

Organized by:



Strategic Partner:



Platinum Partner



THE RETAIL SHOW 2023

Shaping the Future of Digital Commerce

Tuesday, **December 5** | Full-Day Conference & Expo | 9:00 a.m. to 5:00 p.m.
Wednesday, **December 6** | Loek Berendsen Masterclass | 9:00 a.m. to 4:00 p.m.

Venue: **Mövenpick Karachi**



Loek Berendsen

- Mr. Omnichannel, Founder at BoldRethink360.com
- Former Global Strategic Advisor, Digital Customer Experiences Stores, IKEA

CONFERENCE KEYNOTE:

Transforming Retail with Omnichannel

Tuesday, December 5, 2023 | 9 am - 5 pm

Post Conference Masterclass

Elevate Your Brand for PROFITABLE GROWTH

Wed, Dec 06, 2023
9 am - 4 pm



David Macadam

CEO, The Middle East Council of Shopping Centres & Retailers - MECS+R
(Via video)

Presentation:

Practical Insights for Retail Success



Shamooun Sultan

Founder & CEO
Khaadi

Threads of Innovation:

An Exclusive Dialogue with Shamooun Sultan, Founder of Khaadi



Ali Rez

Chief Creative Officer
IMPACT BBDO Group MENA

Presentation:

The Persuasive Power of Creativity



Alexandra Topalian

GITEX FINTECH SURGE,
Saudi Cinema Connex, CityScape

Master of Ceremonies

Platinum Partner



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easypaisa



LUCKY ONE
THE PLACE TO BE

Silver Partners



Shield

Bronze Partners



Digital Media Partner



Supporting Partners



Outreach Partner



Brand & Media Learning Hub



Social Media Partner



Media Partners



International Partner



#TRS23

www.TheRetailShow.com

Your Conference Speakers



Syed Sohail Javaad
Executive Director
Digital Financial Services Group
State Bank of Pakistan

Address by Guest of Honor:
Democratizing Digital Commerce



Umer Lodhi
Country Manager
Carrefour Pakistan

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Rana Tariq Mehboob
Chairman, Chainstore Association of
Pakistan / Chief Executive Officer,
Royal Tag

Welcome Speech: CAP's Vision for
Retail Excellence at The Retail Show
2023



Saira Awan Malik
President
TCS Pvt. Ltd.

Presentation: Enhancing Retail
Efficiency and Creating Value Across
the Supply Chain



Muhammad Yahya Khan
Group Head-Digital Banking
Bank Alfalah Limited

Keynote Presentation: Unlocking
Banking's Value Proposition for Retailers
and Their Customers



Mehvish Waliq
Chief Operating Officer
Alkaram Studio

Panel: The Rapid Evolution of
Womenswear Retail in Pakistan



Farhan Hassan
Head of easypaisa
Wallet Business

Topic: From Cash to Code: Revolutionizing
Merchant Payments in Pakistan's
Digital Economy



M Ammar Hassan
Chief Marketing Officer
Daraz

Presentation: Influencer Role
Evolution & Changing Landscape of
Digital Advertising



Syed Fawad Ahmed
Strategy & Transformation Director
Unilever Pakistan

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Altaf Hashwani
Director
SanaSafinaz

Panel: The Rapid Evolution of
Womenswear Retail in Pakistan



Muntaqa Peracha
Chief Executive Officer,
foodpanda Pakistan

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Qasim Awan
Executive Director
TCS Holdings

**Welcome Speech by
Conference Co-Host**



Kassim Shroff
Co-founder & CEO
Krave Mart

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Asad Shafi
- CEO, Cross Stitch
- Co-founder and Vice Chairman, CAP

Panel: The Rapid Evolution of
Womenswear Retail in Pakistan



Hamza Jawaid
Co-founder
Bazaar Technologies

Panel:
The B2B E-commerce Revolution



Moazzam Ali Khan
Co-Founder
SnappRetail

Panel:
The B2B E-commerce Revolution



Wasif Sikandar Butt
- Director, Maria B.
- Co-founder and Past VC, CAP

Panel: The Rapid Evolution of
Womenswear Retail in Pakistan



Naureen Hyat
Chief Executive Officer
Zood

Panel:
The B2B E-commerce Revolution



Ibrahim Sohail Tabba
Director
LuckyOne Mall

Fostering Community Connections:
Transforming Malls into Social Havens
Aligned with Values and Cultures



Usman Barkat
Chief Product Officer
Algo

Presentation: Transforming Retail
with Generative AI:
What Brands Need to Know



Dr. Jawaid A. Ghani
- Pro Vice Chancellor and Professor,
Al Ghazali University
- Former Dean, SDSB - LUMS

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Rafique Jackwani
Chief Executive officer
Premier Sales Ltd.

