyers must drop their business card at least 5 minutes before each lucky draw session.
買家必須於抽獎最少5分鐘前投入你的個人卡片。

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Build4Asia Conference 會議 2022



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Exhibitor's Forum 參展商論壇

Feedback from 2020 Exhibitors 2020參展商評價

We take part in Build4Asia every time. This is one of the most important industry exhibitions from our point of view. We demonstrate various Products & Solutions from our premium partners including HART, EFAFLEX, GILGEN and many more. It is most important for us to meet our clients and friends. Participation in Build4Asia has become a good tradition over many years.



Mr. Andreas Brechbuhl,
Managing Director, AUB Ltd

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Organiser 主辦單位:



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5E-H18

Retail Digital Marketing Conference 2022

Speaker Line-up

PANELIST



Björn Lundberg

*Director, CRM
PVH Asia Pacific*

Björn Lundberg is Director, CRM APAC for PVH. He sets the strategic direction, oversees the consumer journeys and develop analytics capabilities of CRM in the region for Calvin Klein and Tommy Hilfiger. In his previous roles in Strategy & Business Development he has gained extensive experience across the Retail / Fashion value chain and has led workstreams in large scale business and digital transformations in Asia and Europe.

PANELIST



Samson Fong

*Head of Marketing
Zenyum*

A marketing enthusiast in the tech, e-com & startup field across APAC with the career adventure set off in the start-up circle across Beijing, Shenzhen, Hong Kong, Bangkok and Singapore. Samson is currently serving Zenyum as Head of Marketing for the Hong Kong and Macau market.

Experienced in growth and marketing with histories serving tech giants, up & rising e-com and unicorns, Samson helped grow big brands like Xiaomi, DJI, and eatigo in their early stages. He is also a guest speaker at universities and at the Growth Marketer Academy, sharing field experience & hacks in the growth & e-com industry with fellow marketing practitioners.

PANELIST



William J. Ferrell II

*Associate Director, Digital Brand APAC
Colgate-Palmolive*

An accomplished international digital marketer with extensive media, advertising, and marketing experience, William Ferrell leads digital brand for Colgate Palmolive APAC. Wil started his marketing and data analytics career in boutique consulting firms before moving on to Starcom media agency, holding leadership positions in Chicago, Madrid, and Melbourne. Before joining Colgate Palmolive in 2020, Wil led a consulting team at Dentsu Advertising focusing on digital enablement, data visualization, and search marketing. At CP, Wil is focused on consumer experiences around APAC using many digital tools including programmatic marketing, CRM / loyalty, martech, and analytics to define and deliver an optimal consumer journey.

Retail Digital Marketing Conference 2022

Speaker Line-up

7 Sep (Wed) | 3:30pm-3:50pm

Case Study:

Building a Human-centric Business by Nurturing the Brand Community - A Case Study From Pret A Manger

SPEAKER



Eric Lam

*Head of Marketing Asia
Pret A Manger*

Eric Lam has 15 years of experiences in marketing, business development, startup, and brand management. He started his career with a successful startup in F&B, then shifted to other areas including trading, online business matching platform, early childhood education and marketing consultancy. His current role is the Asia Head of Marketing at Pret-A-Manger and part time marketing lecturer at HKUSPACE, with previous experiences of various lead marketing role at Outback Steakhouse and other listed companies on marketing management and corporate strategy. Eric holds Master of Commerce (Marketing), Master of Logistic Management and Bachelor of Health Science from University of Sydney.

7 Sep (Wed) | 3:50pm-4:10pm

Insight Presentation:

Total Solution Marketing and Retailing: Product, Service and Experience Combined

SPEAKER



Samson Fong

*Head of Marketing
Zenyum*

A marketing enthusiast in the tech, e-com & startup field across APAC with the career adventure set off in the start-up circle across Beijing, Shenzhen, Hong Kong, Bangkok and Singapore. Samson is currently serving Zenyum as Head of Marketing for the Hong Kong and Macau market.

