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14 March 2019

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8:30 am – 5:30 pm



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Office of the President of the Republic of the Philippines

My warmest greetings to the organizers, exhibitors and participants of the 2nd Philippine Retail Summit.

I commend Retail Associates for creating a platform for over 300 retailers and business owners to share their insights on best practices and standards involving key industry trends and sector-specific insights in the global and Philippine market. This trade show forges stronger partnerships between local and international businesses as they adapt to rapid changes in consumer behavior.

May this gathering of industry leaders and innovators result in an inclusive and dynamic approach that improves your sector and empowers stakeholders to contribute to the nation's socio-economic development.

I hope that this occasion will inspire your organization to remain a steadfast partner of the government in ensuring the sustainable growth of our economy. I call on you to stay committed to this noble mission of uplifting the lives of our people.

I wish you a successful and fruitful event.

RODRIGO ROA DUTERTE
President of the Philippines



Office of the Vice President of the Republic of the Philippines

Greetings to the delegates and guests of the 2nd Philippine Retail Summit as you come together for this year's activity.

Cooperation is key to achieve the shared vision of sustainable development and we are fortunate to have you as an ally in building a better nation. We laud your commitment to bring together stakeholders in the industry to encourage unity and foster camaraderie.

Efforts like these are what brings together industry stakeholders. It highlights the significance of solidarity in our pursuit for inclusive growth. May it serve as a reminder of the importance of working together towards a common goal, especially in our quest to strengthen the support for the retail industry.

We hope this summit will further build your brand and your network in the industry. Continue to innovate and develop until you leave a lasting mark in the business industry.

Congratulations and may you have a productive convention.

Mabuhay kayong lahat.

LENI ROBREDO
Vice President of the Philippines

M E S S A G E

M E S S A G E



Helping you build your business better.



Senate of the Philippines

My heartfelt felicitations to organizers, exhibitors and participants of the 2nd Philippine Retail Summit.

The retail industry plays a critical role in the success of our country's economy. I cannot overemphasize how you all contribute to making our economy more robust. You are a constant presence in the astounding value chain that fuels our economic activities in both the public and private sectors, not least the local businesses.

You are showcasing the best solutions the industry has to offer. The convention should provide excitement and serve as an impetus to all of you to not only develop the newest and latest innovation already available but to ensure that you adapt them to our country's unique needs.

I challenge you to be a step ahead by being attuned to your consumers' needs. Only by so doing will you be able to identify the best solutions offered in the marketplace and bring them to our countrymen.

I wish all of you great success in the years ahead.

Mabuhay kayong lahat!

VICENTE C. SOTTO III
Senate President

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Senate of the Philippines

Greetings and welcome to the 2nd Philippine Retail Summit!

I must congratulate the Philippine Retail Summit team for again mounting this show, as it offers such an exciting array of opportunities for dynamic growth and partnerships, between local and foreign, and private and public sectors. I only have appreciation for this as a businessman myself, and indeed I hope my legislative efforts to pass the Ease of Doing Business Act will prove helpful to our local participants here. With this law in place, streamlining the transaction period between business operators and the government, I hope that our local retailers will be able to develop more productive processes going forward.

In this space of dialogue between major retail players from across the globe, I enjoin participants to use the Philippine Retail Summit as a means of broadening your vision, your conception of the consumer, and your role as socially responsive and responsible forces. In this rapidly changing world with its rapidly changing market, this summit allows for an avenue of open dialogue, where your diverse observations, processes, and experiences will cohere and give shape to the emergent consumers of the new generation.

I have high hopes that this event will illuminate more innovative approaches to sustainable retail operations. For my part, trust that you have in me an ally in your work toward a better market for all!

JUAN MIGUEL ZUBIRI
Senate Majority Leader

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M E S S A G E

As the Philippines continues its growth story, its effects are now being felt by our people. Our GDP growth was at 6.2 percent for 2018, which was partly supported by Household Spending growth at 5.6 percent. Likewise, Services had a 6.6 percent growth for last year and under this, Retail Trade expanded to 5.9 percent. We would like to point out that in 2010-2015, Services growth averaged 6.5%, but this improved to 7.0% in 2016-2018. Meanwhile, our Retail trade grew by 6.6% per year on average during 2010-2015 but improved to 6.7% in 2016-2018.