Presentation



Munsub Abrar
Director
Naheed Super Market

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights



Raza Matin
- Co-Founder & CEO, Chikoo
- Better Than Cash Alliance

Panel:
The B2B E-commerce Revolution



Asfandiyar Farrukh
Co-founder, Chainstore Association of
Pakistan / Managing Director, HUB
(Urban Brands)

Moderator | Threads of Innovation:
An Exclusive Dialogue with
Shamoon Sultan, Founder of Khaadi



Saif Ali
- Venture Partner, Golden Sparrow
-Ex- Executive Director, Dastgyr
Technologies

Panel:
The B2B E-commerce Revolution



Nida Siddiqui
Head of E-commerce (DGM)
Alkaram Studio

Presentation: Omnichannel Mastery:
Shaping the Future of Fashion
E-commerce



Mutaher Khan
Co-Founder
Data Darbar

Panel:
The B2B E-commerce Revolution



Adil Ahmed
Director & Co-Founder
Symmetry Group

Panel: Evolving FMCG Strategies for
Inflationary Times - Traditional Retail
and E-commerce Insights

Message from Organizer



I am honored to extend a warm welcome to you at The RetailShow, a significant event that embodies progress in the retail industry. This marks our third edition of this remarkable conference, made possible through our valued partnership with the Chainstore Association of Pakistan (CAP). Thanks to CAP's steadfast support, we proudly declare The RetailShow as an event crafted by the retail community, for the retail community.

The retail sector is a cornerstone of Pakistan's economy, contributing over 18% to the GDP and employing nearly 16% of the total labor force. It plays a vital role in driving economic growth and providing employment opportunities for a significant portion of our population.

A special welcome goes out to Mr. Loek Berendsen, the distinguished Founder of Bold Rethink and former Global Head of IKEA Customer Experience, who will be sharing his invaluable insights through a keynote and masterclass. Our mission has always been to bring together a diverse array of international and Pakistani speakers, all with the aim of empowering our local retail and e-commerce sectors. In our previous two editions, TerraBiz & CAP collaborated to host over 70 speakers, partner with 64 organizations, feature 30 exhibitors, and welcome 1400 delegates from over 370 companies across two cities.

As our theme and agenda suggest, meticulous research has been put into crafting an agenda that caters to both local and global interests. This summit is poised to unite around 500 leaders from various retail sectors, ranging from e-commerce and malls to banks, payment companies, regulators, FMCG giants, supermarkets, fintech innovators, logistics experts, and technology pioneers.

I urge you to register early, as our past events have been completely sold out. The invaluable knowledge and networking opportunities that await you at The RetailShow are not to be missed.

After the main event, we offer a full-day masterclass with Loek Berendsen, providing a unique opportunity to elevate your brand for profitable growth.

I eagerly anticipate welcoming you to this transformative event. Together, let's shape the future of digital commerce.

Warm regards,



Hamza W. Hashmi
CEO, TerraBiz

Messages from Strategic Partner



As the official torch bearer of the retail sector in Pakistan, CAP is delighted to be the strategic partner of The Retail Show 2023. Despite various challenges, our country's retail landscape continues to progress and innovate with unwavering resolve, performing a leading role in the domestic economy. With every passing day, the retail ecosystem is transforming through rapid technological innovation and human capital development, fuelled by stakeholders across the entire value chain.

To ensure Pakistan's progress through domestic resurgence and international expansion, continuous learning and open-minded collaboration is imperative. At TRS 2023, businesses and stakeholders will get an amazing opportunity to absorb knowledge and insights from a great lineup of international experts and our home-grown trailblazers.

We are excited to continue our partnership with TerraBiz to make this event highly relevant and engaging, to ensure that organized retailers along with the entire ecosystem keep reaching new heights.

Rana Tariq Mehboob

- Chairman, Chainstore Association of Pakistan
- CEO, Royal Tag



I am excited to say that The Retail Show 2023 will bring entrepreneurs and professionals together from across the retail spectrum to share ideas and experiences towards the betterment of retail as a whole and, ultimately, the people of Pakistan.

There can be no doubt that retail touches every single person and, as a result, it is the spearhead of domestic and international trade. Every finished product that is produced or sourced is ultimately bought by end consumers from retailers. To achieve this, there is a multitude of allied industries and sectors that are deeply connected with retail businesses, such as agriculture, manufacturing, cottage industry, packaging, distribution, logistics, real estate, IT, financial services and advertising to name but a few.

I expect that this landmark event will put a much-deserved spotlight on the enormous possibilities that the future holds for retail and, by extension, the entire economy. All the attendees will surely benefit by hearing from and interacting with a wide variety of industry experts and thought leaders on topics as vital as the ecosystem itself."