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7 Sep (Wed) | 4:10pm-4:50pm

Closing Panel Discussion:

Establishing a Harmonious Channel Strategy in the Online Retail Ecosystem

MODERATOR



Bonnie Mak

*Associate Director, Head of eCommerce, Online Group
Samsung Electronics*

A dynamic & passionate marketing specialist with accomplished mastery of the science and arts of the field. Currently a leader in eCommerce business. Previously Head of Marketing in FMCG, Strategist in MNCs, Analyst in Telecom, and had started up a research consultancy firm. FYI, also a wine lover and super dog lover.

PANELIST



Wilson Wong

*Marketing Director
Price.com.hk*

Wilson Wong is the Marketing Director of Price.com.hk, the No.1 price-comparison platform and one of the well-known e-commerce platforms in HK. He got fruitful experience in the platform, e-commerce, digital media and advertising industries for 10+ years. Wilson is also the Digital Marketing leader in The Asian General Chamber of New Retail.

Retail Digital Marketing Conference 2022

Speaker Line-up

7 Sep (Wed) | 2:40pm-3:20pm

Panel Discussion:

Blending Metaverse into your Next Retail Strategy

MODERATOR



Yoyo Ng

*General Manager
iClick Interactive Asia Group Limited*

A firm believer of elevating brands' digital initiatives through designing omni-channel customer journeys that encapsulate branding and corporate strategies, to address and achieve communication and business objectives.

A seasoned practitioner with extensive experience in the realm of on-line media and publishing, integrated advertising agencies and mobile start-ups, her passion in adopting Omnichannel journey best practices with special focus on Digital Channels has enabled her to curate and execute top of class digital experience and performance for her list of distinguished clients.

PANELIST



Tania Lau

*Senior Director Marketing & Communications, APAC
Yahoo! Hong Kong*

Since joining Yahoo Hong Kong in 2004, Tania has delivered a unique blend of executive acumen with regional and local strategic marketing planning and execution, and has been credited with strong ROI and operational improvement at Yahoo. Tania is a seasoned marketing professional with over 19 years of solid experience in agency and industry work.

As Senior Director of Marketing & Communications, Tania oversees the company's brand and public relations strategy and business and consumer marketing programs, as well as implementing strategic insights to achieve business objectives. In parallel, she also took on the role of regional marketing leadership and led the teams across APAC to deliver regional projects.

Her outstanding performance has helped her achieve prominence in the eminent 30th HKMA/TVB Distinguished Marketing Leadership Awards 2015 and with the HKMA Professional Manager designation in 2016. She is the first Internet marketing professional to have won this exceptional individual recognition in 30 years. Tania has also received 12 notable Yahoo Awards during her tenure – including the prestigious Yahoo Global Super Star Individual Award in 2016 with the highest honor.

PANELIST



Erich Wong

*Head of Growth (Hong Kong)
The Sandbox*

Erich Wong is Head of Growth for The Sandbox Hong Kong. He is responsible for developing the business in the Greater China Region and for building partnerships with key brands and Intellectual Properties to support a large and enthusiastic metaverse community.

Earlier this year, Erich led the launch of Mega City 2, a major land sale on Hong Kong's vibrant cultural hub in The Sandbox metaverse that is home to the finest brands, including Ocean Park, Standard Chartered, Regal Hotels Group and Tatler Asia to building a variety of experiences in Mega City 2. He is currently developing a creators' community working with various local Universities and Creative and Design Institutions to promote voxel-based design and to bolster the development of metaverse ecosystem.

As a gaming enthusiastic with a background in design, Erich brings a wealth of experience in art, design skills and gaming to The Sandbox. He has a strong track record in business development and operations while working for startups and mobile game applications since 2011. Erich transformed his Web2 skillset to Web3 as he entered the Metaverse world in 2021.

Prior to joining The Sandbox, Erich worked for CanvasLand NFT as Chief Marketing Officer, where he spearheaded marketing campaigns and business operations across the region.

Previously, Erich was Marketing Director of nxTomo Games, where he was responsible for strategic planning of game features, licensing, operations, promotions, as well as monitoring the overall workflow of App production. During his tenure with the company, Erich achieved a HKD 5 Million sales record of Footballer cards in the Animation-Comic-Game Hong Kong (ACG HK) fair in only five days. He also generated over 300,000 downloads of BFB Champion football simulation game in nine month following its launch. He was a pioneer in monetizing football player characters in the NFT format. Erich's other projects with nxTomo Games include Liars' Inn, Puzzle and Dragon, Weather Report and NBA ClutchTime.

