



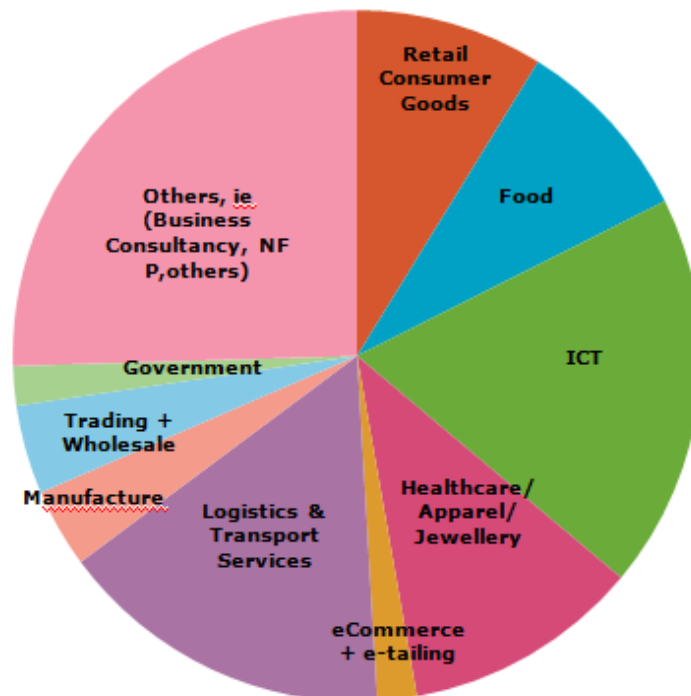
GS1 HK Summit (2001 – 2017)

17 years of Excellence in Business Connectivity

- One of the **largest B2B summits** to share the latest omni-channel commerce trends and strategies
- Assembled of **500+** renowned thought leadership speakers
- Engaged with **8,500+** industry practitioners, with 80%+ in senior capacity
- Endorsed by **180+** business solution partners

A unique platform for more than 600 C-level executives, industry pioneers and influencers from Hong Kong and Asia Pacific to inspire ideas on transforming into a digital-first, customer-centric organisation.

Participants by Industry Breakdown





GS1 Hong Kong Summit 2017

Convergent Support & Insightful Sharing





Dr. Kelvin LEUNG

Vice Chairman, GS1 HK Board/ Chief Executive Officer, DHL Global Forwarding Asia Pacific

Mobility and data are becoming an integral part of every shopping experience. The winning companies will be the ones which possess the ability to combine physical and digital shopping experiences for customers. It's an online world where networks are vital and data quality is paramount.



Mr. Winston CHENG

President of International, Group VP, JD.COM

The Hong Kong offline retailers can benefit from some of the online trends that has been happening in the global basis to integrate the data. Then the network and branding experience that online can also bring to the offline channels.



Mr. Anson BAILEY

Head of Consumer Markets, Hong Kong, KPMG

We need to work with strategic partners, strategic alliances. And there are lots of discussion about how can we work with the next generation of busses, innovative startups. Summit like the GS1 HK annual Summit in Hong Kong can bring different parts of the eco-system together.



Mr. Cyril DROUIN

Chief E-commerce Officer, Greater China, Publicis Commerce

I believe this Summit will be eye opener for a lot of retailers in China. They will see a lot of successful experiences on how to transform their business though digital and e-commerce, also how to be omni-channel in Hong Kong.



Mr. Jon STINE

Global General Manager, Retail Hospitality Consumer Goods Industries, Industry Sales Group, Intel Corporation

Omni-channel is happening now and the consumer behavior is such that those who wait will be lost. The important role of GS1 Hong Kong is that standards are the bedrock of retail and not only the standard but all the many innovations from GS1 Hong Kong will help drive forward the transformation of omni-channel.



Mr. Peter MOK

Head of Incubation Programme, Hong Kong Science and Technology Parks

One of the key messages from today's Summit is that Hong Kong is a city we must stay at the forefront. We cannot be lagging behind as business model is changing. Omni-Channel is of very supremum importance for the future growth of business in Hong Kong.



Mr Victor RUIZ

CEO, Actimirror

In my opinion, it is to listen the voice of the customers for the new generations. In Asia Pacific there are 450 millions millennials. In the US, there are 83.1 millions that is 25% of the population. And they expect to have online experiences in an offline environment.