

The most influential industry event which gathers more than 600 C-level executives, industry pioneers and influencers to exchange ideas and share the best practices in omni-channel and overall supply chain efficiency to drive business forward.



### 17 Years of Excellence in Sustaining Business Connectivity

- ✓ One of the **largest B2B summits** to share the latest omni-channel commerce trends and strategies
- ✓ Assembled of **500+** renowned thought leaders
- ✓ Engaged with **8,500+** industry practitioners, with nearly 80% in senior capacity
- ✓ Endorsed by **180+** business solutions partners
- ✓ Brought with the latest case study sharing

The **3rd CEO Executive Pulse Survey Report** - will come released in the Summit!



You are going to benefit from the Summit...

#### Presentation



**20+** Speakers

#### Insightful Sharing



**CEO Panel/** Keynotes/  
Plenaries/ Concurrent Tracks

#### Networking



**600+** Delegates/  
Potential Customers

#### Interaction



**10+** Solution Showcase/  
Information Exchange

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### Digital Business Transformation : Connecting the Dots

### Hong Kong Convention and Exhibition Centre

Time	Description		
9:15 – 9:25	<b>Welcome Remarks</b> : GS1 Hong Kong		
9:25 – 9:40	<b>Opening Address by Guest of Honour</b> Mr Edward Yau, GBS, JP, <b>Secretary for Commerce and Economic Development</b> , The Government of the Hong Kong Special Administrative Region (inviting)		
9:40 – 10:05	<b>Keynote Session(1) :Redefining Experiences for Smart Consumers through Smart Retail</b> <b>Tencent</b> (inviting)		
<b>Morning Keynote and Plenary Session - Visionary Presentation on Innovative Commerce Trend</b>			
10:05 – 10:30	<b>Keynote Session (2) "To Tell the Truth" Connect Consumer Journey - Chow Tai Fook</b>		
10:30 – 10:50	<b>Networking Coffee Break &amp; Solution Showcase</b>		
10:50 – 11:20	<b>Plenary Session (1) : Growing Big Business Value in E-Commerce Disruption - Mr Ricky Wong, CEO, HKTV Mall</b>		
11:20 – 12:20	<b>Plenary Session (2) : Executive Panel Discussion</b> – Advancing Level of Customer Engagement: how to gain deeper insights to create rewarding experiences for digital savvy customers (panelists under different business perspectives) : Retail Innovation/ Brand Recognition : <b>Chow Tai Fook</b> eCom : Mr Ricky Wong, CEO, <b>HKTV Mall</b> Digital Engagement : Ms Leonie Valentine, Managing Director, Sales & Operations, <b>Google Hong Kong Ltd</b> Logistics : <b>Lazada Hong Kong</b>		
12:20 – 12:40	<b>Plenary Session (3) : Excelling Business Transformation and Consumer Engagement - GS1 Hong Kong</b>		
12:45 – 13:45	<b>VIP Networking Luncheon</b> (by invitation only)		
<b>Afternoon Session : Enhancing Customer Experience Case Sharing and CEO Panel Discussion</b>			
Breakout Session	Track A – New Way to Serve Customer in Digitalised Era	Track B – New Innovative Technological Value to Revolutise the Industry	Track C – E-Commerce & Smart Logistics: New Frontier for the future
13:45 –13:55	Track kickoff (GS1HK Rep)	Track kickoff (GS1HK Rep)	Track kickoff (GS1HK Rep)
13:55 –14:15	Smart QR Consumer Trust Case Sharing - Otter Box (inviting)	REAL Visibility to Connect, Engage and Win your Consumer Case Sharing - Peninsula (inviting)	Launching of E-Commerce Best Practice Guideline - GS1 Hong Kong and Partners
14:15 –14:35	Operation Efficiency in New Retail - Ms Margaret Lau, General Manager <b>DCH Foodmart</b>	REAL Visibility to Champion your Digital Consumer Connection Case Sharing - Noble Health (inviting)	China Cross Border E-Commerce Challenges - <b>Shenzhen Cross Border Case Sharing</b>
14:35 –14:55	Brand Loyalty in Experience Age - Personalisation and Multi-Dimension - Starbucks (inviting)	Creating Connected Experiences for the Consumers, Rewriting Business Models Cheryl Gilbert, General Manager, IKEA Hong Kong & Macau at Dairy Farm Group (inviting)	Smart Logistics System for E-Commerce Fulfillment - Ms Suki Cheung, General Manager, Greater China, <b>Seko Logistics</b>
14:55 – 15:15	Build your Network, Print your Connections - Mr Kenneth Chan, CEO and Executive Director <b>China IoE Co Ltd</b>	Industry Case Sharing - <b>Oracle</b>	Interactive Panel Discussion : E-Commerce Successful Journey Panelists : E-Com platforms/ China eTailer
15:15 – 15:35	Industry Case Sharing (inviting)	Industry Case Sharing (inviting)	
15:35 – 15:50	<b>Networking Coffee Break &amp; Solution Showcase</b>		
15:50 – 16:10	<b>Plenary Session (4) : CEO Pulse Report 2018 Survey Findings</b>		
16:10 – 17:10	<b>Closing CEO Panel : Championing Omni Business Way Forward</b> Moderator : Mr Anson Bailey, Head of Consumer Products, KPMG (proposed panelists : CEO Pulse Report interviewees)		
17:10 – 17:15	<b>Lucky Draw and End of Programme</b>		