All these show that now is the time for retail businesses to take advantage of our country's growth story. The 2nd Philippine Retail Summit is the ideal platform to discuss not only the ongoing changes and trends around the world that is set to disrupt retail but also within our country. With speakers from the biggest global brands present, local and international players in the retail industry will take on the future of retail business in the Philippines.

The Department of Trade and Industry (DTI) is doing its part to strengthen our local retail industry through its promotion, while also ensuring the protection of our consumers. On the retail front, we are pushing for the amendment of the Retail Trade Liberalization Act that would allow more players to enter the market and provide more choices for our consumers. Likewise, we are strengthening consumer protection through our Consumer Care Hotline, 1-DTI (1-384), and other advocacy programs.

We also plan to amend the Consumer Act of the Philippines (Republic Act 7394), the Price Act (RA 7581), and the Standards Law (RA 4109) to make them more relevant to the times while also strengthening DTI's powers to protect consumers. For the Consumer Act, we seek to push for amendments that include the inclusion of any form of consumer transaction done electronically or digitally. For the Price Act, we need to update vague and outdated provisions such as the list of products listed under basic and prime commodities, as well as the implementation of the Suggested Retail Price (SRP). Lastly, for the Standards Law, we need to include provisions that are necessary to foster a quality and safety-oriented marketplace.

DTI thanks the support given by the private sector to the retail industry through initiatives like the Philippine Retail Summit. We hope that our retail businesses can learn a lot from this year's event so that they can apply it to their own enterprises. By working together, we can realize the vision of President Rodrigo Roa Duterte: a Philippines where all Filipinos will have a better quality of life for themselves.

Thank you and mabuhay!

RAMON LOPEZ
Secretary, DTI

We are pleased to provide the Undersecretary the here under official message for the upcoming 2nd Philippine Retail Summit on 14 March 2019 at SMX Aura Convention Center, Taguig City.

The 2nd Philippine Retail Summit has become one of the most prestigious events for the local and international business community as it continues to recognize the strength dynamism, resilience of Filipino retailers and enterprises who take the lead in founding and operating sustainable and successful enterprises while responding to the needs of new generation of customers.

The Department of Trade and Industry congratulates the organizers and the team behind the 2nd Philippine Retail Summit as this kind of event supports the Department's commitment in developing and promoting micro, small and medium enterprises while providing quality products and services to its customers.

It is therefore, encouraged that this public and private sector collaboration be sustained to continually provide timely and appropriate venue to capacitate our Filipino entrepreneurs to be more competitive and relevant in the midst of emerging technological breakthroughs and changing business landscape.

Thank you and more power to all.

ZENAIDA MAGLAYA
Undersecretary, DTI



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Welcome and thank you for attending the 2nd Philippine Retail Summit!

The Philippine Retail Summit has displayed an immense success last 2018 in gathering the major retail brands and prominent business leaders in the country. It brought magnanimous influence in the industry that refined the current state of retail operations.

Guided with the vision of simplifying business and empowering people, Retail Associates continues to be the beacon for informing the retail industry with the trend and threats of businesses through the Philippine Retail Summit.

Thus, in behalf of the team, we are glad to present to you, the 2nd Philippine Retail Summit, with a theme "#GenCX: The Ultimate Retail Disruptor". Heavily influenced by the shift in consumer behavior, this year's PRS is equipped with a well-curated agenda outline, and frontier speakers from global and local brands that defined relevant strategies and insights towards the customers of today. All of these are drawn to support the Filipino retail community and their initiatives for growth.

Again, thank you for attending and we are in high hopes that the learnings, opportunities and networks you have built will be amplified in your respective businesses, in the realm where customer experience is prime.

Bo Lundqvist
Event Chairman-Philippine Retail Summit
President - Nordcham
President and CEO - Retail Associates Corp.

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On behalf of IKEA Philippines, I would like to congratulate the Philippine Retail Association for organising their second summit and approach the current and future challenges of retail business in the Philippines.