PANELIST



Lesley Rulloda

*Vice President, Global Merchandising
NBA Asia*

As Vice President of Global Merchandising for NBA Asia, Lesley oversees global merchandising for the league across Asia-Pacific.

Based in Hong Kong, Lesley is responsible for the league's consumer products business, which encompasses both digital and physical licensed products, including retail, licensing, e-commerce, gaming, and Web3 initiatives.

Retail Digital Marketing Conference 2022

Speaker Line-up

7 Sep (Wed) | 12:00pm-12:20pm

Fireside Chat:

Marketing a Marketplace: How Carousell Captured the Hearts of Hong Kongers

SPEAKER



Daniel Hagos

*Managing Director, APAC
Emarsys*

Having spent 11 years with Emarsys, Daniel has the experience of working with leading retail and e-commerce businesses on their digital marketing strategy across Asia-Pacific, Europe and Latin America. Daniel's role covers all aspects of the Emarsys business with a particular focus on commercial and strategic discussions with our new and existing clients. Having built the Client Success APAC team before his current role, Daniel has a strong focus on ensuring our clients get value from working with Emarsys

SPEAKER



Kevin Huang

*Managing Director
Carousell Hong Kong*

As Managing Director of Carousell Hong Kong, Kevin is the driving force behind the development of overall business strategy, managing the daily operations, marketing, branding and community engagement for Carousell Hong Kong.

7 Sep (Wed) | 12:20pm-12:40pm

Insight Presentation:

Optimising the Impact from Social Commerce

SPEAKER



Dr Ken Ip

*Assistant General Manager & Group Head of Marketing
B.S.C. Group*

The author of "Life Hacks" and "Growth Hacks", Ken is an award-winning brand strategist, Associate Professor, columnist and expert commentator in Tech, Real Estate, Branding and e-Commerce. Ken is also the Chairman of the Asia MarTech Society and serves on the Advisory Board of several professional organisations, including two universities.

7 Sep (Wed) | 2:00pm-2:20pm

Brand Transformation Case Study:

Leveraging a Strong Brand Loyalty for a Transformative Business Pivots

SPEAKER



Aldric Chau

*General Manager Digital
Cathay Pacific Airways*

Aldric Chau is the Head of Retail, e-Commerce and Travel Partnership of Asia Miles. Overseeing revenue generation from our e-commerce platform, Aldric is responsible for driving retail and brand partnership strategy to curate a customer-centric portfolio of products and experiences that allow customers to shop easily with us with Miles and cash.

Aldric joined Cathay Pacific Airways in 2008, where he developed his expertise in service delivery and e-commerce. During his time with the airline, he gained extensive experience in commercial and operational functions, and had been a Country Manager for Sri Lanka and the Maldives. Prior to joining Asia Miles, Aldric was the Head of Retail and e-Commerce at Cathay Pacific Airways managing the airline's direct sales channel and ancillary revenue strategy.

Aldric graduated from The Hong Kong University of Science and Technology Business School with a Consulting & Strategy MBA.

In addition to spending time with his family and toddler, Aldric loves to hike and travel. He is also a dragon boater and guitar player. Aldric has been an Asia Miles member since 2008.

7 Sep (Wed) | 2:20pm-2:40pm

Insight Presentation:

How Digital Transformation in Retail Increases Your Financial Performance

SPEAKER



Benny Ngan

*Senior Business Development Manager
Checkpoint Systems*

A senior business development manager in Checkpoint Systems Ltd. With over 10 years of experience in retail and supply chain solutions overseeing HK and the fast-growing Asian countries. Has a record of exceptional experiences in RFID, System Integration, Automation, Loss Prevention, and Project Management to provide one-stop solution to customers.

Personally engaging a master's degree in computer science. Holding different qualifications including big data, data analytics, and block-chain.