Asfandiyar Farrukh

- Co-Founder, Chainstore Association of Pakistan
- MD, Urban Brands (HUB, Hobo & FHS)

Conference Agenda in Brief:

- Democratizing Digital Commerce
- Evolving Urban Retail Dynamics in Pakistan
- Evolution of the In-store Customer Experience in Pakistan Inspirations, Experiments and Successes
- The Persuasive Power of Creativity
- Turning Last-Mile Exceptions into Exceptional Customer Experiences
- Unlocking Banking's Value Proposition for Retailers and Their Customers
- Influencer Role Evolution & Changing Landscape of Digital Advertising
- From Clicks to Bricks: Transforming Retail with Omnichannel
- Omnichannel Commerce: Empowering Retailers and Consumers for a Cashless Future
- Collaborative Synergy: Maximizing Benefits for Shoppers through Mall Owner-Retailer Partnerships
- Spotlight Session - **Taking Personal Branding to the Next Level - The Journey of Mashion.pk and M by Mahira**
- Evolving FMCG Strategies for Inflationary Times - Traditional Retail and E-commerce Insights
- Frictionless Commerce: Unlocking Customer Delight with AI-Powered Shopper Experiences
- The B2B E-commerce Revolution
- Post Event Full Day Masterclass: **Omnichannel Mastery with Loek Berendsen: Elevate Your Brand for Profitable Growth (Wednesday, December 6, 2023)**

Who Should Attend:

- Shopping Malls
- Hypermarkets / Departmental Store
- Quick Commerce
- Banks and Financial Services
- POS / Payment Innovation
- Retail Tech
- Loyalty and Cashback Rewards
- Rewards
- Furniture / Lifestyle
- BNPL (Buy Now Pay Later)
- 3PI / Fulfillment / Last Mile Delivery
- B2B and B2C Marketplaces
- Fashion & Apparel
- Footwear & Accessories