New generation consumers have indeed disrupted the retail landscape dramatically. Changes in available technology, communication touchpoints, sources of information, all these and more provided the consumers with so many options to satisfy their retail needs.

This year's Philippine retail Summit is dubbed as #GENCX The Ultimate Retail Disruptor, a fitting area of discussion with the changes happening in the retail environment. In November last year, we announced that IKEA is coming to Manila in 2020. As we prepare to open our doors to the many Filipinos, retail disruption is one factor we consider in every aspect of our market entry. How do we reach the many in today's changing retail environment – is a huge store the answer, is our e-commerce enough, do we do social commerce, do we talk mostly using digital tools?

Attending a venue such as the Philippine Retail Summit means you may probably also find answers to many of your questions. With the knowledge from all other speakers and participants, I believe this is one good opportunity to learn how to tackle the disruption and grow your business in the Philippines in a sustainable way.

I am inviting all of you already now to join IKEA's journey to create a better everyday life for the many people.

Best regards to all delegates of the Philippine Retail Industry

Georg Platzer
Market Development Manager
IKEA Philippines





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To all the participants, exhibitors, and sponsors of the 2nd Philippine Retail Summit: thank you for joining this event, and congratulations. Anyone who decides to devote one day to learning industry best practices and insights clearly understands how the retail world is changing, and deeply values its customers.

These are times of great transformation in retail. Digital disruption is accelerating change, and consumer expectations are evolving quickly. To ensure repeat business, retailers need to put their customers' desires at the heart of everything they do. They need to shift their focus from product selection and efficiency, to customer experience: delivering unique, engaging, personalized interactions which make the customer feel special.

This summit is the perfect place to understand this transformation, and to acquire the strategies and technologies needed to deliver the experiences consumers demand. Retail Associates have for a long time distinguished themselves with their knowledge of the retail industry. Their ability to understand market changes has helped them keep their customers always on top of trends. We are proud of their successes, and happy to call them part of the LS Retail ecosystem of partners as valued Platinum Partners.

I trust that this event will leave you inspired, energized, and confident in a successful business future

Magnus Norddahl
CEO & President - LS Retail

Retail Powerhouses Join Forces Towards #GENCX Revolution

The Retail Environment is on a great shift without the customers realizing it. The constant search for quality and improvement defined the standards of the retail environment years ago. Now, the customer's journey is more complex than ever. They are now much more knowledgeable with the product and brand. They are now entitled to choices which makes it easier to transfer stores and switch brands for better experience, lower price or enhanced service.

Today, "experience" shapes the future of business – and its accelerating beyond expectations.

Quality and value is indispensable but does not define returns. Experience does.

Meet the GenCX, The Ultimate Retail Disruptor.

The advancement of internet and introduction to new technologies changed the retail panorama in a blink. A multi-device, multi-screen, and multi-channel breed of consumers emerged. These customers expect a unified service or experience, regardless of the channel they choose; they are willing to move seamlessly between channels whether physical store, online, and mobile – they are the #GenCX. They are not just the Millennials and Generation Z, as they can be the baby boomers or Gen X ordering products online. Hence, #GenCX is not a traditional demographic – they are a group of consumer that becomes more sophisticated. They could be everyone that craves experience and satisfaction over their purchase. They are the customers of today, regardless of the demographics.

Highlighting the Generation of Customer Experience (#GenCX), a.k.a the modern customers of the digital era as the main culprit for the retail disruption, brands have come together to exchange valuable insights in curating formats and framework to deliver the best customer experience possible through the 2nd Philippine Retail Summit.

The Speakers & #GenCX Panelists

Taunted as the Philippine's newest wave of retail show, the 2nd Philippine Retail Summit is expecting 300 delegates from 100+ companies led by speakers and influencers from brand giants including Arline Adeva, (AVP for Brand Communications, PR and Digital Marketing – **Jollibee Foods Corporation**), Regina Saquin (Head of Customer Experience – **ZALORA Philippines**), Herns Hermida (Business Group Lead – **Microsoft**) Ash Mandhyan (Head of Client Solutions – **Facebook Philippines**), Samuel Jeanblanc (Market Lead - **Google Philippines**), Jonathan Yabut (**The Apprentice Asia Winner** and Founder of **JY Consultancy & Ventures**) and Bo Lundqvist (President & CEO – **Retail Associates**) with Alvin Ching (CEO – **Lazada Philippines**) as the keynote speaker.

