



Innovate to Win

We are witnessing unprecedented change across the retail industry as retailers race to transform their often long-established business models to serve the lifestyles and demands of today's channel-less and technologically-savvy consumers. For leaders faced with increasingly big decisions, big risks and big bets to place, these are challenging and fast-moving times. For a new generation of leaders with new concepts and ideas, the industry has never been more exciting. In short, retail must innovate across the board to be fit-for-purpose and relevant.

Day 1 Tuesday, 17 th April 2018						
07:45	Registration Opens					
07:45	Welcome breakfast and networking					
08:30	WORLD RETAIL CONGRESS IDEAS FACTORY The Ideas Factory: Punchy 20-min sessions from innovators, designed to inform, excite and engage your brain.					
	A	B	C	D		E
	EXPERT INSIGHTS Start-ups and tech innovators take you through how they're solving retail's challenges	TECH SOLUTIONS Start-ups and tech innovators take you through how they're solving retail's challenges	FOUNDERS FORUM Hear from founders doing things differently in retail - with results	THE THINK TANK Getting you to think differently		MARKETING & CONTENT LEADERS PROGRAMME Brand voice, consumer connection and the data and personalisation behind it has become increasingly vital. This strand of sessions addresses some of the challenges/opportunities within the marketing sphere of retail.
08:30-08:50	The impact of changing shopper expectations and their implications for food retailers Grocers and other food retailers have lost 29% of their market share since 1991 (\$310B of lost annual revenue). An IDC Retail Insights survey of 200 food	Fireside chat: A survival guide for the new retail world Yes, the old retail model is no longer relevant. Yes, retailing today is difficult. But it is also very exciting with an increasing number of opportunities to create	Fireside chat: Building a brand for today's consumer - the need for speed, authenticity and partnerships Named one of Forbes 30 Under 30 for Marketing and Advertising, with a background in innovation and content at the likes of		08:40-09:10	Moving at the speed of social What do exploding watermelons, a lipgloss fidget spinner, and \$1,000 cake have in common? They're all part of how BuzzFeed uses digital advantages to get closer to the consumer and build massive global brands. Join SVP of Marketing, Laura Henderson, as she shares the secrets to building some of the world's most dynamic brands like

	<p>retailers and 3,000 shoppers, commissioned by Precima, reveals the differences across generational and household shopping behaviours on growth, the value of advanced analytics in creating new opportunities from these challenges. You will receive copy of this landmark study highlighting what is really happening in food retailing and optimal strategies for growth.</p> <p><i>Graeme McVie, Chief Business Development Officer, Precima</i></p>	<p>multi-billion-dollar revenue streams, argues Loren Padelford. In this thought-provoking and inspiring conversation with Deborah Weinswig, hear why Loren is excited about the future based on his insights from Shopify's more than 500,000 online stores operating in 175 countries.</p> <p><i>Loren Padelford, Vice President and General Manager, Shopify</i> <i>Moderator: Deborah Weinswig, Founder & CEO, Coresight Research</i></p>	<p>Warby Parker and All Saints, Jen Rubio talks brand identity, the importance of fostering meaningful brand partnerships, and the challenges/key learnings of building fast-growing, resonant brands with loyal followings.</p> <p><i>Jen Rubio, Co-Founder & Creative Director, Away</i> <i>Moderator: Stacey Widlitz, Contributor, CNBC;</i> <i>President, SW Retail Advisors</i></p>		<p>Tasty, Nifty and as/Is at record speed. After spending nearly a decade at Mondelez she joined BuzzFeed at a time when brand building on the internet has become vital to the success of all brands, and will share how non-digital brands can use digital advantages to grow their own brands.</p> <p><i>Laura Henderson, SVP of Marketing, Buzzfeed</i></p>
<p>08:55-09:15</p>	<p>Next-gen packaging to enhance the consumer experience</p> <p>The online retail landscape is becoming increasingly fragmented with more demanding consumers. Never has it been more important to minimise pain-points and maximise customer value. Learn from exclusive customer insights how innovative and intelligent packaging can drive digital transformation, improve</p>	<p>The "Self-Aware Store": How AI can pull stores into the future, TODAY</p> <p>How is AI revolutionising stores today, and what impact is it having on the bottom line? How can we reimagine AI's future in retail? And what framework should you be utilising when thinking of incorporating AI into your store infrastructure?</p> <p><i>Healey Cypher, Founder & CEO, OAK Labs</i></p>	<p>When hardware goes soft!</p> <p>Billie Whitehouse, once called the Elon Musk of Fashion, presents the history of wearable technology - where it went wrong, what it takes to create a category and create soft clothing with woven-in hard technology for a better human-centric future.</p> <p><i>Billie Whitehouse, Co-Founder & CEO, Wearable X</i></p>	<p>The brain science behind engagement - and how digital is changing this</p> <p>This session highlights 5 insights about the brain that will change how you approach your customer.</p> <p><i>David Kepron, Vice President of Global Design Strategies, Marriott International;</i> <i>author of Retail (r)Evolution</i></p>	<p>09:15-09:45</p> <p>Building a retail marketing function for the future [and present]</p> <p>Jackson Jeyanayagam, Chief Marketing Officer at Boxed - a fast-rising e-commerce startup - will talk about the convergence of the agency and in-house marketing structure. Jackson will highlight relevant trends with creative, media, analytics, CX and brand strategy and how they work together in this evolving marketing function of the future. He will also speak to what this means for marketing leaders when it comes to recruiting & retaining talent and the roles agencies play; the importance of marketing operations;</p>