Conference Agenda

08:00 am – 09:00 am	Registration and Morning Refreshments
Master of Ceremonies:	Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape
09:00 am – 09:05 am	Recitation from the Holy Quran and National Anthem
09:05 am – 09:10 am	Introductory Note: Hamza Wasi Hashmi – CEO, TerraBiz
09:10 am – 09:15 am	Welcome Speech by Conference Co-Host: Qasim Awan – Executive Director, TCS Holdings
09:15 am – 09:20 am	Welcome Speech: CAP's Vision for Retail Excellence at The Retail Show 2023
09:20 am – 10:40 am	Rana Tariq Mehboob – Chairman, Chainstore Association of Pakistan; & CEO, Royal Tag
09:20 am – 09:35 am	Inaugural Session
09:35 am – 09:45 am	Address by Guest of Honor: Democratizing Digital Commerce
09:45 am – 10:00 am	Syed Sohail Javaad Executive - Director Digital Financial Services Group, State Bank of Pakistan
10:00 am – 10:25 am	Presentation: Enhancing Retail Efficiency and Creating Value Across the Supply Chain
	Saira Awan Malik – President TCS Pvt. Ltd.
	Keynote Presentation: Unlocking Banking's Value Proposition for Retailers and Their Customers
	Muhammad Yahya Khan – Group Head-Digital Banking, Bank Alfalah
	International Keynote: Transforming Retail with Omnichannel
	<i>Here's a glimpse of what to expect:</i>
	<ul style="list-style-type: none"> Gain insights into the trends shaping the next five years, uncover thriving retailers, and grasp their success strategies. Get equipped to tackle cost-of-living challenges. Incorporating smart data, transformative AI, and new technological advances to spearhead retail and e-commerce practices. Enhancing your brand experience through value-added elements that evolve with the times to match your customer profile. Driving productivity gains through systematic and concrete, real-time inventory and sales strategies.
	Loek Berendsen – Mr. Omnichannel; Founder at BoldRethink360.com; and Former Global Strategic Advisor, Digital Customer Experience Store, IKEA
	Interaction with audience
	Group Photo and Mementos Distribution
	Inauguration of the Exhibition (Tea and Networking Break)
10:25 am – 10:35 am	Threads of Innovation: An Exclusive Dialogue with Shamoon Sultan – Founder & CEO, Khaadi
10:35 am – 10:40 am	Transforming the In-store Customer Experience - Inspiration, Experiments and Successes
10:40 am – 11:10 am	Moderator: Asfandiyar Farrukh – Co-Founder, CAP and MD, Urban Brands (HUB)
11:10 am – 11:35 am	Keynote Presentation: The Persuasive Power of Creativity
	Join Ali Rez, a luminary in global advertising, as he unveils the secrets to igniting consumer engagement and creativity. Backed by data-driven examples, Ali Rez demonstrates how creativity becomes a brand's most potent asset. It doesn't just stand out; it creates real value, sparks conversations, and, fundamentally, persuades to purchase. With a wealth of experience, Ali is poised to revolutionize how Pakistani consumer and fashion retail leaders approach their craft. This session isn't just about expanding horizons; it's about creating brands that transcend boundaries, leaving an indelible mark on the world stage. Discover the art of branding for unparalleled international retail success.
	Ali Rez – Chief Creative Officer, Impact BBDO (MENAP)
12:05 pm – 12:45 pm	Panel Discussion ONE: The Rapid Evolution of Womenswear Retail in Pakistan:
	When it comes to Fashion Retail, Women's Clothing has consistently been the biggest crowd-puller. How has this key segment evolved since the days of Lawn Exhibitions? How have leading brands positioned themselves and adapted in the age of Connected Commerce? Has the domestic market become saturated and how substantial is the international opportunity? What does the future look like for Womenswear in the country?
	Panelists:
	Mehvish Waliyany – Chief Operating Officer, Alkaram Studio
	Asad Shafi – CEO, Cross Stitch and Co-founder and VC, Chainstore Association of Pakistan
	Wasif Sikandar Butt – Director, Maria B. and Co-founder and Ex. VC, Chainstore Association of Pakistan
	Altaf Hashwani – Director, Sana Safinaz
	Moderator: Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape
12:45 pm – 01:00 pm	Cash to Code, Revolutionizing Merchant Payments in Pakistan's Digital Economy
	Farhan Hassan – Head of Wallet Business, easypaisa
01:00 pm – 02:00 pm	Lunch and Networking Break
02:00 pm – 02:20 pm	Presentation: Practical Insights for Retail Success (Via Video)
	Join David Macadam for insights on relationship building, navigating trends, decoding your audience, leveraging tech impact, analyzing retail data, and enhancing customer experience. Practical strategies for today's dynamic retail landscape.
	David Macadam – CEO, The Middle East Council of Shopping Centres & Retailers - MECS+R
02:20 pm – 02:30 pm	Speech by Ibrahim Tabba – Director, LuckyOne Mall
02:30 pm – 02:55 pm	Presentation: Influencer Role Evolution & Changing Landscape of Digital Advertising
	Muhammad Ammar Hassan – Chief Marketing Officer, Daraz
02:55 pm – 03:05 pm	Interaction with audience
03:05 pm – 03:55 pm	Panel Discussion TWO:
	Evolving FMCG Strategies for Inflationary Times – Traditional Retail and E-commerce Insights
	Join us for a compelling session where industry leaders delve into the ever-evolving world of Fast-Moving Consumer Goods (FMCG). Explore strategies for thriving in inflationary times and unlocking growth through both traditional retail and emerging e-commerce trends. This moderated discussion spans the entire retail spectrum, from traditional stores to cutting-edge e-commerce platforms. Don't miss this invaluable opportunity to gain insights into the future of FMCG!
	Panelists:
	Kassim Shroff – Co-Founder & CEO, Krave Mart
	Dr. Jawaid Abdul Ghani – Pro Vice-Chancellor and Professor, Al Ghazali University and Ex. Dean, SDSB – LUMS
	Syed Fawad Ahmed – Strategy & Transformation Director, Unilever Pakistan
	Munstaqa Peracha – Chief Executive Officer, foodpanda
	Munsub Abrar – Director, Naheed Super Market
	Moderator: Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape
03:45 pm – 03:50 pm	Group Photo and Mementos Distribution
03:50 pm – 04:00 pm	Presentation: Omnichannel Mastery: Shaping the Future of Fashion E-commerce
	Nida Siddiqui – Head of E-commerce (DGM), Alkaram Studio
04:00 pm – 04:45 pm	Panel Discussion THREE: The B2B E-commerce Revolution
	<ul style="list-style-type: none"> Digitalizing the Supply Chain SME Retail Financing Game-Changing Tech for Small Retailers Unlocking growth through Digital Payments
	Panelists:
	Hamza Jawaid – Co-founder, Bazaar Technologies
	Moazzam Ali Khan – Co-Founder, SnappRetail
	Naureen Hyat – CEO, Zood
	Mutaher Khan – Co-Founder, Data Darbar
	Raza Matin – Co-Founder & CEO, Chikoo / Digital Payments Consultant - Pakistan, Better Than Cash Alliance
	Moderator: Saif Ali – Venture Partner, Golden Sparrow and Former Executive Director, Dastgyr Technologies
04:45 pm – 05:00 pm	On-Stage Discussion with Asfandiyar Farrukh
	Hassaan Khan – Founder, Mashion and M by Mahira
05:00 pm – 05:10 pm	Presentation by Rafique Jackwani – CEO, Premier Sales Ltd.
05:10 pm	Vote of thanks and Closure followed by refreshments

Note: The organizers reserve the right to amend the program agenda.

International Profiles



Loek Berendsen

- Mr. Omnichannel
- Founder, BoldRethink360.com
- Former Global Strategic Advisor Digital
Customer Experiences Stores, IKEA

International Keynote:

Transforming Retail with Omnichannel

Join Loek Berendsen, Former Global Strategic Advisor at IKEA, as he traces the future of phygital, from bricks to clicks. In his keynote session, Loek will guide us through the pivotal touchpoints of our regional retail revolution, highlighting the path to omnichannel success and placing customer experience at the heart of your retail strategy.