Also included are credible representatives of #GenCX as panelists in an interactive discussion wherein lead influencers would represent the new age customers in feeding significant information vis-à-vis the emerging market of Customer Experience. Dani Barretto Lifestyle influencer, Peter Jan Icogo, Tech Blogger from GizGuide, Kian Kazemi Restaurateur from Kite Bar, Lobo and Persia Grill, Jill Tan, Entrepreneur and Food Blogger from The Food Scout and Grace Maulion, Entrepreneur and Writer from Tipid Mommy.

This Inventive approach to this year's PRS includes the two-way presentation of arguments and insights – one from #GenCX strategists, and two, social media influencers from the #GenCX itself.

Retailers will be able to comprehend the disruption in both ways and will be able to adapt lessons from different facets of retailing. This blueprint of retail is imperative in devising strategies and reference on how to approach the new market, in building the best CX.

The Newest Wave of Retail Show

As a beacon for enhanced customer experience, this year's Philippine Retail Summit kicks off a grander, ingenious, and more influential event this year.

Diverting from the typical seminar format, Retail Associates, the force behind the Philippine Retail Summit envisions an interactive and valuable congregation for its partners, members, and delegates. Shifting the focus on the learning and credibility of its speakers, the Philippine Retail Summit envisions to deliver only the most relevant retail knowledge within the core of helping the Filipino retail community to foster and advance towards a healthy economy.

In the realm of digital retail, in a battlefield of the best products, competing with the best offers possible, learn to differentiate your brand and use customer experience to take the upper hand.

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E V E N T P R O G R A M

Time	Duration	Topics (subject to change)	Speaker (subject to change)	Company / Organization
8:00 - 9:00 am	60 mins	Registration and coffee		
9:00 - 9:10 am	10 min	Invocation and National Anthem	Ivy Bumanglag, Vice-President Retail Associates	Retail Associates
9:10 - 9:25 am	15 min	Welcome Remarks	Bo Lundqvist - President and CEO Retail Associates & NordCham	Retail Associates & NordCham
9:25 - 10:05 am	40 min	Keynote Speaker: #GenCX: The Ultimate Retail Disruptor	Alvin Ching, VP & Seller Engagement Head Lazada Philippines	Lazada Philippines
10:05 - 10:45 am	40 min	Session 1: Understanding the purchase decisions and influencers of today's Gen CX Shoppers	Jonathan Yabut, Managing Director JY Consultancy Ventures	JY Consultancy Ventures
10:45 - 11:25 am	40 min	Session 2: Leveraging online platforms with Gen CX	Regina Saquin, Head of CX Zalora	Zalora
11:25 am - 12:05 pm	40 min	Panel discussion: Redefining shopping convenience with Gen CX	..	Social influencers / Lifestyle Bloggers
12:05 pm - 1:10 pm	65 min	Lunch break		
1:10 pm - 1:50 pm	40 min	Session 3: Micro-moments in Retail	Samuel Jeanblanc YouTube / Google	YouTube / Google
1:50 pm - 2:30 pm	40 min	Session 4: Digitalizing Retail	Herns Hermida, Business Group Lead Microsoft	Microsoft
2:30 - 3:10 pm	40 min	Session 5: The Science of Virality	Ash Mandhyan, Client Solutions Head Facebook	Facebook
3:10 - 3:30 pm	20 min	Networking / Coffee Break / Raffle		
3:30 - 4:10 pm	40 min	Session 6: Building brand love in the Food Service Industry	Arline Adeva, AVP - Brand Comms, PR Jollibee	Jollibee
4:10 - 4:50 pm	40 min	Panel discussion: New generation of diners		Social influencers / Food Bloggers
4:50 - 5:00 pm	10 min	Raffle draw / Closing Remarks	..	Retail Associates



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Alvin Ching - *Keynote Speaker*

VP & Seller Engagement Head – Lazada Philippines



He started out in the field of Information Technology with multinationals Procter & Gamble and Hewlett-Packard. There he learned how technology is a powerful enabler of business if done right, and how important a customer service mindset is critical to making the right decisions. He has spent most of his corporate career in Singapore before returning home to the Philippines to join ridesharing startup Uber to lead Strategy & Planning for its customer support arm. This year, he joined Lazada because he believes in the opportunity of e-commerce and especially for the Philippines and he is excited to share this with us today.



