



Natural & Organic Asia

SHOW GUIDE

7 – 9 SEP 2021 | HKCEC



Organiser:



informa
markets

Major Supporters:

InvestHK



HONG KONG
TOURISM BOARD
香港旅遊發展局



Meetings &
Exhibitions
Hong Kong



HONG KONG HOTELS ASSOCIATION
香港酒店業協會

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Natural & Organic Asia



www.NaturalandOrganicAsia.com

Hygiene Precautions

To enhance health and safety standards at Natural & Organic Asia 2021, 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.



<http://www.naturalandorganicasia.com/coronavirus/>

Official Hygiene Sponsors :



BLASTIK



CHAMPION



SARAYA



Informa AllSecure Measures



ENHANCED CLEANING



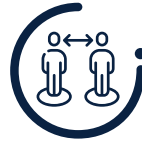
PERSONAL
HYGIENE



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 NOA?



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 Food and Wine Tastings



Wash hands before and after
the event



Food or beverage consumption will
only be allowed in designated
tasting / catering areas.



No spittoons are allowed.
Lidded paper cups for spitting
will be provided as substitute

During Conferences and Seminars



Maximum 4 seats at each table



Tables are at least 1.5m apart



Buyers should dispose used lidded
paper cups in a designated
rubbish bin



General Information

Date and Opening Hours

7 – 8 Sep (Tue-Wed) 10:30 – 18:30
 9 Sep (Thu) 10:30 – 17:00

Venue

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 “HKCEC_Free_Wifi” network and click on “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 electronic devices.

For Enquires

Organiser:



+852 2827 6211

visit@naturalandorganicasia.com

www.naturalandorganicasia.com

Follow us on :



Major Supporters:





Natural & Organic Asia Academy

Location: HALL 5B

Growing awareness of health and wellness is fueling demand for natural and organic products in Asia. Countless of regional distributors and retailers are tapping into the natural and organic trend, but in face of uncertain challenges of this emerging industry sector, how should businesses prepare themselves to secure success?

PROGRAMME

Day 1 - 7 Sep 2021

12:30-12:35 **Opening Remarks** (English)



Ms Sindy Wong
Head of Tourism and Hospitality of Invest Hong Kong



Sustainability Forum (English)

12:35-13:20 **Sustainability Trends for the Foodservice Industry**



Ms Heidi Yu Spurrell
CEO of Food Made Good HK



13:20-13:40 **Sustainability Case Sharing - SOILABLE Straws**



Mr Wan Chi Wing Don
Director of Jetwell GreenTech Limited



Lunch Break

The Bar World of Tomorrow Stage Takeover by Pernod Ricard (English)

15:00-15:30 **Pernod Ricard Sustainability Programme - Bar World of Tomorrow Introduction**



Mr Leon Navaretna
Project Manager of Sustainability and Responsibility of Pernod Ricard Asia



Ms Heidi Yu Spurrell
CEO of Food Made Good HK



Major Supporter:



Sustainability Forum Sponsor:



15:30 - 16:20 **What are Hong Kong's F&B Sector Doing to Address Sustainability?**

Moderators:



Mr Leon Navaretna
Project Manager of Sustainability and Responsibility of Pernod Ricard Asia



Ms Heidi Yu Spurrell
CEO of Food Made Good HK



Speakers:



Mr Agung Prabowo & Mr Roman Ghale
Co-Founders of Penicillin



Chef Richard Ekkebus
Director of Culinary Operations and Food & Beverage of The Landmark Mandarin Oriental



Ms Germaine Woon
Head of Marketing & Communications of JIA Group



Mr Alex Ko
Beverage Development Manager of Tastings Group



Ms Malique Goldin
Head of Partnerships of Black Sheep Restaurants



16:20 - 17:00 **Sustainable Cocktail Workshop and Sustainable Cocktail Demo**



Mr Alex Ko
Beverage Development Manager of Tastings Group



Day 2 – 8 Sep 2021

Everything Ketogenic Diet 生酮飲食全方位 (Cantonese)

12:30–13:00 **Keto Diet – Our New Healthy Lifestyle**
生酮飲食 - 新生活態度



Ms Iris Tung & Mr Tim Wong
Co-Founders of Good Life Hunting



13:00–13:30 **Strategic Keto Diet Planning**
生酮全方位策略



Ms Zoe Li
Founder of Zolar Fitness



13:30–14:00 **How to Use Keto Food Plan to Kickstart Your Gut Health and Improve Skin Quality**
如何運用生酮飲食啟動腸道健康並改善皮膚質素



Mr Cavan Chan
Functional Medicine
Certified Health Coach



Ms Suphia Ng
Founder of Suphia's Functional Foods



Total Health & Wellness Solutions (English)

14:00–14:30 **Health Food and Dietary Supplement Trends in 2021 and Beyond**



Dr Jennifer Wan
Council Member of Hong Kong Health Food Association



Ms Joanne Cheung
Vice President of Hong Kong Health Food Association



14:30–15:00 **Future of Plant-based and Alternative Food**



Mr Felix Wong
Senior Analyst,
Euromonitor International



15:00–15:30 **Metabolic Flexibility & Intermittent Fasting**



Mr Nobin K. John
Board Certified Functional
Medicine Health Coach &
Co-Founder of Orka Wellness
and Orka Wellness Café



15:30–16:00 **How Chinese Food Therapy Decode the West – Coffee**



Ms Samantha Wan
Certified Chinese Food Coach



16:00–16:30 **Fermentation of Fruits and Vegetables – The Added Benefits on Your Gut Microbiome**



Ms Kennie Siu
Co-founder and Nutritionist of
Natural Plus and Lecturer on
Nutrition of Tung Wah College



16:30–17:00 **Sri Lanka Organic Products – Trends & Opportunities**



Mr Harini Perera
Director of V Brands Limited
(Sri Lanka Product Specialist)



17:00–17:30 **Harnessing the Power of Biomimicry and Nanotechnology in Agriculture**



Mr Ray Lok
Founder & CEO of Full Nature
Farm (H.K.) Ltd.



Day 3 – 9 Sep 2021

Business the Natural Way (English)

13:00–13:30 **Organic Market in Hong Kong under Covid-Pandemics**



Professor Jonathan Wong
Director, Hong Kong Organic
Resource Centre



13:30–14:00 **China Digital Marketing Strategy for Cross-border e-Commerce Marketplace**



Mr Sherman Ma
Business Director, As
Healthway International
Limited (Wechatbiz)



14:00–14:30 **Why is it so Hard to Source Green Packaging**



Ms Sonalie Figueiras
Founder & CEO at Green
Queen, Ekowarehouse &
SourceGreenPackaging.com

green queen



Business The Natural Way

Since 2014, Natural & Organic Asia (NOA) has been the leading trade platform for all things natural and organic, convening regional professionals with a shared vision – to make business ethical and lives sustainable. Just as the Asia natural and organic market, there is no limit to what we can accomplish as the fastest growing natural and organic tradeshow in Asia – and it is this natural motivation that drives us forward.