Here's a glimpse of what to expect:

- Gain insights into the trends shaping the next five years, uncover thriving retailers, and grasp their success strategies.
- Get equipped to tackle cost-of-living challenges.
- Incorporating smart data, transformative AI, and new technological advances to spearhead retail and e-commerce practices.
- Enhancing your brand experience through value-added elements that evolve with the times to match your customer profile.
- Driving productivity gains through systematic and concrete, real-time inventory and sales strategies.

Loek's Profile:

Loek Berendsen is a Global Omnichannel Strategist, also known as Mr. Omnichannel, with 10+ years' entrepreneurial FMCG experience building and nurturing C level relationships, driving partnerships and evaluate performance of retail & eCommerce & Customer Experience programs globally including but not limited to Logistics, Change Management, Business Operations and Brand Development.

Always striving for excellence together with the teams. Omnichannel, Unified Commerce and Customer Experience are his passions; he improved customer journeys in million dollar companies with new processes, software and customer journeys.

Simplified, Transformed and Implemented Customer Experience and Employee Experience programs in 40+ Retail, eCommerce and User Experience initiatives, investments and programs.

Presentation: The Persuasive Power of Creativity

In a world inundated with distractions, how does a brand authentically connect with its audience? Join Ali Rez, a luminary in global advertising, as he unveils the secrets to igniting consumer engagement and creativity. Backed by data-driven examples, Ali Rez demonstrates how creativity becomes a brand's most potent asset. It doesn't just stand out; it creates real value, sparks conversations, and, fundamentally, persuades to purchase. With a wealth of experience, Ali is poised to revolutionize how Pakistani consumer and fashion retail leaders approach their craft. This session isn't just about expanding horizons; it's about creating brands that transcend boundaries, leaving an indelible mark on the world stage.

Discover the art of branding for unparalleled international retail success.

Ali's Profile:

Named Creative of the Year twice by Campaign magazine, Ali Rez is the most awarded creative leader in the Middle East, and currently leads creative output for the IMPACT BBDO Group across the Middle East, North Africa and Pakistan region. Rez's work has been instrumental in Impact BBDO Dubai being named the No.2 Agency In The World on the WARC report, while winning 10 different Agency of the Year accolades in 2022 for bringing tremendous business success and creative excellence to the Group, and positive impact to social causes.

Rez has won more than 750 international accolades in his career spanning four continents over 20 years, which include Grands Prix at all the major shows including Cannes Lions, Clío, OneShow, Loeries, Effies, and a United Nations Peace Medal – awards which have led him to be ranked No.1 ECD in MENA and APAC on several creative rankings. He is the first jury president ever at Cannes Lions to represent the Middle East.

Moving from California, Rez currently lives in Dubai, where he is an avid mountain biker. Besides lecturing at Oxford University, Rez has exhibited at Tate UK, spoken at TEDx, and has traveled to 139 countries.



Ali Rez
Chief Creative Officer
IMPACT BBDO Group MENA

International Profiles

Presentation: **Practical Insights for Retail Success**

Join David Macadam for insights on relationship building, navigating trends, decoding your audience, leveraging tech impact, analyzing retail data, and enhancing customer experience. Practical strategies for today's dynamic retail landscape.



**David
Macadam**
CEO, The Middle East Council of
Shopping Centres & Retailers
MECS+R

David's Profile:

With a career spanning 40 years in the retail industry, David is a leading professional in the retail and commercial property markets locally, regionally, and globally. A Canadian, resident in the UAE for eighteen years, David has held and continues to hold senior executive roles in the region. His tenure includes prominent positions at major shopping center development companies such as Emaar, AFGRE, Msheireb, and Al Othaim. He has also led the property advisory firm JLL Retail Division.

As the CEO of the MECS+R, David oversees a business network comprising of 900+ shopping centers regionally, 1,100 retailers, and 1,000+ members. This network is one of the most robust in the MENA region, reflecting his deep industry expertise.

David is a prolific contributor to local and international newspapers, including Gulf News and Khaleej Times. He is a frequent writer on topics associated with current retail industry trends, commercial real estate, and residential property challenges and opportunities. He is also a familiar face on various television networks such as CNN, BBC, Bloomberg, Dubai One, Dubai City 7 TV, Selfie TV, and Dubai Zee Television, where he serves as a retail expert in the MENA region. On business radio, Dubai Eye 103.8, David is a regular presence, offering insights as the retail industry expert and property market commentator.

Beyond his professional endeavors, David is a motivational speaker and a lecturer on current property issues at international universities in Dubai and the Dubai School of Government.

Master of Ceremonies

#TRS23

Aexandra's Profile:

Alexandra Topalian is a distinguished MC, Presenter, Panel Moderator, Journalist, and Podcast Host, known for setting the tone and engaging crowds with finesse.