	<p>customer experience and spearhead leaner e-commerce operations.</p> <p><i>Dr Björn Thunström SVP, Marketing & Innovation, Packaging Solutions, Stora Enso</i></p> <p><i>Ville Voipio, Senior Manager, Business Development, Intelligent Packaging, Stora Enso</i></p>				<p>the makeup of the future CMO; and the imperative for brands to be mission-driven.</p> <p><i>Jackson Jeyanayagam, CMO, Boxed</i></p>
<p>09:20-09:40</p>	<p>How RFID technology can drive digital transformation strategies</p> <p>Creating a digital/IoT strategy can be overwhelming; get to grips the key building blocks for success when designing a digital transformation blueprint centred around the consumer and connected products. Understand why data and inventory accuracy is so critical to get right first when building out the enterprise, and explore actual metrics on how to unlock a phased approach to ultimately build a stronger ROI.</p> <p><i>Bill Toney, Global Vice President for RFID and</i></p>	<p>AI and its role in the 24-hour cashless future: Where to next for retail?</p> <p>Imagine a future where Amazon Go-type stores are the norm across the sector. Where as a customer you don't worry if you've forgotten your wallet because you can pay with your palm. Where as a retailer, you never lose profit because the data never lies - and it tells you exactly what your customer wants and how your staff can help them. That future is here - how is AI transforming some of retailers' and consumers' biggest pain points?</p>	<p>Fireside chat: Placing demand ahead of distribution</p> <p><i>Brandon Truaxe, Co-Founder & CEO, DECIEM</i> <i>Moderator: Fawn Hudgens, Head of Content, World Retail Congress</i></p>	<p>Making money in today's retail industry: Keep it simple, stupid</p> <p>It's never been harder to operate in today's retail market given the powerful external factors that will impact all retail businesses in the coming few years. In his powerful lecture, this experienced retailer gives his personal and often outspoken views about where you as retail leaders need to focus time, resource and effort to meet these challenges.</p> <p><i>Gavin Aldred, Owner & Chairman, Supremebeing.com</i></p>	

	<i>Digital Market Development, Avery Dennison</i>	<i>Kenny Chen, General Manager, Deep Blue Technology</i>				
09:45-10:05	<p>A really bad time to be boring: Reinventing retail in the age of Amazon</p> <p>Retail is changing forever, but the future will not be evenly distributed. Thriving, much less surviving requires a clear understanding of the future, a willingness to innovate and a roadmap to transform all aspects of how retailers and brands go-to-market. Leading retail influencer and author Steve Dennis outlines a strategy for reinventing the traditional retail roadmap.</p> <p><i>Steve Dennis, Founder & President, SageBerry Consulting, Contributor, Forbes Magazine</i></p>	<p>Beyond the buzzwords: How machine learning and personalisation works in the real world of retail</p> <p>The future is personalisation and convenience at an individual level. But how does crunching billions of data points a day to make products discoverable actually work? What does it really take to make hyper-personalisation central to your online offering? This deep dive into a real-world case study explores how to remove friction from the search process, make shopping more transparent, and ultimately take the customer experience to a whole new level.</p> <p><i>Markus Stripf, Co-Founder & Co-CEO, Spoon Guru</i></p>	<p>Fireside chat: The evolution of the retail world: Moving toward an online to offline model - advantages, disadvantages and consequences</p> <p><i>Constantin Eis, Co-Founder and Global Managing Director, Casper</i> <i>Moderator: Stacey Widlitz, Contributor, CNBC; President, SW Retail Advisors</i></p>	<p>Growing a retail start-up: Going global fast</p> <p>With over 30 years of industry experience, including building household names such as St. Tropez and M.A.C., Michelle Feeney takes you through her dual missions to shake up retail 1) how to take a retail start-up global straight out of the gates 2) the brand new ancient - reinventing the traditional to propel your company into the future</p> <p><i>Michelle Feeney, Founder, Floral Street</i></p>	09:50-10:30	<p>Advertising strategies for the new consumer age: Planning your campaign to deliver the ultimate Golden Quarter</p> <p>Creating high-profile and effective advertising campaigns, particularly for such crucial periods as Christmas and the Holiday season, has always been challenging and expensive. But in today's multi-media worlds it is even harder and riskier. Our panel of acknowledged and award-winning advertising experts share their insights using case examples from John Lewis and Shop Direct. How can you prepare for 2018's Golden Quarter?</p> <p><i>Tammy Einav, CEO, adam&eveDDB</i> <i>Neil Henderson, CEO, St. Luke's</i> <i>Orlando Wood, Chief Innovation Officer, System 1 Group</i> <i>Moderator: Janet Hull, Director of Marketing Strategy, Institute of Practitioners in Advertising</i></p>