SUPPORTING ASSOCIATIONS:



MEDIA PARTNERS:



green queen



LIV MEDIA



SUSTAINABILITY PAVILION

(5B-801 to 5B-807)

Sustainability Pavilion

Powered by Food Made Good HK

Riding on last year's success, The Sustainability Pavilion powered by Food Made Good HK will return at Natural & Organic Asia with more sustainable related food products and services as well as sustainably minded recipes. F&B buyers are welcome to experience the best of food sustainability!

Co-organiser:



Exhibitor List

Booth No.	Company Name
5C-113	ALPHABET BEAUTY CORPORATION LTD
5B-803	BEAMS CO LIMITED
5C-104	BECHE NUTRACEUTICAL
5B-601	BHUTAN - NATURAL TASTE OF THE HIMALAYAS
5B-601	BHUTAN GREEN PRODUCTS
5B-601	BHUTAN HERBAL TEA, BUMTHANG
5B-601	BHUTAN HERBAL TEA, PARO
5B-601	BHUTAN LIVESTOCK DEVELOPMENT CORPORATION LIMITED
5B-807	CEDER
5C-204	COCONUT MATTER LIMITED
5C-206	CONTITEX COMPANY LTD
5B-805	CURTICE BROTHERS
5B-601	DRUKSELL
5C-115	EASY LINKS MANAGEMENT CO LTD
5C-210	EROS HK CO LTD
5C-100	ETTASON (H.K.) LTD
5C-105	EUROPEAN BEDDING (HK) LIMITED
5B-806	FOOD MADE GOOD HK
5B-802	GREEN MASS LIMITED
5C-214	HAPPY FAVOUR LIMITED
5C-226	HONG KONG ORGANIC RESOURCE CENTRE
5C-216	HONG KONG TRIOK CO LTD
5C-200	HOUSE OF PURE ESSENCE LIMITED
5C-202	HUNG RA ANA GROUP COMPANY LIMITED
5B-804	JETWELL GREENTECH LTD
5B-705	JIREH INTERNATIONAL HEALTH LIMITED
5B-707	JOINLUCK CORPORATION LIMITED
5B-605	MARTOSCA ASIA PACIFIC LIMITED
5B-704	MASTER INTERNATIONAL CO.
5C-212	NANO AND ADVANCED MATERIALS INSTITUTE LIMITED
5B-714	NATNATCOCO INTERNATIONAL LIMITED
5B-607	NATURAL PLUS JK CLUB
5C-110	NATURESPUS
5C-106	NOVOLAND LLC
5B-703	OASIS FOODS LTD
5B-615	ORGANIAC
5C-121	ORGANIC MAMA LTD
5B-713	ORGANIC TASTE CO LTD
5B-601	ORGREENIC FOOD
5B-711	ORKA WELLNESS LTD
5B-712	PASSION FOOD TRADING LIMITED
5B-700	PEEBA
5C-111	SCENTIQUE LTD
5C-101	SKIN CORNER LIMITED
5B-801	SPICEBOX ORGANICS LIMITED
5C-117	SUPHIA'S LIMITED
5C-116	SUSTAINABLE PLANET LIMITED
5C-102	SVP ESSENTIAL HEALTH LIMITED
5C-228	THE HONG KONG HEALTH FOOD ASSOCIATION
5B-706	TOP QUALITY DEVELOPMENT CO., LTD.
5B-611	V BRANDS LIMITED
5B-717	W INTERNATIONAL INVESTMENT LTD
5B-710	WAKKA INTERNATIONAL CO. LTD
5B-601	YIGA CHOCOLATE, THIMPHU
5C-107	ZERO YET 100

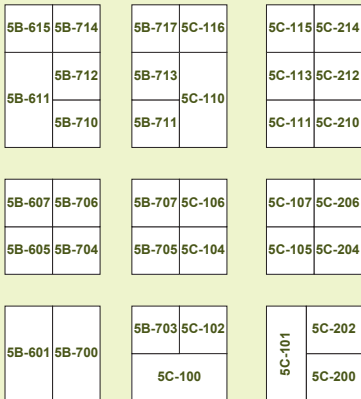
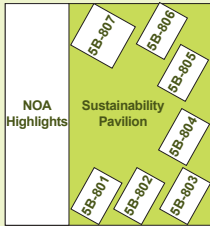


**Designated
Tasting Area C**

**NOA
Academy**

**Business
Match-
making**

**KOL
Live Streaming
Station**



**Natural &
Organic
Asia**

↑
5C

KETO PRODUCTS MADNESS @NOA KETO VILLAGE

The keto diet is a low-carbohydrate, high-fat diet that was originally used to treat epilepsy, known as an effective weight and health management method. This trend is getting so HUGE worldwide, NOA – as the forerunner of the industry is catching up with this trend! Keto Village will be introduced to NOA and co-locate with HOFEX. The Village will feature a series of high-quality low-carb keto products! Keto experts and nutritionists will also be invited to share their knowledge and insights.



PRODUCT HIGHLIGHTS



**Boostball Burners Shake
Keto Protein Powder**
Organic Mama
(5C-121)



Keto Bar
Suphia's Functional Foods
(5C-117)



**Well Naturally No Sugar
Added Chocolate**
Hong Kong Triok Co Ltd
(5C-216)

Virtual Platform is LIVE NOW!

Missed out your targeted exhibitors? Looking for overseas suppliers? Comprising **HOFEX**, **ProWine Hong Kong** and **Natural & Organic Asia**, the Virtual Platform is live now for you to pre-arrange ONLINE meetings with exhibitors and enjoy selected event playback from the comfort of your couch!

Activate your Virtual Platform access NOW!



The virtual platform will take place in 2 phases:

Phase 1
7-9/9/2021
(concurrent with physical shows)

Phase 2
14-16/9/2021
(online only)

Read More 閱讀更多:





香港名牌大獎



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自然健康。

林芊妤 (Coffee Lam)
著名香港瑜伽專家及藝人

Coffee



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& Manufacturer

Ettason (H.K.) Limited 林和成貿易有限公司 www.torto.com.hk



NOA Highlights

ALL THINGS NATURAL AND ORGANIC



Camu Camu C++ Orka Organics (5B-711)

CAMUCAMU C++ hits a market benchmark concentration of 30:1. It uses 30kg of Organic Camu Camu fruit to produce 1kg of this immunity & beauty promoting VitC real-food supplement power packed with antioxidants.



Organic Essential Oils House of Pure Essence (5C-200)

Award winning Organic Essential Oils farmed in France by HoPE. COSMOS certified, 100% organic and pure to enable lifestyle of health and sustainability.



Organic Coconut Spreads Orka Organics (5B-711)

A functional vegan, real-food Low-GI offering, that could appeal to adults and kids alike. No preservatives, no binders, no artificial ingredients, just prepared using traditional techniques that preserve the nutritional profile of ingredients used.



Natural Organic Latex Pillow Heveya (5C-105)

Heveya® Pillows consist of organic latex, tapped from an organic plantation in Sri Lanka, where no pesticides or fertilisers are used on the tree. More hygienic, supportive and longer lasting than other pillows.



Torto Black Sesame Quinoa Flakes Torto (5C-100)

Torto's signature Black Sesame dessert has a very fragrant and roasted nutty flavour. The high quality seeds (99.95% purity levels) are roasted to the perfect temperature then ground to fine powder and blended with other ingredients.