Alexandra Topalian, a distinguished MC, Presenter, Panel Moderator, Journalist, and Podcast Host. With an impressive track record including events like GITEX FINTECH SURGE, Saudi Film Confex, Global Cybersecurity Forum, CityScope, and Dubai Fintech Week, Alexandra brings a wealth of experience and charisma to every stage.

"I strongly recommend Alexandra for global C-suite audiences, both for large-scale events and smaller bespoke gatherings." Mir Nejjib Rahman - Digital Financial Services & Payments



**Alexandra
Topalian**

Hosts of GITEX FINTECH SURGE,
Saudi Cinema Connex, CityScope

Post Conference Masterclass

Omnichannel Mastery with **Loek Berendsen**

Elevate Your Brand for

PROFITABLE GROWTH



Course Director

Loek Berendsen

- Mr. Omnichannel - Founder, BoldRethink360.com
- Former Global Strategic Advisor, Digital Customer Experiences Stores, IKEA

Wed, Dec 06, 2023

Mövenpick Hotel, Karachi

9:00 AM - 4:00 PM

Course Outline:

1. Adapting to Evolving Retail Trends

- > Navigating Digital Marketing, Fintech, and RetailTech Integration.
- > Embracing Mega Trends in Retail for Future Success.
- > Creating Value Propositions in Inflationary Times.
- > Incorporating smart data, transformative AI, and cutting-edge technological advances to lead retail and e-commerce practices.

2. Unlocking the Power of Omnichannel and Unified Commerce

- > Understand the Significance of Omnichannel Modeling.
- > Craft Direct-to-Consumer Channels for Growth.
- > Develop Strategies for Seamless Integration of Online and Offline Experiences.
- > Investigate thriving retailers and glean insights from their success strategies.
- > Enhance your brand experience through evolving value-added elements tailored to your customer profile.

Conduct Case Study Analysis to gain deeper insights into successful omnichannel and unified commerce strategies.

3. Developing an Effective Omnichannel Strategy

- > Segment Your Customers: Organize your customer base based on demographic metrics like location, age, or income to tailor their experience.
- > Strategically Choose Channels: Determine the channels your customers prefer for information and entertainment, both online and offline.
- > Follow the Customer Journey: Identify touchpoints from initial contact to final purchase, understanding how customers engage with your marketing.
- > Test and Optimize Your Ads: Track engagement and make data-driven adjustments to enhance conversions and customer interactions.

Learning Outcomes:

- > Navigate the challenges of evolving retail trends, including digital marketing and fintech integration.
- > Develop a comprehensive understanding of Omnichannel and Unified Commerce strategies.
- > Implement transformative initiatives in Customer and Employee Experience programs.
- > Optimize logistics, operations, and brand development for heightened performance.
- > Create value propositions to enhance customer loyalty and drive revenue growth.
- > Strategically adapt to inflationary times, managing costs without compromising quality.
- > Craft customer-centric strategies that create memorable experiences and drive profitable growth.

4. In-Store Digitalization

- > Craft an Exceptional Customer Journey.
- > Innovate in Enhancing In-Store Experiences.
- > Seamlessly Integrate Online and Offline Experiences.
- > Drive productivity gains through systematic and concrete, real-time inventory and sales strategies.

Practical Demonstration: Visualize digitalization's impact on in-store experiences.

5. Creating Journeys for Customers and Employees (Total Experience)

- > Explore the concept of Total Experience.
- > Emphasize elevating customer experiences.
- > Develop strategies for crafting seamless journeys for both customers and employees contributing to the 'Total Experience.'
- > Recognize the significance of DTC (Direct-to-Consumer) strategies for growth.
- > Enhance B2B Customer Experiences.
- > Achieve Seamless Last-Mile Delivery.

6. Q&A and Closing Remarks

- > Engage in an Interactive Session for Participant Questions.
- > Summarize Key Takeaways and Offer Future Insights.

Bonus Offer

Supercharge Your Online Store with a FREE Omnichannel Website Audit! Unlock the Full Potential of Your Online Store!

Participants will receive:

- In-depth analysis of 25 critical Omnichannel processes in your online store.
- Comprehensive examination of essential Omnichannel areas.
- Uncover untapped potential for your online store's growth and success.
- Detailed Omnichannel Audit Report.