<p>10:10-10:30</p>	<p>Winning the future of retail: Optimising the retail journey for both your business and customer</p> <p>Shopper expectations are constantly shifting, making for an environment where customer experience, employee workloads, company sales and margins often suffer. Creating an agile enterprise that thrives on constant evolution requires mastery of retail's most important processes: the merchandise, customer and order lifecycles. How can you quickly respond to changing consumer demands and still deliver quality experiences - and consistently higher margins?</p> <p><i>David Sheekey, Director Retail Planning APAC, TXT Retail, an Aptos company</i></p>	<p>The flaw of averages: The pursuit of one-to-one personalisation</p> <p>The exponential growth of data is emerging as a defining characteristic and key differentiator in today's retail environment - but the data by itself isn't always enough. Understanding the variation between different data points can be difficult, so business leaders have often relied on taking the average value to get a single data point they can use to plug in to their decision-making processes. However, this approach is fundamentally flawed for one key reason: the average of a group of data points does not actually exist in the real world. This session will offer key factors to implement a 1-to-1 personalisation strategy so retailers can maximize the relationships they build with customers.</p> <p><i>Lars Rabe, Managing Director Europe, True Fit</i></p>	<p>What it means to build a great community</p> <p><i>Tina Sharkey, Co-Founder & CEO, Brandless</i></p>	<p>Welcome to the experience game: Creating stores that speak to your brand values</p> <p>We live in an experience economy - and nothing epitomises this more than the change taking place in retail, particularly bricks and mortar. Before you develop your store - what do you want people to remember, experience and feel? How do you build memorable experiences of your brand that translate in the physical space? Get ready to play, create and be inspired in this interactive session.</p> <p><i>Martin Urrutia, Head of Retail Innovation, Retail Development, LEGO Group</i></p>		
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10:30	Morning refreshments and networking
PLENARY	FOUNDERS & INNOVATION DAY
11:15	<p>Introduction and welcome from World Retail Congress</p> <p><i>Mariano Rajoy, Prime Minister of Spain, introduced by Dimas Gimeno Álvarez, Chairman, El Corte Ingles</i></p> <p><i>Ian McGarrigle, Chairman, World Retail Congress</i> <i>Jaume Miquel, Group CEO, Grupo Cortefiel</i> <i>Naga Munchetty, International Broadcast Journalist</i></p>
11:40	<p>Fireside chat: Innovating to win</p> <p><i>Richard Liu, Founder, Chairman & CEO, JD.com</i></p>
12:00	<p>Hospitality x.o - The path to full customer centricity</p> <p><i>Olaf Koch, Chairman & CEO, METRO AG</i></p>
12:20	<p>Fireside chat: Building a culture of innovation and bridging the bricks & mortar/digital divide</p> <p>In this fireside chat, Mohamed Alabbar, Chairman of Emaar Properties and Founder of Noon, will discuss how he sees the transformational evolution of retail, from brick-and-mortar malls to ecommerce and strategic omnichannel retail. As the developer of The Dubai Mall, the world's most-visited retail and leisure destination, Mr. Alabbar will talk about building a culture of innovation and how smart technologies are central to driving its continued success. He will also outline how investment in ecommerce is shaping a new digital ecosystem in the Middle East and North Africa region.</p> <p><i>H.E. Mohamed Ali Rashed Alabbar, Chairman, Emaar</i></p>
12:40	Congress lunch and networking
12:40 - 13:40	<p>Future of retail: How China is leading the transformation (invitation only) <i>Sponsored by JD.com</i> <i>Lab C</i></p> <p>As disposable incomes rise in China, consumers are more discerning than ever about product quality and choice. Technological innovation not only enables an unprecedented understanding of and ability to anticipate consumer preferences, but also facilitates the complete transformation of the customer experience across channels. This lunch roundtable will discuss:</p> <ul style="list-style-type: none"> ▪ How retail innovations can empower business partners and suppliers

- The impact of the adoption of game-changing technologies such as autonomous vehicles, drones, and robotics on the retail industry - creating 'boundary-less' retail

Richard Liu, Founder, Chairman & CEO, JD.com

Moderator: Ian McGarrigle, Chairman, World Retail Congress

12:40 - **Leadership Lunch briefing: Disrupt or be disrupted, where do you stand?** (invitation only)
 13:40 *Sponsored by JDA*
Lab B

What is the DNA make-up of the new retail disrupters? Join us and a panel of experts as we unveil and debate JDA's latest 'Global Retail CEO Disruptors' survey. We examine the core characteristics of these innovators, or should we say winners; how they think, take risks, focus on the customer and embrace technology innovation. Conversely, we critique the disrupted and try to understand their behaviour, their culture, business constraints and other factors that might seal their fate.

Terry von Bibra, General Manager, Europe, Alibaba

Constantin Eis, Co-Founder and Global Managing Director, Casper

Lucy Harris, Partner, Clarity

Moderator: Lee Gill, Group Vice President, Global Retail, JDA

THE RETAIL LAB

In-depth sessions on key retail areas designed to provide tangible takeaways and encourage learning, knowledge sharing and debate.