WICHY Organic Raw Extra Virgin Coconut Oil V Brands (5B-611)

Produced in Sri Lanka with the least amount of processing steps to retain natural Vitamin E, antioxidants and natural coconut flavour. Great for cooking, frying or apply as derma treatment.



BHUTANESE PRODUCTS - NATURAL TASTE OF HIMALAYAS

(5B-601)



Ginger Powder

Bhutan Green Products

Fine ground ginger extracted from the dried natural grown ginger cultivated in the farmlands of the foothills of the Himalayas. Fine light-brownish coloured powder gives a pungent flavour and aroma.



Lemon Verbena Tea

Bhutan Herbal Tea Bumthang

Pure and uplifting extracts of organic plants from Bhutan- 100% pure plant extraction, free of additive and preservative.



Moringa Green Tea

Bhutan Herbal Tea, Paro

100% locally sourced moringa, Biodegradable heat sealed tea bags, eco-friendly PE paper outer envelope, avoiding moisture development, Organic registered production in a very clean natural environment.



Bhutan Quinoa

Bhutan Livestock Development Corporation

Quinoa, a new Andean crop was introduced to Bhutan in 2015 and it is an excellent cereal to be eaten as rice.



High Mountains Honey

Druksell

Special type of Honey extracted from the high altitudes of Bhutan. The nectar juices of herbs and high growth plantation are extracted by the bees producing this power-packed honey.



Vegan Meat Jerky

Orgreenic

This Jerky is plant-based and now comes from Himalaya. Good snack slightly spicy, salty and sweet, chewy and juicy. 100% vegan and made from pure organic and natural plants.



Dark Chocolate with Hazelnuts

Yiga

This bean to bar chocolate is dark chocolate (75%) sweetened with local Hazelnuts collected from small farms across Bhutan.

ORGANIC COCONUT PRODUCTS from SRI LANKA

Booth No. 5B-611

VBrands[®]
LIMITED

www.vbrands.hk





BUSINESS THE NATURAL WAY

6-8 SEP 2022 | HKCEC

Organiser:



 www.NaturalandOrganicAsia.com

  noaexpo  Natural & Organic Asia

Asia's Retail Innovation Hub



RETAIL
ASIA CONFERENCE
& EXPO

4-6 MAY 2022

Hall 1 | Hong Kong Convention and Exhibition Centre

Organiser:



www.retailasiaexpo.com



[retailasiaexpo](https://www.facebook.com/retailasiaexpo)



[retail-asia-conference-expo](https://www.linkedin.com/company/retail-asia-conference-expo)

www.atome.hk



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LUCKY DRAW 幸運大抽獎



B&O
A1 2nd generation
speaker



Apple Watch SE

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TO WIN BIG PRIZES!**
把個人卡片投進抽獎箱，贏取豐富大獎！

Drop your Business Card 5 minutes before each session
必須於抽獎前5分鐘投入你的個人卡片

Lucky Spot 抽獎處:

Hall 5B, near Designated Tasting Area B
於展覽廳5B指定試飲試食區B旁

Date 日期: 7 - 9 SEP 2021

Time 時間: 12:00 & 16:30 (Everyday 每天)

Buyers may participate in all time slots!
歡迎買家參加所有抽獎時段

Exhibitor List

Booth No.	Company Name	Booth No.	Company Name
5C-300	ACELAB TECHNOLOGY LIMITED	5C-426	INNOCORN TECHNOLOGY LIMITED
5C-419	ACHIEVER TECHNOLOGY LIMITED	5C-600B	INNOTECH INTERNATIONAL DISTRIBUTION LIMITED
5C-600D	ADT HONG KONG LIMITED	5C-600E	ITE LIMITED
5C-618	AI ROBOTICS SOLUTIONS LIMITED	5C-500	JSC GROUP LIMITED
5C-610	ALIBABA CLOUD	5C-420	KONICA MINOLTA BUSINESS SOLUTIONS (HK) LIMITED
5C-405	APPIER PTE. LTD.	5C-529	LUCKY TECHNOLOGY LIMITED
5C-229	APTECH BUSINESS SOLUTION	5C-600C	MAINETTI (HK) LTD
5C-614	AQ BIO TECHNOLOGY GROUP LIMITED	5C-404	MEGASOFT LIMITED
5C-517	AS HEALTHWAY INTERNATIONAL LIMITED	5C-511	MEGAZONECLOUD
5C-411	ATOME HONG KONG LTD	5C-201	MORE THAN MEDIA OUTDOOR (PROJECT MANAGEMENT) LIMITED
5C-509	AUB LIMITED	5C-416	NOVELTE ROBOTICS LIMITED
5C-510	AV SOLUTION (HK) LIMITED	5C-418	OCEANPAYMENT CO., LTD
5C-301	BBMSL LIMITED	5C-314	OZFOREX (HK) LIMITED
5C-412	BCI ASIA CONSTRUCTION INFORMATION LIMITED	5C-329	PCL (HK) COMPANY LIMITED
5C-318	BIO-GENE TECHNOLOGY LTD.	5C-628	PODVENT PRODUCTION LIMITED
5C-310	BUZZFEVER DIGITAL LIMITED	5C-600A	PRETECH GROUP HOLDINGS LIMITED
5C-331	CITYLINE (HONG KONG) LIMITED	5C-616	REASONABLE SOFTWARE HOUSE LIMITED
5C-316	CMA TESTING & CERTIFICATION LABORATORIES LIMITED	5C-502	RETAIL ALLIANCE LIMITED
5C-311	CREATE TECH SOFTWARE SYSTEMS LIMITED	5C-514	ROBORATORY
5C-219	CROZZ LIMITED	5C-519	ROKA SERVICE – EMENUHK
5C-630	DEPT LIMITED	5C-315	SAFE POWER PRINTING & BOX MFG. CO., LTD.
5C-317	DIGIDUMPLING LIMITED	5C-421	SEA POINT CHINA LIMITED
5C-320	EATS365 HONG KONG LIMITED	5C-520	SEA POINT CHINA LIMITED
5C-400	EC ELECTRONICS LIMITED	5C-408	SEITO SYSTEMS LIMITED
5C-211	EFT PAYMENTS (ASIA) LIMITED	5C-215	SMART GREAT HOLDINGS LIMITED
5C-332	EUROMONITOR INTERNATIONAL (HONG KONG) LIMITED	5C-309	SPECTRA TECHNOLOGIES HOLDINGS COMPANY LIMITED
5C-312	EVERYWARE LIMITED	5C-604	STRAUB COLLABORATIVE HONG KONG LIMITED
5C-304	EXPLORA CONSULTING	5C-521	SYNOCODE GROUP LTD
5C-308	FLEXSYSTEM LIMITED	5C-321	TECHLAND COMPUTER SYSTEMS LIMITED
5C-620	FONDGEAR COMPANY LIMITED	5C-414	TOPPAN PRINTING COMPANY (H.K.) LIMITED
5C-223	FONFAIR TECHNOLOGY LIMITED	5C-506	TOWNGAS TELECOMMUNICATIONS COMPANY LIMITED
5C-626	GEAR WORKSHOP	5C-504	TRAVIS GROUP LIMITED
5C-515	GOIP AULA LIMITED	5C-523	UNITED TECHNOLOGIES (INT'L) LIMITED
5C-221	GOLDEN NEWS ENTERPRISES LTD	5C-231	VTL SOLUTIONS LIMITED
5C-518	GSI HONG KONG	5C-313	WACOM HONG KONG LIMITED
5C-305	HARVEST ELITE INTERNATIONAL LIMITED	5C-410	WAVE COMMERCE
5C-415	HKBN ENTERPRISE SOLUTIONS LIMITED	5C-207	WEB-ON (ASIA) LIMITED
5C-508	HONG KONG BRANDS ASSOCIATION	5C-209	WEE CREATION COMPANY LIMITED / MOBILE CARDS
5C-600	HONG KONG RETAIL TECHNOLOGY INDUSTRY ASSOCIATION	5C-505	WEWA INTERACTIVE SOLUTION (HK) LIMITED
5C-323	PASSO AVANTI LIMITED	5C-428	XEMA LIMITED
5C-608	IClick INTERACTIVE ASIA LIMITED		
5C-328	IKET COMPANY LIMITED		
5C-403	IMPALA SERVICES LIMITED		
5C-319	INFOBIP LIMITED		