Jonathan Yabut

The Apprentice Asia Winner and founder of JY Consultancy & Ventures



Jonathan Yabut is the proud Filipino winner of the hit Asian reality TV show, The Apprentice Asia. For winning the show, he served for 1 year as Chief of Staff of Air Asia reporting directly to Malaysian business mogul, Tony Fernandes based in Kuala Lumpur.

Born and raised in Manila, Jonathan is a multi-awarded marketer and HR professional with over 10 years of experience in Southeast Asia. Dubbed as "Asia's Millennial Guru", he is Asia's leading motivational speaker on topics involving leadership, talent of development Gen Y workers, and office productivity.

Jonathan is the author of three best-selling motivational books, "From Grit to Great" (2015), "Fast Forward" (2017), and "Single, Taken, Or Building My Empire" (2019), which offers career tips and advice for aspiring corporate millennials. By record, he is the only Filipino author today able to penetrate the Southeast Asian markets of Malaysia, Singapore, Vietnam and Indonesia as a certified best-selling author. Jonathan today is the founder and managing director of his marketing consultancy firm, The JY Consultancy & Ventures, which offers marketing and talent optimization services to start-ups and Fortune 500 companies in Asia.





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Samuel Jeanblanc

Market Lead



A 5-year Googler, Samuel Jeanblanc is currently managing the Emerging Client team in the Philippines. Based in Europe before moving to Asia two years ago, his goal is to help Filipino businesses grow with Google, as the country is digitizing fast. An eager diver, surfer and hiker, his favorite locations are Siargao, Coron and the mountains near Baguio.



Arline Adeva

AVP for Brand Communications, PR and
Digital Marketing Jollibee Foods Corporation



Arline has been with Jollibee Foods Corporation (JFC) for 10 years, leading the PR department of the company's flagship and well-loved brand, Jollibee. As the Assistant Vice President and head of the Brand communications, PR and Digital Marketing team, she is overseeing all the publicity requirements of the Jollibee brand with her team, the staging of major company milestones and consumer events, managing the brand's social media assets, forging strategic brand collaborations.



Regina Saquin

Head of CX

ZALORA

Regina champions the customer voice at ZALORA, ensuring that teams across the organization adopt a customer mindset to deliver a seamless experience across the shopping journey.

With a background in consumer insights, having worked with packaged goods manufacturers and tech retail startups to understand their customers, she seeks to build the relationship between brands and customers by focusing on key touchpoints. Regina leads customer experience in ZALORA, advocating for and enhancing the online shopping experience.





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Ash Mandhyan

Head of Client Solutions
Facebook Philippines

facebook.

Ash is the Head of client solutions for Facebook in the Philippines, matching business objectives with appropriate strategies, and digital tools. With a background in digital retail for over 10 years, having worked as the business unit head for marketing and e-commerce under SM Prime Holdings, a Director for a performance marketing agency, and as the VP for operations at Lazada Philippines, prior to joining Facebook. Ash is a performance marketer that has built brands and rendered ideas that are among today's ecom realities in the Philippines.



HERNs Hermida

Business Group Lead – Cloud and Enterprise
Microsoft Philippines

 **Microsoft**

HERNs is the business group lead of the Cloud and Enterprise business of Microsoft Philippines. He oversees the marketing, sales and operations of key Microsoft solutions such as Microsoft Azure, the Microsoft Windows Server platform, Microsoft SQL Server and application platforms, Microsoft System Center suite of management solutions, data analytics, and information / data security, blockchain, gaming in the cloud and AI. He is an IT industry veteran of 25 years and has worked with Fortune 500 companies as well as local established systems integrators, vendors and start ups; in various roles in technical support, training, systems, network, data center and hybrid cloud infrastructure, marketing and business development. He has been with Microsoft for the past 6 years starting in 2012.





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