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## **“Retail Renaissance - Productivity and Innovation”**

*1, 2 & 3 September 2010*

Suntec Singapore International Convention & Exhibition Centre

### **The 2010 Singapore Retail Industry Conference is here!**

The 20<sup>th</sup> 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. Fabrizio Valente**, Founding Partner - Kiki Lab, Italy, & Chairing Judge - World Retail Awards
- **Mr. Brian Walker**, Principal & Founder - The Retail Doctor® Group, Australia
- **Mr. Martin Haese MBA**, Founder & Managing Director - Retail IQ, Australia
- **Mr. Ronald Dalderup**, Co Founder & Innovation Catalyst, NBDA-Asia Pte Ltd
- **Ms. Pamela Wigglesworth**, Founder, Experiential Hands-on Learning
- **Mr. Guy Robertson**, Managing Director, The Concilum Group Sdn Bhd
- **Mr. Jonathan Bonsey**, Creative & Managing Director, Bonsey Design Partnership
- **Mr. Andrew Calvert**, Regional Sales Director, AchieveGlobal
- **Mr. Luke Lim**, Chief Executive Officer, A. S. Louken Group Pte Ltd

### **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.

**ONLINE REGISTRATION NOW AVAILABLE, VISIT [WWW.SRA.ORG.SG](http://WWW.SRA.ORG.SG) TODAY!**

Jointly Organised By:



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# 20<sup>th</sup> Singapore Retail Industry Conference "Retail Renaissance - Productivity & Innovation" 1, 2 & 3 September 2010 Suntec

**Time:** Programme: **Day One 1st September**  
**9.00am** **Commencement of Conference:**  
 Chairperson's Intro - Room 208/209  
**Chair:** **Mr Steve Goh**, Executive Chairman, **Retail Asia**

**9.10am** TRENDS & CASES SHAPING THE FUTURE OF RETAIL INNOVATIONS  
  
**Mr. Fabrizio Valente**  
 Founding Partner, **Kiki Lab, Italy**  
 Expert Judge, **World Retail Awards**  
 Founder Member,  
**Ebeltoft - International Retail Experts**

**10.00am** GLOBAL TRENDS IN RETAILING  
  
**Mr. Brian Walker**  
 Principal & Founder  
**The Retail Doctor Group Pty Ltd, Australia**  
[www.retaildoctor.com.au](http://www.retaildoctor.com.au)  
[www.ebeltoftgroup.com](http://www.ebeltoftgroup.com)

**10.50am** Tea Break


**11.15am** OPERATIONAL EXCELLENCE VERSUS STRATEGIC BRILLIANCE. WHO WINS?  
  
**Mr. Martin Haese MBA**  
 Founder and Managing Director  
**Retail IQ, Australia**


**12.00pm** RETAIL INNOVATION IN ASIA  
  
**Mr. Luke Lim**  
 Chief Executive Officer  
**A. S. Louken Group Pte Ltd**

**12.50pm** **Interactive session:** Panel/Audience Discussion. All speakers Day One

**1.30pm** **Close of Conference Day One**


**Time:** Programme: **Day Two 2<sup>nd</sup> September**  
**9.00am** **Chairperson's Introduction:**  
 Room 208/209 Level 2  
**Chair:** **Mr K H Wong**, CEO, **Asian Retail Academy**

**9.10am** INNOVATIVE INVENTORY MANAGEMENT TECHNIQUES THAT BUILD SALES AND PROFIT  
  
**Mr. Martin Haese MBA**  
 Founder and Managing Director  
**Retail IQ, Australia**

**10.00am** THE SEVEN STEPS OF RETAIL FITNESS  
  
**Mr. Brian Walker**  
 Principal & Founder  
**The Retail Doctor Group Pty Ltd, Australia**

**10.50am** Tea Break


**11.15am** THE TRUST FACTOR IN RETAIL  
  
**Mr. Fabrizio Valente**  
 Founding Partner, **Kiki Lab, Italy**  
 Expert Judge, **World Retail Awards**  
 Founder Member,  
**Ebeltoft - International Retail Experts**