A

B

C

D

E

FUTURE CONSUMER

EXPERIENCE/ENGAGE

TECH & TRENDS

FUTURE OF RETAIL

MARKETING & CONTENT LEADERS PROGRAMME

14:00-14:40

The new world of media: How media brands are harnessing new channels to consumers and the lessons for retail

If retail is facing a radical overhaul of its channels to market, the media world has had to cope with nothing short of a revolution. Consumers clearly crave content but delivered in

Delivering experience in physical retail - the measure of success

Everyone is striving to delight and surprise their customer in-store - hoping this will convert to sales and a wonderful memory that will ensure they return. Three retailers at the forefront of experiential retailing

The tech tide: Riding the wave of change

With so many advances out there to streamline operations, implement efficiencies, talk to your customer, get them your product faster, source it cheaper, it's no wonder retailers often struggle to understand where they should

Dear retailers, you can't do everything: The value of partnerships in today's industry

As retail becomes more complex and fragmented, collaborating with the right partners has become instrumental for success. Whether across industries or between retailers - an ecosystem is the new normal.

Personalisation and new ways to engage the customer

Personalisation is the new retail buzzword - with reason. Consumers are increasingly willing to hand over their data to be rewarded with products and offers that are unique to their wants and needs. But taking advantage of this complex web of data is a challenge retailers haven't yet mastered. This forum brings together those from inside and outside of the retail industry

	<p>many different ways - with social media growing ever-more important. What can retail learn from media brands on how to create effective content that can make their brands and advertising more effective?</p> <p><i>Laura Henderson, SVP of Marketing, BuzzFeed</i> <i>Xavier Romatet, Vice President, Condé Nast International</i> <i>Rob Newlan, CEO, EMEA, Virtue Worldwide</i> Moderator: <i>Carla Buzasi, Managing Director, WGSN</i></p>	<p>discuss and share tangible takeaways from strategy and implementation through to growth. What role did digital play in leveraging customer service? What were their lessons learned and how did it boost their bottom line?</p> <p><i>Drew Green, Chairman & CEO, Indochino</i> <i>Silvio Vigato, Head of Brand, Licensing and Retail Juventus</i> <i>Simone Sweeney, VP of Retail Development, LEGO Group</i> Moderator: <i>Ben Bland, International Broadcast Journalist</i></p>	<p>focus their time - and more importantly - money. Where do you place your bets? This session brings together retail leaders as they discuss the innovations they think are worth both, and the operational/strategic decisions needed across the leadership team to maximise their effectiveness.</p> <p><i>Steve Sacks, Former Chief Customer Officer, Burberry</i> <i>Tom Athron, Group Development Director, John Lewis</i> <i>Gulcin Alici Gokce, Trade Marketing and Retail Management Director, Turkcell</i> Moderator: <i>Dr Caren Genthner-Kappesz, CEO, Glossybox</i></p>	<p>Hear from those who have undertaken such arrangements on the lessons learned and the impact on their bottom line.</p> <p><i>Sharmila Murat, General Manager - Tryano & Saks Fifth Avenue Bahrain, Chalhoub Group</i> <i>Karla Gallardo, Co-Founder, Cuyana</i> <i>Maxim Grishakov, CEO, Yandex Market</i> Moderator: <i>Elizabetta Camilleri, Founder & CEO, Shopological</i></p>	<p>to share best practice and learnings to get the most out of your customer insights and implement effective strategies.</p> <p><i>Suzy Deering, CMO, eBay</i> <i>Katherine Power, Co-Founder & CEO, Clique</i> Moderator: <i>Janet Hull, Director of Marketing Strategy, Institute of Practitioners in Advertising</i></p>
<p>14:45-15:25</p>	<p>Introducing your future consumer</p> <p>Especially commissioned by World Retail Congress with WGSN, this in-depth global consumer study delves deep into tomorrow's customer - where they're shopping, how they're shopping, how much they're spending, on what and why. This unmissable session is an essential piece</p>	<p>Seeking inspiration: Lessons from hospitality and F&B</p> <p>With more consumers focusing on experiences over things, drinking, dining, learning and adventure as a part of retail has become a necessity. What lessons can retailers learn from the F&B and hospitality</p>	<p>The retail insider: What to look for when investing</p> <p>With retail winners becoming harder to spot, this session brings together VCs and PEs who invest in today's retail market but also in the exciting and transformational start-ups and new technology game-changers. This panel will share thoughts on who or what they would invest in and</p>	<p>The customer conundrum: How to reach them; how to understand them; how to influence them</p> <p>If the retail business model is being re-written, the task for retail marketers has become even harder and more complex. What is the latest thinking and practice in how to reach today's customers across all the key demographics? Top retail</p>	<p>Personalisation and the future of conversational commerce</p> <p>The spread of voice technologies is reshaping the way customers interact with both brands and retailers. Using real-time data from omnichannel purchase journeys, this session analyses US household use of intelligent shopping assistants to better understand what consumers think about these devices and how their shopping behaviour is affected. How</p>