Claim Your Audit at www.boldrethink360.com

THE RETAIL SHOW IN NUMBERS



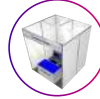
COMPONENTS OF THE RETAIL SHOW - TRS23



Keynotes & Panel Discussions



Perspective Sharing by Domain Experts,
Industry & Thought Leaders



Retail Expo



Executive Connections
- Meet, Greet and Eat

REGISTRATION DETAILS

CONFERENCE PASS

Tue, Dec 5, 2023 9:00 am - 5:00 pm

PKR 15,000/-

+13% SST Per Participant

~~15,000/-~~ **7,500/-** +13% SST

[50% Discount (on conference only)
for CAP, PFA, and P@SHA Members]

Conference Only

LOEK BERENDSEN'S MASTERCLASS PASS

Wed, Dec 6, 2023 9:00 am - 4:00 pm

PKR 50,000/-

+13% SST Per Participant

(No Discount Available)

Loek's Masterclass Only

GOLD PASS

PKR 55,000/-

+13% SST Per Participant

(You Save 10,000/-)

Conference +Loek's Masterclass



(Includes lunch, refreshments and business networking)

For registration(s), send us your
Name, Designation, Organization, Mobile Number & E-Mail
to trs@terrabilgroup.com

For Sponsorships and Branding

Mohammed Phaysal
Mobile: +92 300 213 3849
Email: phaysal@terrabilgroup.com

For Sponsorships, Branding, Exhibition Stalls and Larger Groups

Talha Shabbir
Mobile: +92 321 874 7595
Email: talha.shabbir@terrabilgroup.com

For Delegates Registration

Noor Ul Aain Sheikh
Mobile: +92 304 3939 615
Email: events@terrabilgroup.com

Testimonials



"The retail sector's growth is phenomenal, contributing 18% of GDP and employing 16% of the workforce. It's interlinked with various sectors, and we're witnessing a positive transformation with organized retail and online retailing."

Razak Dawood - Federal Commerce Minister



"The summit highlights the importance of the retail sector and the e-commerce opportunities for retailers in Pakistan. With a USD 4 billion e-commerce market and only 1% retail online, the potential for digital transformation is immense."

Aisha Moriani - MoITT Government of Pakistan



"Initiatives like this should be appreciated and continued every year."

Shamoon Sultan - Khaadi



"TerraBiz and CAP created a great retail platform. It offers valuable networking and learning opportunities for the retail community. We appreciate the focus on this sector."

Faisal Nadeem - Dolmen Group



"The conference brought industry brands together, fostering collaboration and knowledge-sharing. Retail's rapid digitization is exciting. The discussions covered key areas from payments to logistics, indicating industry readiness for tech-enabled retail."

Usman Barkat - Algo



"Being part of a retail innovation panel was a wonderful experience. TerraBiz did a great job organizing the event, and it's lovely to network and learn from industry experts."

Nida Siddiqui - Bonanza Satrangi



"Pakistan has great opportunities in the international market. Pakistani companies should focus on the future and take their products to the world."

Wille Eerola - Marketing Man, Finland



"The conference emphasized the importance of supply chain in retail. It was a valuable networking opportunity. We look forward to more such sessions bringing people together regularly."

Qasim Awan - TCS



"The event covered real industry issues and opportunities. Digitizing Pakistan's economy is crucial for success, and the retail conference addressed this perfectly."

