

Conference Agenda

<p>08:00 am – 09:00 am Master of Ceremonies: 09:00 am – 09:05 am 09:05 am – 09:10 am 09:10 am – 09:15 am 09:15 am – 09:20 am</p> <p>09:20 am – 10:40 am 09:20 am – 09:35 am</p> <p>09:35 am – 09:45 am</p> <p>09:45 am – 10:00 am</p> <p>10:00 am – 10:25 am</p> <p>10:25 am – 10:35 am 10:35 am – 10:40 am 10:40 am – 11:10 am 11:10 am – 11:35 am</p> <p>11:35 am – 12:05 pm</p> <p>12:05 pm – 12:45 pm</p> <p>12:45 pm – 01:00 pm</p> <p>01:00 pm – 02:00 pm 02:00 pm – 02:20 pm</p> <p>02:20 pm – 02:30 pm 02:30 pm – 02:55 pm</p> <p>02:55 pm – 03:05 pm 03:05 pm – 03:55 pm</p> <p>03:05 pm – 03:45 pm</p> <p>03:45 pm – 03:50 pm 03:50 pm – 04:00 pm</p> <p>04:00 pm – 04:45 pm</p> <p>04:45 pm – 05:00 pm</p> <p>05:00 pm – 05:10 pm 05:10 pm</p>	<p>Registration and Morning Refreshments Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape</p> <p>Recitation from the Holy Quran and National Anthem Introductory Note: Hamza Wasi Hashmi – CEO, TerraBiz</p> <p>Welcome Speech by Conference Co-Host: Qasim Awan – Executive Director, TCS Holdings</p> <p>Welcome Speech: CAP's Vision for Retail Excellence at The Retail Show 2023 Rana Tariq Mehboob – Chairman, Chainstore Association of Pakistan; & CEO, Royal Tag</p> <p>Inaugural Session Address by Guest of Honor: Democratizing Digital Commerce Syed Sohail Javaad Executive - Director Digital Financial Services Group, State Bank of Pakistan</p> <p>Presentation: Enhancing Retail Efficiency and Creating Value Across the Supply Chain Saira Awan Malik – President TCS Pvt. Ltd.</p> <p>Keynote Presentation: Unlocking Banking's Value Proposition for Retailers and Their Customers Muhammad Yahya Khan – Group Head-Digital Banking, Bank Alfalah</p> <p>International Keynote: Transforming Retail with Omnichannel <i>Here's a glimpse of what to expect:</i></p> <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. <p>Loek Berendsen – Mr. Omnichannel; Founder at BoldRethink360.com; and Former Global Strategic Advisor, Digital Customer Experience Store, IKEA</p> <p>Interaction with audience Group Photo and Mementos Distribution Inauguration of the Exhibition (Tea and Networking Break)</p> <p>Threads of Innovation: An Exclusive Dialogue with Shamoon Sultan – Founder & CEO, Khaadi</p> <p>Transforming the In-store Customer Experience - Inspiration, Experiments and Successes Moderator: Asfandiyar Farrukh – Co-Founder, CAP and MD, Urban Brands (HUB)</p> <p>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.</p> <p>Ali Rez – Chief Creative Officer, Impact BBDO (MENAP)</p> <p>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?</p> <p>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</p> <p>Moderator: Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape</p> <p>Cash to Code, Revolutionizing Merchant Payments in Pakistan's Digital Economy Farhan Hassan – Head of Wallet Business, easypaisa</p> <p>Lunch and Networking Break</p> <p>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.</p> <p>David Macadam – CEO, The Middle East Council of Shopping Centres & Retailers - MECS+R</p> <p>Speech by Ibrahim Tabba – Director, LuckyOne Mall</p> <p>Presentation: Influencer Role Evolution & Changing Landscape of Digital Advertising Muhammad Ammar Hassan – Chief Marketing Officer, Daraz</p> <p>Interaction with audience</p> <p>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!</p> <p>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</p> <p>Moderator: Alexandra Topalian – GITEX FINTECH SURGE, Saudi Cinema Connex, CityScape</p> <p>Group Photo and Mementos Distribution</p> <p>Presentation: Omnichannel Mastery: Shaping the Future of Fashion E-commerce Nida Siddiqui – Head of E-commerce (DGM), Alkaram Studio</p> <p>Panel Discussion THREE: The B2B E-commerce Revolution</p> <ul style="list-style-type: none"> Digitalizing the Supply Chain SME Retail Financing Game-Changing Tech for Small Retailers Unlocking growth through Digital Payments <p>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</p> <p>Moderator: Saif Ali – Venture Partner, Golden Sparrow and Former Executive Director, Dastgyr Technologies</p> <p>On-Stage Discussion with Asfandiyar Farrukh Hassaan Khan – Founder, Mashion and M by Mahira</p> <p>Presentation by Rafique Jackwani – CEO, Premier Sales Ltd.</p> <p>Vote of thanks and Closure followed by refreshments</p>
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Note: The organizers reserve the right to amend the program agenda.