Main Stage

RETAIL

ASIA CONFERENCE
& EXPO

Asia
Hospitality
and Retail
Design
Awards
Display
Area

5C-332

5C-331

Retail
Techlogy
& Experience
Seminar
Theatre

5C-630

5C-231

5C-229 5C-328

5C-223

5C-221

5C-320

5C-329 5C-428

5C-323 5C-426

5C-321 5C-420

5C-421 5C-520

5C-529 5C-628

5C-523 5C-626

5C-521 5C-620

5C-219

5C-215 5C-314

5C-211 5C-310

5C-318

5C-316

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5C-319 5C-418

5C-317 5C-416

5C-315 5C-414

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5C-419 5C-518

5C-415 5C-514

5C-411 5C-510

5C-519 5C-618

5C-517 5C-616

5C-515 5C-614

5C-511 5C-610

5C-209

5C-207

5C-201

5C-308

5C-304

5C-300

5C-309 5C-408

5C-305 5C-404

5C-301 5C-400

5C-508

5C-405 5C-504

5C-403 5C-502

5C-500

5C-506

5C-509 5C-608

5C-505 5C-604

5C-500A
5C-600B
5C-600C
5C-600D
5C-600E

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5C

Retail Digital Marketing Conference 2021

Speaker Line-up

8 Sep (Wed) | 16:20 - 16:15

Panel Discussion: Accelerating Social Commerce As a Growing Revenue Pipeline

MODERATOR



Renee Sin

Senior Director, eCommerce
UCP International Ltd

Renee leads the Direct to Consumer division for the globally renowned home décor & faux botanical conglomerate - UCP International, to spearhead their digital transformation and startup their eCommerce and consumer ecosystem; creating dynamic Omni-channels marketing campaigns and expanding digital footprint. Renee is a strategic "intrapreneur", known for her strong track record of turning brand and marketing strategies into sustainable business growth.

Prior to joining the UCP International, Renee has accumulated over 15 years of digital marketing, consumer experience, brand marketing and eCommerce with leading international brands including Columbia Sportswear, Marks & Spencer, Kiehl's Since 1851 and ALDO.

PANELISTS



Alice Leung

Head Of Digital, APAC
Mattel East Asia

Alice is an experienced Brand Management Innovator with a demonstrated history of working in both B2B and B2C (omnichannel) arena. She has accumulated over 18 years experience from both the brand and digital consultancy side. Her industry expertise includes but not limited to lifestyle, luxury retail and wholesale.

Alice is the Digital Lead at Mattel currently, looking after the markets in Asia Pacific (Greater China included), plus she has been the part-time lecturer at The Chinese University of Hong Kong on the topics of Branding in China and Consumers Behavior for over 8 years. She is very knowledgeable about Digital Transformation, Design Thinking, and Integrated Branding Strategy Development for MNC brands.

PANELISTS



Bonnie Mak

Head of Consumer Business
Jebsen Beverage Company

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.

PANELISTS



Germaine Woon

Head Of Marketing and Communication,
JIA Group

Germaine is a native Hong Kong-er through and through, having grown up in the city she is well versed in all its facets and intricacies. As an avid lover for food, drinks and people, this naturally led her to a hospitality marketing career that spans many intentionally revered brands and regional favourites.

She has been working within the hospitality industry for the past decade with experience in marketing for international brands such as Buzz Concepts, Boujis, and Shangri-la. Now at JIA Group, she leads the marketing, communications and PR across many of the award-winning concepts and MICHELIN starred restaurants.

Retail Digital Marketing Conference 2021

Speaker Line-up

8 Sep (Wed) | 14:40 - 15:00

New Marketing World of Opportunities in China: What's Next in Winning Emerging Digital-Savvy Chinese Consumers



Yoyo Ng

General Manager
iClick Interactive Asia Group

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 online 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.

Before joining iClick, she held several positions at Dentsu Aegis Network, Bite Communications and Yahoo HK where she managed digital business across the regions, and merger acquisitions. She also drove integrated digital strategy implementation for leading global brands and generated strong ROI on digital investments across APAC.

8 Sep (Wed) | 15:20 - 15:40

Staying Ahead of Disruption with Business Re-modelling: A Case Study from Plaza Premium



Janis Tse

Group Marketing Director
Plaza Premium Group

Janis is the Group Marketing Director of Plaza Premium Group. She is responsible for driving awareness, demand and advocacy via different communication channels for a portfolio of brands including Plaza Premium Lounge, Aerotel, Allways and the Group's Airport Dining concepts. She also leads the strategy and development of the Group's eCommerce and Rewards & Loyalty capabilities to drive direct-to-consumer sales and customer lifetime value. In her role, Janis oversees the global strategy of brand development, channel management, digital marketing, communications, public relations and marketing efficiency.

With more than 18 years of brand building and marketing experience, specializing in Travel and eCommerce, Janis held key roles for reputable travel brands like Tigerair and ZUJI.com. Prior to joining Plaza Premium Group, she was last based in Singapore as the Senior Vice President, Marketing for technology start-up portal GoBear.com. She is now based in Hong Kong at the Group's headquarter. She is a brand builder, a digital transformer, and most importantly, a travel lover.

8 Sep (Wed) | 15:40 - 16:00

The Future of Retail: How BNPL Brings the Digital Savvy Generation to Traditional Retailers



Natalie Wong

VP, Business Development
Atome Hong Kong Ltd

Natalie is the Vice President of Business Development, Atome Hong Kong and is responsible for acquiring and developing partnerships with key merchants. Natalie comes from a strong background in ecommerce and fintech services, and has first-hand "Buy now, Pay later" payment solution experience across the retail, ecommerce and O2O businesses. Prior to joining Atome, Natalie was responsible for growing merchants and partners networks for HSBC PayMe for Business in Hong Kong.