	<p>of the puzzle when planning your growth strategy for the next 18 months.</p> <p><i>Carla Buzasi, Managing Director, WGSN</i></p> <p><i>*Exclusive Research</i></p>	<p>industries where service is key and the focus is more on the “guest” than the “customer”?</p> <p><i>John Vincent, Co-Founder, LEON</i></p> <p><i>Moderator: Ben Bland, International Broadcast Journalist</i></p>	<p>the key factors they consider before investing.</p> <p><i>Matt Nichols, General Partner, Commerce Ventures</i></p> <p><i>Frédéric Biousse, Co-founder, Experienced Capital; Former CEO, SMCP</i></p> <p><i>Deborah Weinswig, Founder & CEO, Coresight Research</i></p> <p><i>Moderator: Daniel Piette, Founder, L Capital; Chairman, First Founders</i></p>	<p>marketer, Patrick Bousquet-Chavanne puts all the key questions to world-renowned marketing academic, Barbara Kahn, and will encourage questions from the audience. An unmissable opportunity to learn from two of the leading retail marketing authorities.</p> <p><i>Dr Barbara Kahn, Chaired Professor of Marketing, Director of the Jay H. Baker Retailing Center, The Wharton School at the University of Pennsylvania</i></p> <p><i>Moderator: Patrick Bousquet-Chavanne, Executive Director, Customer, Marketing & M&S.com, Marks & Spencer</i></p>	<p>can retailers leverage personalising technologies to better anticipate and serve their shoppers?</p> <p><i>Paula Payton, Lecturer, Applied Analytics, Columbia University</i></p>
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15:30 Afternoon refreshments and networking

<p>15:30-16:10</p>	<p>Beyond OpEx reduction: IoT and ESL as a strategic lever (Roundtable) <i>Exhibition foyer</i></p> <p>In its infancy, Electronic Shelf Labelling (ESL) merely provided labour arbitrage OpEx improvements. Today, via innovation in IoT capabilities, ESL has become a strategic lever for inventory management, precise pricing, and more engaged in-store shoppers - ultimately saving retailers millions and building customer loyalty. This roundtable will help you get to grips on how to gain ecommerce-style agility in your brick and mortar stores.</p> <p><i>Guillaume Vicot, General Manager, EMEA, Altierre</i></p>
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PLENARY

<p>16:00</p>	<p>Surviving Amazon: Innovation, agility and the only strategy that matters</p> <p>With an avalanche of store closings, brand bankruptcies and the damning phrase of ‘retail apocalypse’ being shouted by pundits across the globe, the industry has every reason to be worried. Speed, innovation, differentiation, data - it’s do or die time. How do bricks and mortar retailers become more agile and customer-focused to balance the rise of ecommerce?</p>
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	<i>Dr Barbara Kahn, Chaired Professor of Marketing, The Wharton School at the University of Pennsylvania</i>
16:20	<p>Becoming truly customer-focused: Innovating mind-sets and leading through business model change</p> <p>Business models are changing, with more resource demand on things traditionally seen as less tangible in ROI - with content and the elusive idea of experiential leading the charge. But this is where the customer is at, and where businesses should be focused. Retailers need to rip up the traditional P&L rulebook, and lead that transition and understanding from the top down. This session brings leaders together to discuss and debate the nitty gritty of how it is impacting their organisations and strategies for thriving in this new landscape.</p> <p><i>Peter McGuinness, Chief Marketing, Commercial & Demand Officer, Chobani</i> <i>Chris Baldwin, President and CEO, BJ's Wholesale Club, Chairman, National Retail Federation</i></p>
16:55	<p>The gateway to China and the power of the “New Retail”</p> <p>How can you leverage the power of technology to bring the future to life? President of Tmall, Jet Jing, outlines Alibaba’s vision showcasing the power of “New Retail”, and explains how brands and retailers in China are creating a next generation consumer experience.</p> <p><i>Jet Jing, President, Tmall, Alibaba Group</i></p>
17:15	<p>The Forum</p> <p>Speakers take questions from audience and around the world live and via the Congress app/social media. This is an opportunity for attendees and retailers globally to share, ask and spark debate.</p> <p><i>John Roberts, Founder & Executive Director, AO.com</i> <i>Daniel Lopez, Executive Vice President, Mango</i> Moderator: <i>David Roth, CEO of EMEA and Asia, The Store WPP</i></p>
17:45	World Retail Congress Networking Reception
19:00	IBM Dinner (By invitation only)
19:00	Precima Dinner (By invitation only)

Day 2 Wednesday, 18th April 2018	
08:00	Breakfast briefing: The age of assistance: Conquering the new battlefield for growth through data-driven transformation <i>Sponsored by Google</i>

	<p><i>Lab C</i></p> <p>Today's customer is very savvy - they can compare products within minutes, buy something on the way to work on their phone within seconds and write a recommendation moments after they have received it. How can retailers cater to them better in today's digital world? Learn how brands can use data to understand their customer and their purchase journey.</p> <p><i>Shane Nolan, Director, Google</i></p>
08:00	<p>International Director's Forum - Hot or not: The market update <i>Leadership Programme Room</i></p> <p>Where should retailers looking to go international invest in next - or not - and why? After this update, the session will move into a forum where retailers in the room can share their knowledge, experience and questions on topics including:</p> <ul style="list-style-type: none"> ▪ Entry into mature/emerging markets - pitfalls and lessons learned ▪ Consumer behaviour and culture within specific markets ▪ Complexity of supply chain and the impact of new technology - getting it right ▪ The changing role of partnerships and determining the best expansion model <p>Chatham House Rule applies.</p> <p><i>Guillaume Prou, President, EMEA, Alpargas</i> <i>Antonis Kyprianou, General Manager, Franchising, Grupo Cortefiel</i> <i>Moderator: Bart Denolf, CEO - Franchise, Sacoor Brothers</i></p>
08:00	<p>Retail store apocalypse? Think again. <i>Lab E</i></p> <p>A deep dive into the wonderful world of physical retail - taking you on a global journey of stores that are innovating, setting themselves apart and thriving.</p> <p><i>John Ryan, Stores Editor, Retail Week</i></p>
PLENARY	<p>THE BIG PICTURE, THE SMALL DETAILS <i>Congress Chair: Naga Munchetty, International Broadcast Journalist</i></p>
09:00	<p>The Economic Edge</p> <p>Leading global economists take you through the trends that will shape business throughout 2018. From demographic shifts to the winds of political change, this macroeconomic view will give you the foresight to adapt and react accordingly.</p>

