



## 7<sup>th</sup> Retail Conference - Success & Sustainability 2015

### 第 7 屆 零售研討會 卓越零售·持續成就 2015

2015 年 5 月 20 日 (星期三) 10:00am – 5:00pm

香港會議展覽中心舊翼 2 樓會議室 S221

由香港零售管理協會主辦，零售業界每年一度的盛事「卓越零售·持續成就」零售研討會踏入第 7 屆，研討會將於 2015 年 5 月 20 日 (星期三) 假香港會議展覽中心舉行。協會邀得多位本地及跨國企業的領袖及商界翹楚，與零售同業分享他們如何為顧客提供獨特的購物體驗，以及成為出色領導者的重要元素。

研討會第一節主題為「全渠道零售 – 革新購物體驗」。全渠道零售為顧客提供嶄新的無縫購物體驗，講者將會分析全渠道零售為行業帶來的影響，以及為顧客提供無懈可擊的服務之餘，亦為零售業帶來新機遇。

在第二節，講者會以「領袖雋言：如何通過順境逆境的考驗」為題，多位獨當一面的商界領袖將會分享他們的事業奮鬥史，如何克服困難及挑戰，帶領企業推向高峰。

<b>第一節 全渠道零售 – 革新購物體驗</b> 上午 10:00 至 下午 12:30	
<b>主講環節</b>	<ul style="list-style-type: none"> <li>➢ 雅虎香港有限公司 香港區市場部總監 劉淑芬女士</li> <li>➢ 騰訊 香港暨台灣辦公室總經理 譚樂文先生</li> <li>➢ 順豐速運集團 順豐集團副總裁 李東起先生*</li> <li>➢ 香港屈臣氏 總經理 張慧屏女士</li> </ul>
<b>討論環節</b>	主持：香港零售管理協會 副主席 鄭偉雄先生
<b>第二節 領袖雋言：如何通過順境逆境的考驗</b> 下午 2:30 至 下午 5:00	
<b>主講環節</b>	<ul style="list-style-type: none"> <li>➢ 香港社會創投基金 創辦人及行政總裁 魏華星先生</li> <li>➢ 昂坪 360 有限公司 董事總經理 關敏怡博士</li> <li>➢ Amorepacific Hong Kong Co. Ltd. 董事總經理 葉豐盈女士</li> <li>➢ 香港電視網絡有限公司 主席 王維基先生</li> </ul>
<b>討論環節</b>	主持：香港零售管理協會 主席 麥瑞琮女士

\*此環節將以普通話進行，研討會內的其他環節以廣東話進行。

### 立即報名可享優惠

#### 協會會員

每張 HK\$355 (1-4 張); 每張 HK\$320 (5 張或以上) [2015 年 4 月 17 日後報名]

#### 非會員

每張 HK\$355 (1-4 張); 每張 HK\$320 (5 張或以上)

買 10 送 1 優惠 (適用於會員及非會員)

查詢：李小姐

電話：2866 8311

電郵：[event@hkrma.org](mailto:event@hkrma.org)

白金贊助



金贊助



銀贊助



媒體伙伴





## 7<sup>th</sup> 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

The “Retail Conference – Success & Sustainability” organized by the Hong Kong Retail Management Association is entering its 7<sup>th</sup> year. This key annual retail industry forum will be held on 20 May 2015 (Wednesday) at Hong Kong Convention and Exhibition Centre. A number of high profile speakers from the local and international retail and related organizations will share their innovative ideas and management wisdom in providing unique shopping experience to customers and the keys of being a successful leader with fellow retailers.

In the first session, “**Omni-channel Retailing: A Revolutionized Shopping Experience**”, speakers from reputed companies will expound upon different aspects of omni-channel retailing and its impact on business, and exploring how this trend can create prospering business opportunities and a brighter future for the retail industry.

In the second session, “**In their own words: How business leaders sail through ups & downs**”, business elites will not only share their personal stories on overcoming obstacles and challenges in the course of their career life, but also shed light on essential attributes of a successful leader and their winning tips to bring business to a higher level.

<b>Session 1: Omni-channel Retailing: A Revolutionized Shopping Experience</b>	
10:00am – 12:30pm	
<b>Guest Speakers</b>	<ul style="list-style-type: none"> <li>➤ Ms. Tania Lau, Marketing Director, <b>Yahoo! Hong Kong Limited</b></li> <li>➤ Mr. Norman Tam, Head of Hong Kong and Taiwan Offices, <b>Tencent</b></li> <li>➤ Mr. George Li, Group Vice President of SF Express, <b>SF Express Group*</b></li> <li>➤ Ms. Diane Cheung, General Manager, <b>Watsons Hong Kong</b></li> </ul>
<b>Panel Discussion</b>	Moderator: Mr. Thomson Cheng, Vice-Chairman, <b>Hong Kong Retail Management Association</b>
<b>Session 2: In their own words: How business leaders sail through ups &amp; downs</b>	
2:30pm – 5:00pm	
<b>Guest Speakers</b>	<ul style="list-style-type: none"> <li>➤ Mr. Francis Ngai, Founder &amp; CEO, <b>Social Ventures Hong Kong</b></li> <li>➤ Dr. Stella Kwan, Managing Director, <b>Ngong Ping 360 Ltd.</b></li> <li>➤ Ms. Fion Ipp, Managing Director, <b>Amorepacific Hong Kong Co. Ltd.</b></li> <li>➤ Mr. Ricky Wong, Chairman, <b>Hong Kong Television Network Limited</b></li> </ul>
<b>Panel Discussion</b>	Moderator: Ms. Caroline Mak, Chairman, <b>Hong Kong Retail Management Association</b>

\* Presentation will be conducted in Mandarin while other sessions will be in Cantonese.