8 Sep (Wed) | 16:00 - 16:20

Fostering Omnichannel Sales with New Partnership Model with Retailers



Winnie Chan

Associate Marketing Director, Brand and Digital Marketing
Kimberly Clark Hong Kong

Winnie is the Associate Marketing Director, Brand and Digital Marketing of Kimberly Clark Hong Kong. She was the Head of Digital Marketing in the Vietnam office and Digital Lead of APAC projects before serving her current role. As a part of the digital transformation journey at KC, Winnie helps driving strategy development and execution across E-commerce, CRM, DMP, social media & content marketing, search, website, programmatic & performance media, analytics etc.

Prior to KC, Winnie has also played different roles at local and regional level in advertising and digital agencies, from start-up to local hero to 4As like Ogilvy, delivering integrated communications for MNCs like Nestle, Fonterra, Pernod Ricard, Carlsberg Group, Philips Electronics, AXA insurance and Estee Lauder Companies.

Winnie is passionate and continuously learning about creation of better experience along consumer journey, and new ways of how we do communication, business, and teams operation in the rapid growing digital world.

Retail Digital Marketing Conference 2021

Speaker Line-up

8 Sep (Wed) | 14:10 - 14:40

Panel Discussion:

Meeting New Demands and Expectations of Post-pandemic Consumers

MODERATOR



Philip Chau

Director of Strategic Marketing
Great Eagle Holdings

Philip Chau currently heads up the group marketing function at Great Eagle Holdings. He leads the strategy in marketing innovation, digital marketing, and MarTech across a range of business units such as hotels, residential properties, co-working spaces, shopping malls, and more. He has 15 years' experience in digital innovation, performance marketing, and advanced analytics, having worked in corporate, agency and start up environments.

Prior to Great Eagle, Philip worked at insurance company Aviva and was a founding member of the InsurTech business Blue. As digital marketing department head, he oversaw the company's customer acquisition, digital journey and digital analytics functions.

Philip holds a Master degree in Management Science from University of Waterloo and a post graduate Certificate in Marketing from University of Toronto.

PANELISTS



James Bacon

Head of Marketing, Hong Kong, Macau and Taiwan
BMW Group

James has over 15+ years' experience in Automotive and is currently responsible for Marketing for BMW Group in Hong Kong, Macau and Taiwan. He oversees the Brand Strategy, Marketing Communications, PR and Operations within the region.

James is motivated by the current transformation of the Automotive Industry which he believes with the wave of Electrification, Autonomous Technology & Digitalization is facing its biggest disruption since inception.

Prior to BMW James worked in Global Marketing and Sales for Infiniti, the luxury brand of Nissan, as well as General Motors in Europe. He has a wide range of expertise and skills including Loyalty Management, CRM & Customer Journey, Future Product Strategy, and has experience of working with major financial, insurance and consulting companies.

James grew up in the United Kingdom and has now lived in Hong Kong for over 8 Years. A competitive high performer and team player James represented his country at the recent 2019 World Dragon Boat Championships.

PANELISTS



Carsten Brenker

Managing Director of Jebsen Consumer
Jebsen Group

Mr. Brenker led the market entry of Jebsen's own premium lifestyle omni-channel brand J SELECT in Hong Kong and Mainland China. Partnering with top global brands, Jebsen Consumer now covers over 500 points of sale in the region. Under his leadership, Jebsen Consumer has also increased its service-centric approach to provide acclaimed (HKRMA) customer experience across all channels and markets.

PANELISTS



Sindy Wong

Centre of Excellence
SAP Customer Experience

Sindy Wong, Centre of Excellence of SAP Customer Experience, has over 20 years of hands-on in-house and system integration experience across the regions helping organisations with digital transformation, allowing customers to truly enjoy the efficiency and great customer experience of omni-channel and O2O.

PANELISTS



Jen McCombie

Global Head of Marketing
Indigo Living

Jen is Global Head of Marketing for home furnishing leader Indigo Living, which encompasses both B2C and B2B offerings across Hong Kong, China and the Middle East. She is a marketing and branding professional with 17+ years of experience working in creative 4A agencies and in-house for home interior, fashion and travel brands.

At Indigo she spearheads the in-house marketing inclusive of brand content, O2O and digital marketing strategies for the groups' services, categories and channels. Her background as a senior creative at agencies such as, TBWA, M&C Saatchi and Publicis coupled with her business orientated, data driven mindset have generated innovative communication and brand strategies, integrated campaigns and insightful, agile solutions that have had proven results and delivered against a tough economic climate and rapidly changing market.

Retail Asia Conference 2021

Speaker Line-up

7 Sep (Wed) | 16:45 – 17:05

The Future is Now – Sensormatic IQ



Roger Tsang

General Manager, Hong Kong, Macau & Taiwan Retail
Sensormatic Solutions Johnson Controls

Sensormatic
by Johnson Controls

Sensormatic Solutions is the global leader of retail experience and market, operating in 100 countries, with over 5,500 dedicated retail employees, deployment in 185,000+ stores spread around the globe. With spanning 27 years across multiple disciplines in the company, **Roger Tsang** now leads the APAC Source Tagging business, with the P&L responsibility for HMT Retail Operations in Hong Kong, Macau, and Taiwan. enabling smart retail environments for our customers, empowering retail leaders to leverage the right mix of solutions to meet the unique needs of their business, employees and consumers. He is also being APAC Customer Experience Leader, a strong belief in developing partnerships with customers; aligning strategy and ensuring solutions become an integral part of the customers business. Focused on solving business problems and successfully delivering return on investment.

7 Sep (Wed) | 17:10 – 18:00

Panel Discussion – Get Prepared for the Growing Trend of Digital Payment after Consumption Voucher Scheme!

Moderator



Vincent So Tsang Wai

Chairman
Hong Kong Retail Technology Industry Association



Vincent has over 20 years' experience of business development, marketing and project management in the field of Retail, Supply Chain and Information Technology. He has extensive experience to support enterprises to implement various retail and supply chain solutions across the Greater China Region. Apart from his commercial experience, he worked in a global standards body, GS1 for 11 years. He is familiar with supply chain standards and the needs of retail, and logistics customers.

Based on his know-how and network, Vincent is active to promote the adoption for information technologies to different segment, support start-up and partners to create business opportunities. He now serves as the Chairman of the Hong Kong Retail Technology Industry Association (RTIA), Founding Executive Committee of RFID General Chamber of Commerce (RFIDGCC) and Asia-Pacific Intelligent Retail Industry Alliance (APIRIA), Vice Chairman of Professional Validation Centre of Hong Kong Business Sector (PVCBS).

Retail Asia Conference 2021

Speaker Line-up

7 Sep (Wed) | 16:05 – 16:25

Future of Ecommerce: Opportunities in the post-COVID Retail Environment

Digital transformation has been reshaping the retailing industry in the past decade. Only 3% of consumer goods were purchased online in 2010, yet ecommerce penetration reached 16% in 2020 off the back of the pandemic-inspired boom. New business models have gained steam and commerce ecosystems have emerged, forever changing how retailers and brands reach and engage this increasingly digitally connected consumer base. This presentation provides a snapshot on the current APAC ecommerce environment, prediction on future trend and business case studies on retailer's digital strategy.



