



Reply Before:
20 Apr 2015

7th Retail Conference - Success & Sustainability 2015

第 7 屆 零售研討會 卓越零售·持續成就 2015

20 May 2015 (Wednesday) 10:00am – 5:00pm
Meeting Room S221 (2/F, Old Wing), Hong Kong Convention and Exhibition Centre

EXHIBITION

The Association sincerely invites you to participate as an exhibitor in the **2015 Retail Conference – “Success & Sustainability”**, a highlight of HKRMA event calendar and the retail industry. The Conference is expected to be receiving over 900 guests from renowned speakers, retail practitioners and the business community. The 2015 Retail Conference is an ideal opportunity to meet and interact with hundreds of participants from the retail industry. The exhibits are located at the foyer outside the conference room.

2015 Retail Conference - Exhibitor

Date: 20 May 2015 (Wednesday)

Time: 10:00 am – 5:00 pm

Venue: Foyer, 2/F, Old Wing, Hong Kong Convention and Exhibition Centre

Target exhibitor: Service/product providers of retailers

Quota: Maximum of 6 exhibitors (first-come-first-served and members of HKRMA will be in priority)

Exhibition Arrangement

HKRMA will provide the following furniture and equipment for each exhibitor:

1. Display table (30" x 6" x 29") x 1 pc
2. Chair x 2 pcs
3. Electricity
4. Free WiFi

Charge will apply if additional furniture is required.

Promotion

Exhibitors' logos will be shown in the 2015 Retail Conference brochure.

Price

\$7,000 per exhibition booth

Retail Conference Tickets Discount

1. 2 full-day tickets will be provided to each exhibitor
2. For purchase of additional tickets of Retail Conference, exhibitor can enjoy special offer of “buy 5 get 1 free”.

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Language : Cantonese

Session I *Omni-channel Retailing: A Revolutionized Shopping Experience* 全渠道零售 – 革新購物體驗

9:30 am	Registration Starts	
10:00 am	Welcome Speech by Ms. Caroline Mak, Chairman, HKRMA	10 mins
10:10 am	Yahoo! Hong Kong Limited Ms. Tania Lau, Marketing Director	20 mins
10:30 am	Tencent Mr. Norman Tam, Head of Hong Kong and Taiwan Offices	20 mins
10:50 am	Break 小休	20 mins
11:10 am	S.F. Express Group Mr. George Li, Group Vice President of SF	20 mins
11:30 am	Watsons Hong Kong Ms. Diane Cheung, General Manager	20 mins
11:50 am	Panel Discussion (with Q&A) Moderator: Mr. Thomson Cheng, Vice-Chairman, HKRMA	30 mins
12:20 pm	Souvenir Presentation & Group Photo	10 mins
12:30 pm	Session I Ends	



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Session II In their own words: How business leaders sail through ups & downs 領袖雋言：如何通過順境逆境的考驗

2:00 pm	Registration Starts	
2:30 pm	Ngong Ping 360 Ltd. Dr. Stella Kwan, Managing Director	20 mins
2:50 pm	Social Ventures Hong Kong Mr. Francis Ngai, Founder & CEO	20 mins
3:10 pm	Break 小休	20 mins
3:30 pm	Amorepacific Hong Kong Co. Ltd. Ms. Fion Ipp, Managing Director	20 mins
3:50 pm	Hong Kong Television Network Ltd. Mr. Ricky Wong, Chairman	20 mins
4:10 pm	Panel Discussion (with Q&A) Moderator: Ms. Caroline Mak, HKRMA Chairman	30 mins
4:40 pm	Souvenir Presentation & Group Photo	10 mins
4:50 pm	End of Conference	



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Networking with Senior Management



Who attends the conference?

852

Participants

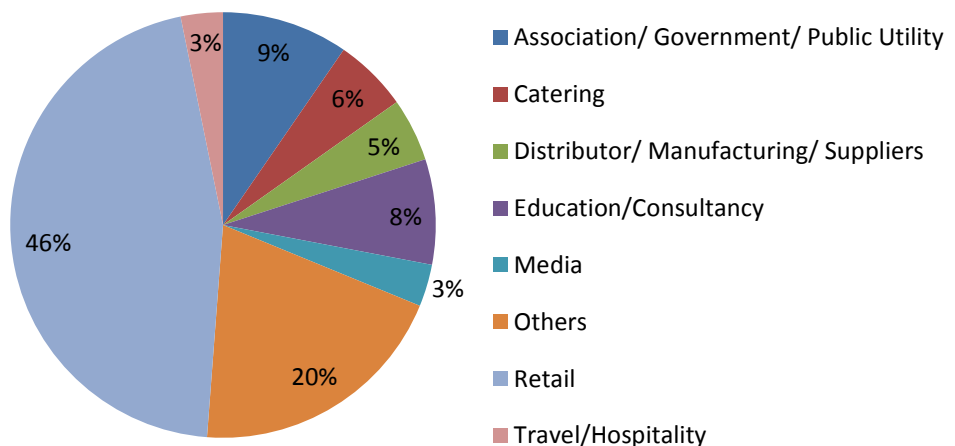
125

Companies

70%

CEO / Managerial Grade

Analysis by Business Category





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About HKRMA

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to present a unified voice for Hong Kong's retail industry. For 30 years the Association has played a vital role in addressing the many issues affecting retailers and by promoting our retail industry through awards, education and training.

Today, the HKRMA is the major retail association in Hong Kong. Our members represent more than 7,800 retail outlets employing over half of the local retail workforce. Members organizations cover various types of retail businesses ranging from beauty products and cosmetics to catering and food, supermarkets, department stores, convenience stores, drug stores, watches and jewellery, fashion and accessories, furniture and home accessories, electronic and electrical appliances, telecommunications, retail (services), and specialty stores, as well as suppliers, wholesalers and industry related service organizations.

The HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) established in 1989. Currently, members of FAPRA cover 17 countries/regions in the Asia Pacific with each being represented by the key retail association.

Our Mission

1. To present a unified voice on behalf of the retail industry with regard to policy and advocating on issues that affect retailers.
2. To exchange and share information on common issues.
3. To raise the status and professionalism of retailing through education and training.

Our Representation

The HKRMA is recognized as the leading organization representing the retail industry in Hong Kong and the body to be consulted on industry related issues. The Association also makes regular submissions to the Government on behalf of its members on issues that affect the retail industry and initiates discussions with members on major policies to ensure that their interests are being heard.



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To : Hong Kong Retail Management Association
Fax : 2866 8380
Enquiry: Ms. Michelle Li (Tel: 2179 9408 / michelle.li@hkrma.org)

REPLY FORM – EXHIBITION

We confirm to join as exhibitor in the 2015 Retail Conference. Our company information is as follows:

Company Name (Eng):		Authorized Signature and Company Chop:
Company Name (Chi):		
Contact Person Info		
Name (Mr. / Ms.):		
Position:		
Tel:	Fax:	
Email:		Date:
Address:		

Terms & Conditions:

1. Please email or fax the reply form to HKRMA to reserve the sponsorship. Exhibition fee should be settled by cheque (made payable to “**Hong Kong Retail Management Association Ltd**”) together with the original reply form on or before 20 April 2015.
2. No cancellation will be accepted after reservation.
3. Company logo should be sent to HKRMA in AI and JPG format together with the reply form. The location and size of the logo are subject to HKRMA's decision.
4. HKRMA holds the final decision to all disputes and reserves the right to amend/ change the Terms & Conditions without prior notice.