Retail Digital Marketing Conference 2022

Speaker Line-up

7 Sep (Wed) | 11:25am-12:00nn

Opening Panel Discussion:

The Future of Retail: Unlocking the New Potential in Brand Experience Transformation

MODERATOR



Bonnie Mak

*Associate Director, Head of eCommerce, Online Group
Samsung Electronics*

A dynamic & passionate marketing specialist with accomplished mastery of the science and arts of the field. Currently a leader in eCommerce business. Previously Head of Marketing in FMCG, Strategist in MNCs, Analyst in Telecom, and had started up a research consultancy firm. FYI, also a wine lover and super dog lover.

PANELIST



Vincent Leung

*Global Head of Digital Brand Marketing
Lenzing Group*

Vincent Leung is an internationally experienced marketer who is currently the Global Head of Digital Brand Marketing for Lenzing Group, an Austrian international company, by leading the global digital marketing strategy and direction for both B2C and B2B.

Previously, he led the digital marketing and creative teams in Asia for PCCW Solution and oversaw BNP Paribas' digital marketing communications for Asia Pacific, successfully expanding the brands' online presence in the region.

Back in Canada, he managed strategic marketing campaigns in corporations such as Canada Post and American Express, which boosted the companies' online brand reputation and greatly increased consumer digital engagement.

PANELIST



Anthony Tsang

*Head of Marketing & Digital (Greater China Region)
Oriental Watch Company*

Anthony Tsang is the Head of Marketing & Digital (Greater China Region) of Oriental Watch Company, overseeing all aspects of brand, marketing, digital, social media, eCommerce business and PR in whole Greater China Region.

He also plays a key role to manage the retail operation and customer relations for optimizing the total customer journey.

Anthony has led his team to win various highly recognized marketing awards. He always speaks at various watch industry events and colleges, and is serving NGOs on initiatives related to watch training and marketing innovation.

Anthony is also Director of the Federation of Hong Kong Watch Trades & Industries Ltd., pushing the role and integration of watch industry development and training talents.

PANELIST



Sidhanth (Sid) Gopishetty

*Regional General Manager, Marketing & Customer Engagement
Toys"R"Us (Asia)*

Sidhanth (Sid) Gopishetty is a highly motivated, goal-oriented leader with extensive experience in developing impactful & customer-relevant marketing campaigns across the Consumer Goods, Retail and Technology industries, in Asia, E.M.E.A. and North America.

As Regional General Manager, Marketing & Customer Engagement, at Toys"R"Us Asia, Sid currently heads the organization's Brand & Marketing Strategy, across 550 stores in 10 countries, including a 21 Million members strong loyalty program.

Based in Hong Kong, Sid holds an MBA from the National University of Singapore, loves the outdoors, traveling, and always up for long motorbike rides.

Retail Digital Marketing Conference

7 Sep (Wed) | Main Stage, Hall 5E, HKCEC

Theme:

Rejuvenating Retail Digital Marketing Innovation in the New Experience Economy Introduction:

Co-organiser:



Gold Sponsors:



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Agenda:

Time	Programme
11:00am – 11:15am	Welcoming Networking
11:15am – 11:25am	Chairperson Welcoming Keynote <i>Bonnie Mak</i> , Associate Director, Head of eCommerce, Online Group, Samsung Electronics
11:25am – 12:00nn	Opening Panel Discussion: The Future of Retail: Unlocking the New Potential in Brand Experience Transformation <ul style="list-style-type: none">• What are the new expectation of post-pandemic buyers and how to maintain control over their brand experience?• Where are the new storefronts and how can marketers make good connections Among them?• How to bring frictionless connections between the customers, the merchants and the loyalty network to capture the next growth opportunities? Moderator: <i>Bonnie Mak</i> , Associate Director, Head of eCommerce, Online Group, Samsung Electronics Panelists: <i>Vincent Leung</i> , Global Head of Digital Brand Marketing, Lenzing Group <i>Anthony Tsang</i> , Head of Marketing & Digital (Greater China Region), Oriental Watch Company <i>Sidhanth Gopishetty</i> , Regional General Manager - Marketing and Customer Engagement, Toys"R"Us Asia
12:00nn – 12:20pm	Fireside Chat: Marketing a Marketplace: How Carousell Captured the Hearts of Hong Kongers <ul style="list-style-type: none">• The marketing strategies they've used to achieve such a loyal customer base• How customer experience sits centrally to the Carousell strategy• Leading the sustainability charge and changing the perception of buying second-hand <i>Daniel Hagos</i> , Managing Director, APAC, Emarsys <i>Kevin Huang</i> , Managing Director, Carousell Hong Kong
12:20pm – 12:40pm	Insight Presentation: Optimising the Impact from Social Commerce <ul style="list-style-type: none">• What are the new ways to make the e-commerce experience more sociable?• What is stopping brands from maximising the return from social commerce?• Leveraging the power of key opinion consumers to help build the brand identity <i>Dr. Ken Ip</i> , Assistant General Manager & Group Head of Marketing, B.S.C. Group
12:40pm – 2:00pm	Lunch