Emily Leung

Senior Analyst
Euromonitor International



Emily Leung is a Senior Analyst specializing in Services and Payments at Euromonitor International, Hong Kong. In her current position, Emily focuses on providing market insights for multiple areas including Travel, Retail, Consumer Finance, Digital Payments and Foodservices. She pursues her great interest in analyzing and delivering the latest market trends and insights to clients through marketing sizing, forecasting and competitor landscaping. Prior to joining Euromonitor, Emily worked in quantitative and qualitative market research serving key accounts in FMCG, retail, finance and public enterprises. Emily holds a Masters Degree in International Business Management from the University of Sydney and a Bachelors Degree in Commerce from the University of New South Wales. She is also fluent in English, Cantonese and Mandarin.

7 Sep (Wed) | 16:25 - 16:45

Innovative Supply Chain Solutions for Brands to Succeed in the Emerging eCommerce Markets in China and South-East Asia

We are stepping into the 'New Retail Era' which is the fusion of 'online, offline and logistics'. The main purpose of logistics (in broader term: supply chain) is to support the online & offline business development. Besides, the trend of globalisation drives brands to focus on innovation & collaboration to optimise their omni-channel eCommerce strategies with aims to be succeeded in the emerging markets of China and South-East Asia. Furthermore, the eCommerce ecosystem is significantly impacted by the pandemic.



Terry Chan

Founder & CEO at JUSTT GROUP
Co-Founder & CEO at JUSTT BEAUTHY
Founder & CEO at EC-POST
Founder & Chairman at Hong Kong eCommerce Supply Chain Association (HKeCSC)
Adjunct Lecturer at University of Hong Kong
Advisor at Hong Kong Science Technology Park (HKSTP)
Mentor at Hong Kong Trade & Development Council (HKTDC)
Corporate Trainer at Hong Kong Productive Council (HKPC)
Executive Mentor at City University of Hong Kong
Former GM at Lazada 3PL (Alibaba Group)



Terry Chan is the founder of JUSTT GROUP, a pioneer and innovative new retail (eCommerce) enabler in Hong Kong, offer end-to-end omni-channel solution revolutionizing our clients' businesses, empowering their brands as well as bringing their products to the most leading e-Commerce markets across the globe such as, China, Hong Kong & South East Asia. Co-Founder of JUSTT BEAUTHY, a transformational content-driven pioneer skin care and health products e-retailer and provider in Hong Kong, Chief evangelist of eC-POST, Forbes interviewed, an e-Commerce Supply Chain accelerator, founder & chairman of Hong Kong eCommerce Supply Chain Association (HKeCSC), the FIRST & the ONLY one in Hong Kong tailors for Senior Executives who are working in the eCommerce/Retail industry and focus on Supply Chain Management with Hong Kong, China & South East Asia orientated.

Retail Asia Conference 2021

Speaker Line-up

7 Sep (Wed) | 15:20 - 15:45

The Trends of Retail in Post-Pandemic World

The pandemic has given industry players a chance to swiftly implementing digital transformation, to seize opportunities within the huge e-commerce potential. CK Chan, Head of Hong Kong and Macau of Tmall Taobao World, will share the latest trends of Hong Kong's retail in the post-pandemic period. By utilizing his experiences in operating the cross-broader platform - Taobao Hong Kong alongside the recently launched local e-commerce platform - Tmall Hong Kong, he will provide insights on building e-commerce platform that meet local consumers' appetites as well as enriching online and offline shopping experiences.



CK Chan

Head of Hong Kong and Macau
Tmall Taobao World



CK Chan is currently the Head of Hong Kong and Macau for Tmall Taobao World. According to Analysys, Taobao Marketplace was China's leading mobile commerce destination with a large and growing social community, while Tmall was the leading third-party online and mobile commerce platform for brands and retailers in the world, both in terms of GMV for the 12 months ended March 31, 2020. Before joining Tmall World, CK worked at a number of listed companies, in multiple disciplines including e-commerce, retail, supply chain management and distribution.

7 Sep (Wed) | 15:45 - 16:05

The Future of Retail: How BNPL Empowers Retailers to Reach Outside of the Box

Consumer shopping and payment behaviour are rapidly evolving. From the aftermath of COVID-19, consumers are more digital-savvy than before and expect a secure, seamless and easy payment experience, while maintaining the flexibility and choice in how they shop and pay at both online and in-store. With that in mind, Atome's buy now, pay later service empowers shoppers to split bills into three equal, zero interest instalments with no additional charges or service fees over time.

Due to the economic impact on the retail industry from COVID-19, Atome supports the recovery of the retail sector by offering consumers an alternative payment option that allows them to enjoy purchases in 3 interest-free repayments, with no hidden fees for more financial flexibility. For merchant benefits, partnering with Atome helps increase average basket size, allow better sales conversions and drive new customers segments to the merchant.

Within 6 months, Atome has grown to partner over 300 retail brands in Hong Kong across a range of retail categories. Key merchants in Hong Kong include SaSa, Bonjour, Pricerite, SHEIN, Yoho, Xiaomi, MCM, Eu Yan Sang, 6ixy8ight, OnTheList, CityLink, HK TMall, and many more and regional merchants include Agoda, Sephora, Zalora, Zara, Marks & Spencer, Furla, Pandora, just to name a few.



Eric Yu

General Manager
Atome Hong Kong



Eric is the General Manager, Atome Hong Kong. Eric has extensive experience infintech industry where he specialises in payment, from bank card to mobile wallet to "Buy now, Pay later" fintech solution. Prior to Atome, Eric was responsible for Wechat Pay and UnionPay in Hong Kong and Macau, in charge of comprehensive business management regionally.

Retail Asia Conference 2021

Speaker Line-up

7 Sep (Wed) | 14:30 - 14:55

Keynote Session



Dane Cheng

Executive Director
Hong Kong Tourism Board



HONG KONG
TOURISM BOARD
香港旅遊發展局

Mr Dane Cheng has been Executive Director of the Hong Kong Tourism Board (HKTB) since 2019, leading the organisation as it maintains Hong Kong's status as a world-class destination for business and leisure travellers.

Mr Cheng guides the HKTB's strategic direction in response to emerging tourism trends, strengthening partnerships with different stakeholders and managing its corporate governance and global operations. He also works closely with the Tourism Commission of the Hong Kong SAR Government and members of tourism-related sectors and organisations to oversee the industry's development and promotion of the Hong Kong tourism brand to visitors from around the world.

Mr Cheng also serves on a number of key tourism-related bodies. He is currently a member of the Advisory Committee on Cruise Industry, the Advisory Committee on Travel Agents, the Lantau Development Advisory Committee, and the Tourism Strategy Group.

7 Sep (Wed) | 14:55 - 15:20

Navigating the New Retail Ecosystem in Response to Consumers' Behavior in Post Pandemic Era

The COVID-19 pandemic has been one of the greatest health crises in modern history. But it is also demonstrative of how resilient and adaptive we have been, individually and collectively, in all facets of our lives. As consumers pivot and adopt new habits, business leaders are wondering whether these changes, some of which accelerated trends already in motion, would be fleeting or permanent.