Dr Diego Rodriguez Palenzuela, Head of the Output and Demand Division, Director General Economics, European Central Bank
Ira Kalish, Chief Global Economist, Deloitte

09:45 **Retail's role in alleviating scarcity and creating a consumer class**

The world's most vulnerable spend over 2/3 of their income in stores and markets, with 50% spent on food alone. Enhancing retail supply chains can reduce shelf prices by 10% and help lift 800 million people out of poverty. This unique insight from one of the world's leading NGOs looks at how retailers have the power to fundamentally augment society. In an age when migrant and refugee communities continue to grow globally, how can the industry work together to minimise poverty and foster a new middle class of shoppers and workers?

Corinne Fleischer, Director, Supply Chain, United Nations World Food Programme

10:10 **The future of retail / The future of cities**

Nearly 70% of the globe's growing population will live in cities by 2050, and there will be a projected 41 mega-cities of 10 million or more - up from just 28 in 2014. The world will look and feel dramatically different, and one cannot discuss the future of these cities without also incorporating the massive role retail will play in catering to this new geography. How can retailers and city planners work together to create spaces that reflect a new way of living and shopping?

Jean-Pierre Heim, Founder/Architect, Heim Design

10:30 **Morning refreshments and networking**

10:30-11:10 **2018: The year of disruption** (Roundtable - By invitation only)
Sponsored by Intel
Exhibition foyer

Competition for the customer's wallet has never been tougher, and the landscape is quickly being split between the innovation pacesetters vs those retailers who feel like they are constantly trying to "catch up". During this time of transformation, it is more important than ever for retailers to adopt an iterative innovation process that is founded on data-driven insights. Join this interactive roundtable discussion focused on how to mine these insights, including maximising opportunities around AI and Blockchain.

Joe Jensen, Vice President, Internet of Things Group, General Manager, Retail Division, Intel

11:00 **Fireside chat: Adapting to survive: Is the traditional retail model still relevant?**

Kingfisher, Europe's leading home improvement retailer and the 3rd largest in the world, has been undergoing a major transformation. What are the challenges, lessons and goals?

	<i>Véronique Laury, CEO, Kingfisher</i>
11:25	<p>Building a global brand</p> <p>Football has gone beyond being a sport and is now a business with the top clubs established as truly global brands. Real Madrid is one of the world's biggest, wealthiest and most popular with a global fan base. To tell the story of how Real Madrid become a global brand, the World Retail Congress is delighted to welcome one of its club legends and outstanding former players, Emilio Butragueño.</p> <p><i>Emilio Butragueño, Director of Institutional Relations, Real Madrid</i></p>
11:50	<p>Diversity in leadership: Changing the face of the retail board</p> <p>Only around 25% of retail CEOs are women. Looking at the broader business picture, in 2015 the number of all-white boards on the FTSE 100 increased by 11% to 70%. The same report highlighted the lack of Chinese or Asian executive directors, despite the growing importance of Eastern economies as trading partners. Zero black women run Fortune 500 companies. These dismal statistics beg the questions: how can retailers stay relevant in an increasingly multicultural world, and how can they connect with a diverse and globalised consumer when they do not reflect that internally? And more importantly - what are they doing to address this challenge?</p> <p><i>Michelle Feeney, Founder, Floral Street</i> <i>Wendy Siu, Founder & President, Heather & March, Advisory Board Member, Laurent-Perrier</i> <i>Veronika Pountcheva, Global Director, Corporate Responsibility, METRO AG</i></p>
12:30	Congress lunch and networking
12:30 - 13:20	<p>Leadership Lunch briefing: Digitising the supply chain - retail's big challenge (invitation only)</p> <p><i>Sponsored by Li & Fung</i> <i>Lab C</i></p> <p>The digital transformation of every retail format is now unstoppable and requires retailers to be more prepared, quicker to react and faster to replenish than ever before. As one of the world's leading retail suppliers, Li & Fung is at the forefront in the development of the future supply chain that will support retailers and serve billions of customers. In this special lunch briefing, hear from Group Chief Executive Officer, Spencer Fung, on how you need to digitise your supply chain to be fit for the future.</p> <p><i>Spencer Fung, Group CEO, Li & Fung</i> <i>Moderator: Matthew Shay, President & CEO, National Retail Federation (NRF)</i></p>
	<p>THE RETAIL LAB</p> <p>In-depth sessions on key retail areas designed to provide tangible takeaways and encourage learning, knowledge sharing and debate.</p>