Shahzad Shahid - TPS

Past Speakers, Panelists, Moderators, and MoC



Past Sponsors, Exhibitors, and Supporting Partners

Past Participating Companies

A. Moosajee Sons	CommsPk	IoBM	Nishat Linen	Shop Smart
A.F.Ferguson & Co	Computing Solutions	IPO-Pakistan	NovaCare	Shopistan
Aboutime (Brand Merchants)	Confiz	ISACA	Novatex	Sigma Distributors
ACCA	Contegris	Ismail Farid	O Consulting	Sitara Studios
Adamjee Life Assurance	Cotton & Silk	Ismail's Clothing	Ocean Mall	SJS International
Adlytic	COUGAR	Jafferjees	OLX	Socio Engineering Technologies
AK Marketing	Cresset Technology	Jin Technologies Private Limited	OmniEngine	SPAR Pakistan
Akhuwat	Cross Stitch	JOMO Technologies	Optic World	Speed Pvt Ltd.
Al Asar Mall of Mandi Bahauddin	Daraz (Alibaba Group)	JULKE	OPTP	Sputnik Footwear
Al Baraka Apparel - Diners	Dawood Lawrencepur	Kaprang Fashions (PVT) Ltd	Orient Textile Mills	Square One Mall
Al Fatah Store	Dhanak	Karachi Tax Bar Association	OWARE Technologies	Starlet Retail
Al Karam Textile	Diamond Supermarket	KEENU	P@SHA	Stile
Al Nasser Pakistan	Dolmen Group	Khaadi	Pakistan Advertising Association	Strateasy Consulting
Al Rahim Textile	Dukan.pk	Khan International Brands	Pakistan Children's Heart Foundation	Stylo Shoes
Alfaz Enterprises	DVAGO	Kharidar	Pakistan Fintech Network	Sulafah
Algo	ECS - Ehsan Chappal Store	Kinecto	PIDE	Superior University
Algoniv Solutions	Edenrobe	Kiryana Services Private Limited	Pak-Qatar Family Takaful	SuperNova Solutions
Alkaram Studio	Ego	KK Mart Multan	PARA	Swyft Logistics
Altaf Cash & Carry Qasur	Ehad Healthcare	KPMG Taseer Hadi & Co.	Passo Prints	Symmetry Group
Amir Adnan	Elahi Group of Companies	Lahore Pharma	Paymob	Systems Limited
Anjarwala Sweets and Bakers	Emirates Logistics	LAMA Retail	PharmEvo	SZABIST Karachi
Arif Habib Commodities	Engine	Latt Liv Designs	Pie in The Sky	Taar Consulting
Audex Consulting	Epinovus by Alchemative	Lawrencepur	PostEx	Tapsys
Avenew Marketing	Equator	Liberty Books	Premier Agencies	TAQ Logistics
Ayyaz Ahmad and Associates	E-Sparks	Lifestyle Collection	Premier Group	TCS
BaadMay	Expanderz	LimeLight	Prince Shoes	Team A Ventures
Bachaa Party	Farmaish	Lucky Landmarks	Profit Magazine	TechMixers
Bake House Rahim Yar Khan	Fazal Din's Pharma Plus	LuckyOne Mall	Pronto	Tejrat Rabeha
Bank Alfalah	Fine Fabricators	Lumensoft Technologies	Q-Solutions	Tesorro Ventures
BATIK	Firdous Cloth Mills Pvt Ltd	LUMS	Rana Trading Co.	The Bank of Punjab
BeautyLuxe	Firhaz Footwear - Hush Puppies	Lyallpur Galleria Shopping Mall	Rasbree	The Crescent Textile Mills
Befiler	First DigitalTakaful Company	M Jafferjees	Resham Textile Industries	ICAP
Beyond East	Foodpanda	M&P Express Logistics	Retail Avenue - Dolmen Group	The Vertical
Bharmal System Designers	Footmetrics	Mafco	Retail Matrix Consulting	TIE Melbourne
BLESSO Cosmetics	FOREVER-21	Maison Consulting	Retailer Pakistani	TMPL
Blue Ladder	FranklinCovey - Pakistan	Mall of Mandi Bahauddin	Retailer University	TPS Worldwide
BlueEx	Frontier Foundry Steel	Mall of Sargodha	Retailmedia	Traditions by Saleem Fabrics
Bohra Developers	Futafut Services	Mall One Wazirabad	Riphah University	Transhold
Bonanza Garments	Generation	MANTRA	Roll - Unilever	U&I Garments
Bookkaru	Genesis Holdings	Maria-B Designs	ROLLOVER	Ultra Chemicals
Boulevard Mall	Ginkgo	Marketing Association of Pakistan	Rollover Kids Company	Ultra Club Fashion
BPC Banking Technologies	Globright	Marketing Man	Royal Junior	Unifonic
Brand Merchants	GoPayFast	Martin Dow	Royal Tag	Unilever
BTW - By The Way	Graana	Maulana Tariq Jamil - MTJ	Ruba Digital	Unity Foods
Burque Corporation	Grand Square Mall	Maxillion Corp	Sach International	Unity Retail
Business Recorder	Gul Ahmed	Maypole Pvt. Ltd.	Sach International - Lawrencepur	Universal Network Systems
Cakes & Bakes	Hafiz Brothers Media Solutions	McMaster	Safepay	Uniworth Dress Co.
Call Courier	Hanker	Meezan Bank Limited	Salaam Takaful	Unze
Cambridge Garments	HBK Arena & Hypermarket	Mima Group	Sana Safinaz	URBANSOLE
Care Pharma	Hopscotch	Ministry of Commerce	Sanaulla Corporation	Utility Stores Corporation
CBS Gujrat	House of Charizma	Misbah Cosmetics	Sapphire Retail	Vizpro
Panjab Cash & Carry Islamabad	HUB (Urban Brands)	Moellhausen	Saya Retail	Waada Digital
CFA Society Pakistan	Hush Puppies & CAT Footwear	MONARK	SB Electronics Eng. & Control	Wah Brands
Chainstore Association of Pakistan	Hypermall	MOTIFZ	Sefam	Walkeaze
Charcoal	Image Pakistan	Mr. Mart Gujrat	Servaid	WQ Print Studio
Chase Up	Imarat Group	Naheed Super Market	Service Sales Corporation	Xtak
Chase Value	Insignia	NCCPL	Sethi Life Style Gujrat	Zara Shahjehan
Clive Shoes	Inspurate Business Services	NAUROZ	SEWERA	Zeitgeist
CMC M Tech	Integration Xperts	NDURE	Shabbir Textilemills - Dynasty	ZeroSlip
Cocobee	Interconnection Trading & Sourcing	Neem Pro	Shapers	Zip24
Coeus Solutions	International Industries Limited	NIFT	SHISPARE	Zuria Dor