In this session, Michael will share the key findings from the PwC's 2021 Global consumer insights pulse survey, which surveyed more than 16,000 consumers in 22 territories over 2 pulses to illuminate on the changing consumer trends; and to give a preview of the soon-to-be-launched deep dive report on China findings, which will focus on the emerging trends of the Chinese consumers market and how they will manifest to affect consumers and businesses in the post-pandemic New Retail setting.



Michael Cheng

Consumer Markets Leader
Asia Pacific, Mainland China and Hong Kong, PwC



Michael has been the Asia Pacific, Mainland China and Hong Kong Consumer Markets Leader of PwC since 2013. Prior to that, he was PwC Hong Kong's Retail and Consumer Leader for over 5 years. He is responsible for coordinating practice strategy and service delivery for companies in the Consumer Markets sector in Hong Kong, Mainland China and the Asia Pacific region.

Michael has over 35 years of professional assurance experience in Hong Kong and the United Kingdom. He also specialises in IPO advisory, business and due diligence reviews, asset injections and M&A activities in Hong Kong, Mainland China and Taiwan.

Michael is a member of the Hong Kong Retail Management Association's (HKRMA) Digital Advisory Panel. He has extensive experience in public speaking on the general trends and outlook of the Hong Kong retail market and has been invited to deliver keynote speeches at leading industry events such as HKRMA's Retail Innovation Conference and industry sharing organised by InvestHK, British Chambers of Commerce, GS1 Hong Kong, Beijing InfoCommChina, Nomura, Citi, BNP Paribas and Invesco. He was also invited to be the member of the organising committee for the Retail Asia Conference 2020 and 2021, as well as a judge for the Made in Hong Kong Awards, Designed in Hong Kong Awards 2020 and Retail Asia Awards 2021 organised by Hong Kong Business Magazine.

Michael holds a bachelor's degree from the London School of Economics. He is a member of the Hong Kong Institute of Certified Public Accountants and the Institute of Chartered Accountants in England and Wales. Michael is also a council member and chairman of the Audit Committee for UNICEF Hong Kong.

Asia Hospitality and Retail Design Awards Ceremony



Presented by Informa Markets and PRC Magazine. The Awards recognise the most innovative, sustainable and user-friendly designs across multiple categories, ranging from hotels, resorts, restaurants, shopping malls, retail stores and more. The awards will build a body of expertise and experience to spark innovation and motivate cross-industry collaboration.

Date: 8 Sep (Wed)

Time: 17:30 - 18:30

Venue: Main Stage, Hall 5C, HKCEC

JUDGING PARTNER - HOSPITALITY



Adrian Battsby

Partner / Senior
Director of Interior
Design – LW



J Lee Rofkind

Principal / Regional
Leader of Hospitality
– HOK



J Lee Rofkind

Head of Studio /
Managing Director –
AB Concept



Roderick Tong

Head of Studio –
Conran and Partners



Roderick Tong

Founder / Studio
Director – Stylus
Studio

JUDGING PARTNER - RETAIL



Charles Ng

Founding Chairman –
Hong Kong Brands
Association



Francis Leung

Creative &
Marketing Director –
HOUSE of ABRAHAM



Rufus Turnbull

Founder & Creative
Director – Studio X



Simon Fallon

Practice Director –
PMDL

Organised by:



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Retail Tech & Experience Theatre Programme

7-9 Sep 2021 (Tue-Thur) | Hall5C, HKCEC

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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.

Day 1 - 7 Sep (Tue)

11:30 – 13:30



Hong Kong Brands Association Forum - Innovation on New Retailing

HOST:

Charles Ng, Founding Chairman, Hong Kong Brands Association/ Chief Brand Consultant, Maxi Communications Ltd (MCL)

GUEST SPEAKERS:

Global Trend on Hospitality Design

Joseph Wong, Executive Director, Hong Kong Design Centre

How German Pool Transform from Traditional Selling to Experience Platform

Ken Fung, Director, German Pool

Platform Does Matter

Tony Ng, Founder, QQ Rice Vending

Smart Design for Elderly Industry

Adam Chow, GM, Guardman Homecare Products

Alipayment –The Gateway of Successful e-Commerce

Gloria Chan, Business Development Director, Oceapayment

The New World of Logistics

Keith Tong, Manager of Corp Communications, Hi-Speed Supply Chain Ltd

13:30 – 14:00

Lunch

14:00 – 14:20



Quantum Computing in Retail Industry, Today and Tomorrow



Poon Ching Chong, Director, Acelab Technology Ltd

Sam Tsang Kai Yin, Senior Quantum Scientist, QubitSci Ltd

14:20 – 14:40



Grow your Business with BNPL



Richard Wong

Senior Business Development Manager, Atome Hong Kong Ltd

14:40 – 15:00



Accelerating Retail Transformation in the Post Pandemic Economy



George Ni

Regional Director, Partnerships and Alliances, APAC, Infobip Ltd

15:00 – 15:30

Break

15:30 – 15:50



Seizing New Business Opportunities with Video Commerce



Justin Choi

Business Development Manager, Megazone Cloud Corporation

15:50 – 16:10



Digital Transformation in the Age of Smart Retail



Sophia Sung
CEO and Co-Founder, Achiever Technology Ltd

16:10 – 16:30



SleekFlow: The Future of Social Commerce is Now, Best Practices in Retail



Jack Chan, Head of Sales, SleekFlow
Donald Yu, Head of Customer Success, SleekFlow

16:30 – 17:00

Break

17:00 – 17:20



Omnichannel Retailing with Shopify



Rolland Yip
Director, Wave Commerce

17:20 – 17:40



A One Stop Digital Solution Platform of Sales Promotion and Cross-Border Logistic Service for Developing Mainland China Market



Karen Leung, CEO, Wewa Interactive solution (HK) Ltd
Nic Tai, The Specialist of Cross-Border (China-Hong Kong) Logistic

Day 2 - 8 Sep (Wed)

11:50 – 12:10



Future Proofing eCommerce Content Creation



Jenmon Jenkins
Managing Director APAC, Straub Collaborative Inc

12:10 – 12:30



Big Data Management, Sharing 10 Key Techniques and Case Study



Keith Lee
Co-Founder, Wee Creation Company Ltd

12:30 – 13:00

Break

13:00 – 13:20



Digital Marketing Strategy for Cross-border e-Commerce Marketplace



Sherman Ma
Business Director, AS Healthway International Ltd

13:20 – 13:40



The Next Stop of Advertising Technology



Kevin Chung
Media Manager, More Than Media Outdoor (Project Management) Ltd

13:40 – 14:00



網上口碑聯動策略，如何令市場營銷事半功倍



Enzo Cheung

Business Development Manager, Buzzfever Digital Ltd

14:00 – 14:30

Break

14:30 – 17:30



Hong Kong Retail Technology Industry Association Session

Ben Li, Senior Manager of the Information Technology, The Sincere

Arthur Chan, Senior Manager of Technology, MHK Restaurants

Andy Lau, Head of IT, KL Club

Tody Ho, Product Marketing and Communications Manager, DYXnet

Janet Yick, Channel Sales Manager, Sangfor Technologies

Simon Lee, Regional Sales Director, Dynatrace

Stephanie Mak, Sales Manager, Yonyou

Day 3 - 9 Sep (Thu)