Time	Programme
2:00pm – 2:20pm	Brand Transformation Case Study: Leveraging a Strong Brand Loyalty for a Transformative Business Pivots <ul style="list-style-type: none"> • How to find association from the mother brand to create new growth? • How to create synergy between the main and new business lines by re-directing customer loyalty towards the new product? <i>Aldric Chau, General Manager Digital, Cathay Pacific Airways</i>
2:20pm – 2:40pm	Insight Presentation: How Digital Transformation in Retail Increases Your Financial Performance <p>The speaker will introduce how Checkpoint could help retailer to increase the store revenue, reduction in labour cost and improve the customer loyalty by using our software solution through RFID technology.</p> <i>Benny Ngan, Senior Business Development Manager - Asia Pacific Channel Partner, Checkpoint Systems</i>
2:40pm – 3:20pm	Panel Discussion: Blending Metaverse into your Next Retail Strategy <ul style="list-style-type: none"> • Where are the sweet spots of branding and new profit opportunities while getting into the NFTs game? • Who are the real customers in this entirely new market in the upcoming five years? • How to craft the consumer shopping roadmap in the digital store? Moderator: <i>Yoyo Ng, General Manager, iClick Interactive Asia Group</i> Panelists: <i>Tania Lau, Senior Director, Marketing & Communications, APAC, Yahoo! Hong Kong</i> <i>Erich Wong, Head of Growth (Hong Kong), The Sandbox</i> <i>Lesley Rulloda, Vice President, Global Merchandising, NBA Asia</i>
3:20pm – 3:30pm	Afternoon Break
3:30pm – 3:50pm	Case Study: Building a Human-centric Business by Nurturing the Brand Community - A Case Study From Pret A Manger <ul style="list-style-type: none"> • How to promote conversation to cultivate loyalty and build a strong brand identity? • How to differentiate and stand out from the crowd to create a unique brand experience? • How to tackle the challenges of identifying metrics to make tangible outcomes in measuring positive brand impacts? <i>Eric Lam, Head of Marketing Asia, Pret A Manger</i>
3:50pm – 4:10pm	Insight Presentation: Total Solution Marketing and Retailing: Product, Service and Experience Combined <ul style="list-style-type: none"> • How does the retail funnel look like for product, service and experience marketing? • How to engage customers before a purchase decision? • What are the latest product and service marketing channels across SEA? <i>Samson Fong, Head of Marketing, Zenyum</i>
4:10pm – 4:50pm	Closing Panel Discussion: Establishing a Harmonious Channel Strategy in the Online Retail Ecosystem <ul style="list-style-type: none"> • What are the latest shifting dynamics on the digital retail ecosystem? • How to create multichannel campaigns to create a win-win scenario between the own DTC store and marketplaces? • How to avoid channel conflicts effectively and optimise the ROI in the overall strategy? Moderator: <i>Bonnie Mak, Associate Director, Head of eCommerce, Online Group, Samsung Electronics</i> Panelists: <i>Wilson Wong, Marketing Director, Price.com.hk</i> <i>Björn Lundberg, Director, CRM, PVH Asia Pacific</i> <i>Samson Fong, Head of Marketing, Zenyum</i> <i>William J. Ferrell II, Associate Director, Digital Brand APAC, Colgate-Palmolive</i>
4:50pm	Chairperson Closing Remark <i>Bonnie Mak, Associate Director, Head of eCommerce, Online Group, Samsung Electronics</i>

Asia's Retail Innovation Hub

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