



NOVEMBER 25, 2020
CONRAD DUBAI

The Masterplan of Retail Transformation

AGILE • RESPONSIVE • FUTURE-FIT

MRF 2020 AGENDA

THE MASTERPLAN OF RETAIL TRANSFORMATION

Agile • Responsive • Future-fit

Difficult choices face retailers as they begin to cautiously emerge from a dramatic year. Rules of the game seem to have been re-calibrated and there are more questions than answers. Where do we go from here? Some answers will emerge at MRF 2020's Masterplan of Retail Transformation, and the science of Future-fit Retail will be revealed.

8-8:45AM: Registration & networking breakfast

- Master of ceremonies: Tom Urquhart, Presenter, Dubai One

8:45-9AM: Opening Address

- Justina Eitzinger, COO, Images Group Middle East

9-9:20AM: Fireside Chat – Unprecedented Opportunities of an Unparalleled Crisis

As the term 'new' gives way to 'next' normal, the very definition of normalcy has changed. It has changed as retailers are rewiring business models, rethinking revenue centres and readjusting plans to adapt in a changed business environment. Our fireside chat will take a deep dive into what really the 'next normal' entails for retail businesses.

- Patrick Chalhoub, CEO, Chalhoub Group

9:20-9:45AM: Fireside Chat – Unprecedented Opportunities of an Unparalleled Crisis

The year 2020 has been a rollercoaster – full of new learnings, quick pivoting and unprecedented challenges, as the pandemic has created a new set of rules for the survival and success of retail. The fireside chat will focus on how retailers are rethinking the future of retail and their businesses.

- Renuka Jagtiani, Chairwoman & CEO, Landmark Group

9:45-10:45AM: Panel discussion – Tech-ing it Forward

Retailers are realigning goals in order to not only survive but sustain. Several transformational measures have been quickened – the foremost being acceleration of digital transformation, creating seamless ways of engagement and building supply chain agility to ensure zero-loss inventory management. This session will bring together retail leaders with inside stories of how they rejigged operations through enhanced digitalisation.

- Hisham Al Amoudi, Group CEO, Kamal Osman Jamjoom Group
- Hozefa Saylawala, Director of Sales, Zebra Technologies
- Mark Tesseyman, CEO, LIWA Trading Enterprises
- Marwan Moukarzel, CEO, Fawaz Alhokair Fashion Retail
- Tapan Vaidya, CEO, PJP Investments Group (Moderator)

10:45-11AM: Networking & coffee break

11-11:45AM: Panel discussion – Purpose-fitted Digital Transformation

From supply chain agility to integrated mega distribution centres and touchless mobile checkouts, technology is 'the' enabler for retail transformation. Hear from subject matter experts decoding how technology is enabling the retail industry for a more demanding but an exciting future, by building agile yet resilient systems and processes.

- Ashish Panjabi, COO, Jacky's Retail LLC & Jacky's Group of Companies
- Phillip Smith, Group Head of Digital, Kamal Osman Jamjoom Group (Moderator)
- Piyush Kumar Chowhan, Group CIO, Lulu Group
- Ryan den Rooijen, Group Head of Data & Analytics, Chalhoub Group

11:45AM-12PM: Presentation: Regulatory structures around advertising claims by brands

Ayton Global Research will talk about how brands, particularly in the beauty and cosmetics sector, can make effective and compliant advertising claims in the UAE and globally.

- Susan Ayton, Founder & Managing Director, Ayton Global Research & brief introduction by
- Andrew Smith, Regional Director, Ayton Global Research

12-2PM: RetailME Awards 2020 Presentation accompanied by Lunch



2-3PM: Panel discussion – Engagement & Loyalty: How Data and Service Upped the Ante powered by Semnox Solutions

As COVID-19 put customer loyalty to the test, a section of retailers has won by not only gaining trust but also giving their loyal customers more reasons to shop. In doing so, data has played a key role in creating personalised experiences; while people – the retail executives – have interacted with customers in a contactless but humane manner. This session will bring together retail brands that have upped their game to gain customer loyalty.

- Cameron Mitchell, CEO, Majid Al Futtaim Leisure & Entertainment and Cinemas
- Halima Jumani, Director, Kibsons
- Ian Ohan, Founder, KRUSH Brands
- Isobel Abulhoul, Co-founder, Magrudy's
- Kiran Karanki, CEO, Semnox Solutions
- Raed Hafez, CEO, elGrocer (Moderator)

3-3:20PM: Up Close with a Passionpreneur

- Kris Fade, Founder, Fade Fit

3:20-4:30PM: Panel discussion – Growing in Power: The E-commerce Surge powered by Dubai CommerCity

Is e-commerce here to stay? According to research firm, Bain & Company, e-commerce was a \$2.2-trillion market in 2019, whose contribution to retail is set to surpass 50% by 2020. Digital payments company Visa estimates the market size of e-commerce in the Middle East to reach \$48.6 billion in 2022. Not only is e-commerce here to stay; it is going to be a strong driver of retail sales in the future. This session will focus on how e-commerce is reinventing consumers' path to purchase, while creating growth opportunities for retailers.

- Heba Al Fazari, Founder, Coveti
- Jeremy Denisty, Customer Director – Operational Lead MENA, Scopernia (Moderator)
- Majed M. Al Tahan, Founder & CEO, AYM and Co-founder & Managing Director, Danube Online
- Neelam Keswani, Director, Glamazle

4:30-4:45PM: Insights – Global design trends in food retail for 2021 & beyond

- Nathan Watts, Creative Director, Interstore | Schweitzer

4:45-5:45PM: Panel discussion – Looking ahead: Retail churn or opportunity?

Retail has time and again proved its resilience; amidst predictions of apocalypse, the power of good retailing has led the industry to rise like a phoenix. If the new decade brought a pandemic, it also created several growth opportunities in a new landscape – where omnichannel is non-negotiable, design seeks readjustments, meaningful partnership is a must and rethinking customer experience is crucial. Our closing session will discuss how retail isn't dead and what opportunities lie ahead.

- Ahmed Ragab, Group CEO, Baraka Retail Group
- Bart Denolf, CEO – Franchise, Sacoor Brothers Group
- Mohamed Attia, CEO, SALA Entertainment
- Naim Maadad, Chief Executive & Founder, Gates Hospitality

5:45-6:45PM: Start-up Conclave – Survival of the fittest

Home-grown start-ups and entrepreneurs that survived the COVID-19 storm will share how they pivoted to stay in business.

- Farah Emara, Co-founder & CEO, FreshSource
- Grace Karim & Somia Anwar, Co-founders, Bookends
- Kristian Stinson, Co-founder & CEO, Hopi
- Meenaxy Vashishtha, Founder, GoOrganic
- Nawal El Masri, Founder & Storyteller, exhale
- Shamim Kassibawi, Founder, Play:Date

Jury members:

- Ahmed Ragab, Group CEO, Baraka Retail Group
- Heba Al Fazari, Founder, Coveti
- Naim Maadad, Chief Executive & Founder, Gates Hospitality

7PM: Closing Address

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