11:30 – 11:50



How to Maximize Your Opportunities for Retail Digitization in New Retail



Gloria Chan

Business Development Director, Oceanpayment

11:50 – 12:10



The Next Normal: Retail Reviving



Herry Lai

Associate Director, Enterprise Business Group,
Samsung Electronics H.K. Co. Ltd

12:10 – 12:30



The Future Retail: Discover How A.I. Provides Better Customer Experience



Daniel Lee

Director, Innocorn Technology Ltd

12:30 – 14:30

Break

14:30 – 14:50



Post-Pandemic Omni Channel Marketing



Alan Wo

Director, Reasonable Software House Ltd

14:50 – 16:10



Collaborative Automation for F&B



Ben Lee

Business Solution Consultant, Web-On (Asia) Ltd

Retail Asia Conference Programme

7 Sep (Tue) | Main Stage, Hall 5C, HKCEC

THEME:

2021: The New Path of Retail under Post Pandemic

Featuring recognised industry experts and leading practitioners who have created some of Asia's most ground-breaking retail destinations, stores and brands, the conference shines a light on the places, spaces and faces of retail today and provide a glimpse of retail tomorrow.

Strategic Partner:



Organising Committee:



Platinum Sponsor:



LED Wall Sponsor:



AGENDA

14:00 – 14:25	Registration
14:25 – 14:30	Welcome and Opening Remarks
14:30 – 14:55	Keynote Session <i>Dane Cheng</i> , Executive Director, Hong Kong Tourism Board
14:55 – 15:20	Navigating the New Retail Ecosystem in Response to Consumers' Behavior in Post Pandemic Era <i>Michael Cheng</i> , Consumer Markets Leader, Asia Pacific, Mainland China and Hong Kong, PwC
15:20 – 15:45	The Trends of HK Retail in the Post-Pandemic World <i>CK Chan</i> , Head of Hong Kong and Macau, Tmall Taobao World
15:45 – 16:05	The Future of Retail: How BNPL Empowers Retailers to Reach Outside of the Box <i>Eric Yu</i> , General Manager, Atome Hong Kong Limited
16:05 – 16:25	Future of Ecommerce: Opportunities in the post-COVID Retail Environment <i>Emily Leung</i> , Senior Analyst, Euromonitor International
16:25 – 16:45	Innovative Supply Chain Solutions for brands to succeed in the emerging eCommerce markets in China and South-East Asia <i>Terry Chan</i> , Founder & CEO, JUSTT GROUP & Founder & Chairman, Hong Kong eCommerce Supply Chain Association (HKESC)
16:45 – 17:05	The Future is Now – Sensormatic IQ <i>Roger Tsang</i> , General Manager, Hong Kong, Macau & Taiwan Retail, Sensormatic Solutions Johnson Controls
17:05 – 17:10	Networking Break
17:10 – 18:00	Panel Discussion – Get Prepared for the Growing Trend of Digital Payment after Consumption Voucher Scheme! MODERATOR: <i>Vincent So</i> , Chairman, Hong Kong Retail Technology Industry Association SPEAKERS: <i>Calvin Tse</i> , Chairman, The Hong Kong General Chamber of Young Entrepreneurs <i>Arist Wong</i> , Vice Chairman, The Institution of Dining Art <i>Eric Man</i> , Vice Chairman, The Hong Kong General Chamber of Wine & Spirits <i>Joseph Ho</i> , Chief Supervisor, The Cosmetic & Perfumery Association of Hong Kong
18:00 – 18:15	Closing Remarks

*All talks will be conducted in English only

*Please note that the programme is subject to change and will be updated continuously up to the conference

Retail Digital Marketing Conference Programme

8 Sep (Wed) | Main Stage, Hall 5C, HKCEC

THEME:

Standing Out in the Great Retail Reset

Our digital marketing conference will highlight a series of top-tips to help you secure your business in the market. To rethink retail and how to seamlessly integrate the new operation models at both physical and virtual space to approach in interacting with customers.

Co-organiser:



Gold Sponsor:



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AGENDA

14:00 - 14:10	Chairperson Opening Remarks: Building the New Future of Digital-first Retail <i>Philip Chau</i> , Director of Strategic Marketing, Great Eagle Holdings
14:10 - 14:40	Panel Discussion: Meeting New Demands and Expectations of Post-pandemic Consumers MODERATOR: <i>Philip Chau</i> , Director of Strategic Marketing, Great Eagle Holdings PANELISTS: <i>Carsten Brenker</i> , Managing Director of Jebsen Consumer, Jebsen Group <i>James Bacon</i> , Head of Marketing, Hong Kong, Macao and Taiwan, BMW Group <i>Jen McCombie</i> , Global Head Of Marketing, Indigo Living <i>Sindy Wong</i> , Centre of Excellence, SAP Customer Experience
14:40 - 15:00	New Marketing World of Opportunities in China: What's Next in Winning Emerging Digital-Savvy Chinese Consumers <i>Yoyo Ng</i> , General Manager, iClick Interactive Asia Group
15:00 - 15:20	Mid-event Break
15:20 - 15:40	Staying Ahead of Disruption with Business Re-modelling: A Case Study from Plaza Premium <i>Janis Tse</i> , Global Marketing Director, Plaza Premium Group
15:40 - 16:00	The Future of Retail: How BNPL Brings the Digital Savvy Generation to Traditional Retailers <i>Natalie Wong</i> , VP of Business Development, Atome Hong Kong Ltd
16:00 - 16:20	Fostering Omnichannel Sales with New Partnership Model with Retailers <i>Winnie Chan</i> , Associate Marketing Director - Brand & Digital, Kimberly-Clark
16:20 - 16:50	Panel Discussion: Accelerating Social Commerce As a Growing Revenue Pipeline MODERATOR: <i>Renee Sin</i> , Director, e-commerce, UCP International PANELISTS: <i>Alice Leung</i> , Head Of Digital, APAC, Mattel East Asia <i>Bonnie Mak</i> , Head of Consumer Business, Jebsen Beverage Company <i>Germaine Woon</i> , Head Of Marketing and Communication, JIA Group
16:50 - 17:00	Chairperson Closing Remark <i>Philip Chau</i> , Director of Strategic Marketing, Great Eagle Holdings

*All talks will be conducted in English only

Hygiene Precautions

To enhance health and safety standards at Retail Asia Conference & Expo 2021, 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/coronavirus/>

Official Hygiene Sponsors:



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ENHANCED CLEANING



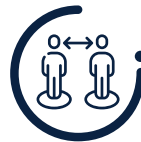
PERSONAL HYGIENE



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



Maximum 4 seats at each table



Tables are at least 1.5m apart



General Information

Date and Opening Hours

7 – 8 Sep (Tue–Wed)	10:30 – 18:30
9 Sep (Thu)	10:30 – 17:00

Venue

Hall 5C, 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 "**HKCEC_Free_Wifi**" network and click on "**I accept**" when opening a web browser

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Charging Station

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

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