

The most influential industry event which gathers more than 600 C-level executives, industry pioneers and influencers, brand owners, retailers, eCommerce owners, digital marketers, manufacturers, key distributors, logistics service providers to exchange ideas and share the best practices in omni-channel and overall supply chain efficiency, commerce connectivity for driving 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 **500+** renowned thought leaders
- ✓ Engaged with **8,500+** industry practitioners, with nearly 80% in senior capacity
- ✓ Endorsed by **180+** business solutions partners
- ✓ The latest case studies and best practices sharing

The **3rd CEO Pulse Survey Report** – will be announced in the Summit!



What you will get 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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For enquiry :
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Digital Business Transformation : Connecting the Dots
Hong Kong Convention and Exhibition Centre

Time	Description		
9:15 – 9:25	Welcome Remarks : GS1 Hong Kong		
9:25 – 9:40	Opening Address by Guest of Honour - Dr Bernard Chan, Under Secretary for Commerce and Economic Development , The Government of the Hong Kong Special Administrative Region		
9:40 – 10:05	Keynote Session(1) :Redefining Experiences for Smart Consumers through Smart Retail Leading International Brand/ Retailer		
Morning Keynote and Plenary Session - Visionary Presentation on Innovative Commerce Trend			
10:05 – 10:30	Keynote Session (2) “To Tell the Truth” Connect Consumer Journey - Mr Kent Wong, Managing Director, Chow Tai Fook Jewellery Group Ltd		
10:30 – 10:50	Networking Coffee Break & Solution Showcase		
10:50 – 11:20	Plenary Session (1) : Growing Big Business Value in E-Commerce Disruption - Mr Ricky Wong, CEO, HKTVMall		
11:20 – 12:20	Plenary Session (2) : Executive Panel Discussion – Advancing Level of Customer Engagement: how to gain deeper insights to create rewarding experiences for digital savvy customers Moderator (panelists under different business perspectives) : Retail Innovation/ Brand Recognition : Mr Kent Wong, Managing Director, Chow Tai Fook Jewellery Group Ltd eCom : Mr Ricky Wong, CEO, HKTVMall Digital Engagement : Ms Leonie Valentine, Managing Director, Sales & Operations, Google Hong Kong Logistics : Lazada		
12:20 – 12:40	Plenary Session (3) : Excelling Business Transformation and Consumer Engagement - GS1 Hong Kong		
12:45 – 13:45	VIP Networking Luncheon (by invitation only)		
Afternoon Session : Enhancing Customer Experience Case Sharing and CEO Panel Discussion			
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	Operation Efficiency in New Retail - Ms Margaret Lau, General Manager DCH Foodmart	Unbottling Data for Personalised Experience – Dr Ricky Szeto, General Manager and Executive Director, Hung Fook Tong Group Holdings Ltd	E-Commerce Logistics Best Practice - GS1 Hong Kong
14:15 –14:35	Smart QR in Consumer Trust Case Sharing Otter Box (inviting)	Industry Case Sharing - Oracle	Smart Logistics System for E-Commerce Fulfillment - Ms Suki Cheung, General Manager, Greater China, Seko Logistics
14:35 –14:55	Industry Case Sharing	Industry Case Sharing - P&G	Cold Chain Case Sharing City Super
14:55 – 15:15	Build your Network, Print your Connections - Mr Kenneth Chan, CEO and Executive Director China IoE Co Ltd	Industry Case Sharing - Mr Mark Morley, Strategic Product Marketing Director, Business Network, OpenText	Interactive Panel Discussion : E-Commerce Successful Journey Panelists : eBay, Holistic, Seko Logistics, China eTailer
15:15 – 15:35	Driving Incremental Revenue Through a Personalised Customer Experience - Mr Patrick Milburn, Managing Director, Mezzo Labs	Industry Case Sharing	
15:35 - 15:50	Networking Coffee Break & Solution Showcase		
15:50 – 16:10	Plenary Session (4) : CEO Pulse Report 2018 Survey Findings		
16:10 – 17:10	Closing CEO Panel : Championing Omni Business Way Forward Moderator : Mr Anson Bailey, Head of Consumer Products, KPMG Panelists are lining up : Alipay HK ... more to be followed		
17:10 – 17:15	Lucky Draw and End of Programme		