	A SUSTAINABILITY	B STORES/ TRANSFORMATION	C ORGANISATION	D FUTURE OF RETAIL		E ECOM PROGRAMME Global retail ecommerce sales are projected to grow to \$4.48 trillion by 2021. These talks uncover how brands and FMCGs are exploring selling direct to consumer via marketplaces and on their own platforms, addressing the strategy and execution required to succeed.
13:40-14:20	<p>Sustainability in retail - when making a difference makes business sense</p> <p>Hear from inspiring retailers who have put social responsibility and purpose front and centre of their strategies and reaped the rewards. Understand how CSR has played a massive role in employee and customer engagement, streamlined efficiencies and positively impacted profits.</p> <p><i>Joanna Yarrow, Head of Sustainable and Healthier Living, IKEA</i> <i>Andreas Streubig, Director Global Sustainability, Hugo Boss</i> <i>Michael Beutler, Sustainability Operations Director, Kering</i></p>	<p>Transformation and turnaround: The reality of rebuilding a retail business</p> <p>Two different brands, two different continents, two different transformation stories. Go in depth with these CEOs as they take you through the difficult decisions they had to make across their companies to streamline and boost profits.</p> <p><i>David Pun, Chairman & CEO, Evisu</i> <i>Jaume Miquel, Group CEO, Grupo Cortefiel</i> <i>Moderator: Olivier Salomon, Managing Director, Paris, AlixPartners</i></p>	<p>How to stay relevant in this fast-moving retail world</p> <p><i>Bernie Brookes, Former CEO, Edcon</i> <i>Stacey Cartwright, Deputy Chairman, Harvey Nichols</i> <i>Andrew Jennings, Chairman, HEMA; author of Almost is not good enough</i> <i>Tony De Nunzio, Chairman, Pets at Home</i> <i>Moderator: Ian McGarrigle, Chairman, World Retail Congress</i></p>	<p>More than a trend: Machine learning and its impact across the retail spectrum</p> <p>From generating real-time dynamic pricing to optimising consumer data so you can personalise content, assortment and offers to your individual customer, machine learning effects your entire retail business from marketing through to supply chain. Understand how it can make a difference in your bottom line while taking loyalty and personalisation to the next level.</p> <p><i>Joe Jensen, Vice President, Internet of Things Group, General Manager, Retail Division, Intel</i> <i>Eugene Roman, EVP Digital XCellence, Canadian Tire</i> <i>Moderator: James Ashton, Business Journalist</i></p>	13:40-14:10	<p>Direct to consumer: An engagement channel or a driver for sales?</p> <p>As consumer platforms continue to gain popularity and gravitas, brands and FMCGs no longer need to rely solely on retailers to generate sales. The promise of more data and better insights into customers are increasingly resulting in brands selling direct to consumer. Yet can brands create a compelling reason and added value for consumers to shop on their platforms as opposed to another retailer? Join in the debate on whether this is the next recipe for success or best left as a marketing tool to enhance brand awareness.</p> <p><i>Alejandro Vicente, Senior Vice President, Global Head of M&A, Coty and Chairman, Yunique</i> <i>Moderator: Martin Newman, NED, Conviviality; White Stuff</i></p>

	<i>Moderator: Thomas Tochtermann, Chairman, Global Fashion Agenda</i>					
14:25-15:05	<p>The great debate: Sustainability over turnover</p> <p>The consumer wants fast. The consumer wants choice. But more and more consumers also want sustainable, ethical products. Retailers want growing profits. This means more packaging, more deliveries and larger, more complex supply chains. Fundamentally, something must give. NGOs, retailers, designers and manufacturers come together to discuss how they can work together to educate customers and address the environmental impact of these changes.</p> <p><i>Javier Goyeneche, President & Founder, ECOALF</i> <i>Johann Bödecker, CEO, Miniwiz Europe & Pentatonic</i></p>	<p>Thriving in an environment of store closures: What it takes to flourish</p> <p>You can't read any article about retail these days without the ominous mention of stores everywhere ceasing to trade. However, this isn't true for some bricks and mortar retailers - in fact, quite the opposite. What do brands need to do to be physically fit for the future? Hear how and why their business models are working when so many others aren't, and the changes you can implement to help your store portfolio grow.</p> <p><i>Tjeerd Jegen, CEO, HEMA</i> <i>Heiko Schäfer, CEO, Tom Tailor</i> <i>Michael Kuchment, Co-Founder and Vice President, HOFF</i> <i>Moderator: John Vincent, Co-Founder, LEON</i></p>	<p>Company culture and leadership: Lessons in success - and failure</p> <p>Convincing a company of the need for change, and implementing a process of change management and a culture that inspires, isn't easy. Hear from those who are leading the way as they discuss what works and what doesn't.</p> <p><i>Michael Hardwick, CFO, Cotton On</i> <i>Anders Dahlvig, NED, H&M, Chairman, Inter-IKEA</i> <i>Véronique Laury, CEO, Kingfisher</i> <i>Moderator: Christian Verschueren, Director-General, EuroCommerce</i></p>	<p>The logistics lowdown</p> <p>Innovation in supply chain is crucial to driving productivity and improvement in your business. Your customer doesn't see channels, they want to shop with you any way, anyhow, anywhere, and their products delivered in the same way (and at record pace). Ultimately, you cannot win in this ultra-personalised, consumer-centric, "see now, buy now era" of retail without rethinking and investing in this area. This in-depth session focuses on how retailers should be transforming their logistics network to win the future.</p> <p><i>Iván Escudero Rial, Head of RFID, Inditex</i> <i>Felipe Ferreira, Head of Supply Chain, Worten</i> <i>Moderator: Henri Seroux, Senior Vice President of EMEA, Manhattan Associates</i></p>	14:20-15:05	<p>Around the world in marketplaces: Revealing the fundamentals to succeeding in these diverse markets</p> <p>With different marketplace models available and ever-changing demands from shoppers across the globe, these three marketplaces will share exclusive insights into consumer trends they have gathered from their data. This session will decipher these into actionable points on how to best cater for today's consumers and win when selling on these platforms.</p> <p><i>Xiao Wang, Vice President, Kaola</i> <i>Jenny Cossons, Chief Partnerships Officer, Lyst</i> <i>Jorge J. Quiroga, CEO, TodoRetail - Compra por Mexico</i> <i>Moderator: Michelle Grant, Head of Retailing, Euromonitor International</i></p>