**12.00pm** CUSTOMER SERVICE IS DEAD!  
 Why you should throw your Customer Service Strategy out the window  
  
**Mr. Guy Robertson**  
 Managing Director  
**The Concilium Group Sdn Bhd Malaysia**

**12.50pm** **Interactive session:** Panel/Audience Discussion. All speakers Day Two


**1.30pm** **Close of Conference Day Two**

**Time:** Programme: **Day Three 3rd September**  
**9.00am** **Chairperson's Introduction:**  
 Room 208/209 Level 2  
**Chair:** **Mr Terry O'Connor**, CEO, **Courts S'pore P/L**

**9.10am** BACK TO THE FUTURE - WHAT WAS OLD IS NEW AGAIN THROUGH INNOVATION  
  
**Ms. Pamela Wigglesworth**  
 Corporate Trainer, Speaker and Founder  
**Experiential Hands-on Learning**

**10.00am** RE-INVENTING THE WHEEL  
 Why we need to stop "more of the same" and start challenging the norm, applying new tools and practices to stay ahead  
  
**Mr. Ronald Dalderup**  
 Co Founder & Innovation Catalyst  
**NBDA-Asia Pte Ltd**

**10.50am** Tea Break

**11.15am** DESIGN FOR RETAIL SUCCESS: ACTIVATE AUDIENCES THROUGH BRANDING  
  
 How brands can choose the best strategy to express their position in a cluttered retail world.  
**Mr. Jonathan Bonsey**  
 Creative & Managing Director  
**Bonsey Design Partnership**

**12.00pm** LEADING INNOVATION: INNOVATION FROM CONCEPT TO CUSTOMER VALUE  
  
**Mr. Andrew Calvert**  
 Regional Director  
**AchieveGlobal**  
[www.achievegloabl.com.sg](http://www.achievegloabl.com.sg)

**12.50pm** **Interactive session:** Panel/Audience Discussion. All speakers Day Three

**1.30pm** **Close of SRIC 2010**

# SRIC 2010 - CONFERENCE REGISTRATION FORM

## The Singapore Retail Industry Conference 2010 “ Retail Renaissance - Productivity & Innovation ”

We wish to register the following person(s) for the Conference  
1, 2 & 3 September 2010, 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):	Tick below accordingly	
<b>Full Conference * (all 3 days) -</b>		
<b>SRA Member: S\$550 (*\$275.00)</b>	[    ]	* <i>Nett fee payable (excludes GST) after WDA funding at 50% of the full Conference Fee only.</i>
Non Member: S\$720 (*\$360.00)	[    ]	
<b>Day One Only (1 Sept 2010):-</b>		
<b>SRA Member: S\$310</b>	[    ]	<i>Funding is available to Singapore Citizens and Permanent Residents whom are employed in the retail sector; terms &amp; conditions apply. For more information visit: <a href="http://www.retail.org.sg/tc.pdf">www.retail.org.sg/tc.pdf</a></i>
Non Member: S\$420	[    ]	
<b>Day Two Only (2 Sept 2010):-</b>		
<b>SRA Member: S\$310</b>	[    ]	
Non Member: S\$420	[    ]	
<b>Day Three Only (3 Sept 2010):-</b>		
<b>SRA Member: S\$310</b>	[    ]	
Non Member: S\$420	[    ]	

\*Enclosed is a cheque for S\$ \_\_\_\_\_ Cheque No. \_\_\_\_\_

(Please photocopy for more delegates)

OR VISIT [WWW.SRA.ORG.SG](http://WWW.SRA.ORG.SG) FOR FULL ONLINE REGISTRATION

Visit [www.sra.org.sg](http://www.sra.org.sg) for online registration, or:

- Complete this form and fax it to (65) 6295 2722
- On receipt of invoice, send the original form and payment to:  
**Singapore Retailers Association**  
371 Beach Road #02-04 Singapore 199597
- Payment should be made by crossed cheque, bank draft or money order, payable to 'Singapore Retailers Association'.

**For enquiries contact:**

John / Jojo at Tel: (65) 6295 2622,  
Email: [john@sra.org.sg](mailto:john@sra.org.sg) / [jojo@sra.org.sg](mailto:jojo@sra.org.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: 1, 2 & 3 September 2010

Venue: Suntec 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 2 August 2010. Between this date and 14<sup>th</sup> August 2010, refunds will be 50% of the fee. Thereafter, we regret that no refunds will be given but substitutes will be allowed.

*Conference Programme is subject to amendments at the Organisers discretion.*

**Complete this form and fax it to (65) 6295 2722 today!**

Or visit [www.sra.org.sg](http://www.sra.org.sg) for  
online registration