### REGISTER NOW TO ENJOY DISCOUNTS

#### HKRMA Member

HK\$355/ticket (1-4 tickets); HK\$320/ticket (5 tickets or above) [after 17 April 2015]

#### Non-Member

HK\$355/ticket (1-4 tickets); HK\$320/ticket (5 tickets or above)

#### Bulk purchase discount

Buy 10 get 1 free [applicable to both member and non-member]

Enquiry : Ms. Li | Tel : 2866 8311 | email : [event@hkrma.org](mailto:event@hkrma.org)

Platinum Sponsor



Gold Sponsor



Silver Sponsor



Media Partner





## 7<sup>th</sup> 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

#### 報名表格 Enrollment Form

Company 公司名稱 : \_\_\_\_\_  
 Contact Person (Mr./Ms.) 聯絡人 (先生/女士) : \_\_\_\_\_ Position 職位 : \_\_\_\_\_  
 Tel 電話 : \_\_\_\_\_ Fax 傳真 : \_\_\_\_\_  
 Email 電郵地址 : \_\_\_\_\_ Category 行業 : \_\_\_\_\_

	Details 購票資料	Session1 第一節數量	Session 2 第二節數量	Session 1+2 第一節 + 第二節		Price per session 票價 (門票以每節計)			TOTAL 合共
						1-4 tickets 1-4 張		5 tickets or above 5 張或以上	
Member 會員	After 17.4.2015 17.4.2015 以後報名		+	=	x	@ \$355	或	@ \$320	= \$
Non-member 非會員	Original Price 原價		+	=	x	@ \$355	或	@ \$320	= \$

For any purchase of 10 tickets or above, you can enjoy **buy 10 get 1 free discount**

凡購買門票 10 張或以上，可享 **買 10 送 1 優惠**。

Please mark the quantity of **FREE ticket(s)**

請填寫 **免費門票** 數量 第 1 節 x \_\_\_\_\_ | 第 2 節 x \_\_\_\_\_

Name of Participant (Mr./Ms.) 出席者姓名 (先生/女士) (如不敷應用，請另紙書寫)	Position 職位	Session (please ✓) 參加時段 (請以✓表示)	
		Session1 第一節	Session2 第二節
1.			
2.			
3.			
4.			
5.			

#### Payment Method 付款方法：(請✓以下一項並填妥所需資料)

Cheque No. 支票號碼: \_\_\_\_\_ Bank 銀行: \_\_\_\_\_

American Express 美國運通卡(AE)

Card no. 美國運通卡號碼 \_\_\_\_\_

Card holder 持咭人姓名 \_\_\_\_\_

Expiry Date 有效期至 \_\_\_\_\_

Signature 持咭人簽署 \_\_\_\_\_

The information collected from your company will be used for purpose of processing your company's application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company's data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association's above activities which are organized by the Association's business partners. The Association shall not so use the data unless with your company's consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).

We  agree /  do not agree the HKRMA to use the information for the above promotional purposes.

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: \_\_\_\_\_

Address 地址: \_\_\_\_\_



### Application procedures

1. Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post.
2. Mailing address: 7/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

### Terms & Conditions

1. Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.
2. For purchase more than 15 tickets, registrations will be put under waiting list. HKRMA will notify the applicants separately.
3. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.
4. No refund for cancellation.
5. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.
6. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.
7. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.

### Data Privacy Statement

The information collected from your company will be used for purpose of processing your company’s application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company’s data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association’s above activities which are organized by the Association’s business partners. The Association shall not so use the data unless with your company’s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email ([event@hkrma.org](mailto:event@hkrma.org)) or by fax (2866-8380).

### 報名程序

1. 請將填妥的報名表格以電郵或傳真方式交回協會，隨後可將報名表格正本連同支票，以郵寄方式遞交（支票抬頭：香港零售管理協會有限公司）。
2. 郵寄地址：香港銅鑼灣禮頓道33-35號第一商業大廈7樓。

### 條款及細則

8. 活動名額有限，以先到先得方式安排，如未能成功報名者，本會將個別通知有關人士。
9. 如反應踴躍，購買 15 張以上門票之報名將被列入後補名單，由協會作另行通知。
10. 費用須於截止報名日期前繳交，否則報名無效。報名一經接納，本會將於活動舉行日期前2個工作天，向成功申請人士發出電郵確認書。
11. 報名一經接納，概不退款。
12. 如欲將參加名額轉讓予他人，必須於活動前3個工作天以書面通知協會。
13. 如活動當日上午7時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，全日活動 (9:30am-6:00pm) 及上午活動 (9:30am-1:00 pm)將會取消。當日下午1時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，下午活動 (2:30pm-6:00pm)將會取消。如活動被取消，協會將視乎情況而決定是否另行舉辦，並保留一切最終決定權。
14. 協會有權拒絕任何申請、取消或更改活動安排，並保留一切最終決定權。