	<p><i>Anne Charlotte Mornington, Head of International Expansion, Olio</i> Moderator: <i>Christian Ewert, Director-General, Amfori</i></p>					
15:05	Afternoon refreshments and networking					
	FUTURE-PROOFING	EXPERIENTIAL	GROCERY/FMCG	DEPARTMENT STORES & MALLS		ECOM PROGRAMME
15:35-16:15	<p>Building on heritage: Winning with innovation</p> <p>With retail being disrupted in many sectors and geographies, what can long-established brands and retailers do to remain appealing to the next generation of consumers? This session brings together some retail and brand stories that collectively measure hundreds of years yet are businesses that remain fresh and innovative.</p> <p><i>Simon Cotton, CEO, Johnstons of Elgin</i> <i>Alba Tous, Chairwoman, Tous</i> Moderator: <i>Dr Marc Schumacher, Publisher, Industry Insider</i></p>	<p>Store design + technology = future of customer experience</p> <p>Award-winning Apple stores designer and one of the world's leading retail technology visionaries come together in this interactive workshop to discuss the applicability of cutting-edge tech and how it can create incredible experiences. Get inspired by the potential of your stores and transform how consumers interact with your brand.</p> <p><i>Tim Kobe, Founder & CEO, Eight Inc.</i> <i>Matthew Drinkwater, Head of Fashion Innovation Agency, London College of Fashion</i></p>	<p>Innovation in grocery - revolutionising an industry</p> <p>From the rise of online and the pressure of competing with delivery within mere hours, to the rise of the increasingly health-conscious consumer and its impact on selection and supply chain - the grocery sector is going through a massive shift. Hear from sector disruptors within food and FMCG as they discuss trends they are seeing and how the industry must react to survive and thrive.</p> <p><i>Vipul Parekh, Co-Founder and Head of Marketing, Big Basket</i> <i>Tina Sharkey, Co-Founder & CEO, Brandless</i></p>	<p>Rebooting the department store: A new flagship for a new customer</p> <p>Department stores, like any bricks and mortar shopping location, must rethink their strategy for attracting customers through their doors. Playing it safe is not an option for survival. Hear from CEOs as they discuss what's working, what isn't, and how to move the dial on experience, loyalty and footfall.</p> <p><i>Juan Carlos Escribano, CEO, El Palacio del Hierro</i> <i>Stacey Cartwright, Deputy Chairman, Harvey Nichols</i> Moderated by: <i>Andrea Weiss, Founder, The O Alliance</i></p>	<p>15:35-15:55</p> <p>16:00-16:50</p>	<p>Route to market: A practical guide to direct to consumer</p> <p>With a recent survey stating that 55% of consumers want to buy from brands directly (vs. multi-brand retailers), brands are now responding to this demand and expanding into the world of selling direct to consumer. This masterclass will address how to best drive traffic and deliver on pricing and fulfilment.</p> <p><i>Moiz Ali, CEO, Native</i></p> <p>Making marketplace + brand = A winning formula</p> <p>In a marketplace model, the ecommerce players only provide tools to connect buyers and sellers. With a vast number of marketplaces available, how do brands select the 'right' one for them? How do they go from zero to soaring sales? Should brands</p>

		<i>Moderator: Rachel Arthur, Chief Intelligence Officer, The Current</i>	<i>Jaume Gomà, Co-Founder & CEO, Ulabox Moderator: Boris Planer, Chief Economist, Planet Retail</i>		differentiate their offering on different marketplaces or keep them identical? What are the key success factors when working with marketplaces? <i>Anil Goteti, Vice President, Flipkart and Head of Marketplace, eBay India Carsten Keller, Vice President Partner Solutions, Zalando Bart Maes, European eCommerce Director, Hasbro Moderator: Michelle Grant, Head of Retailing, Euromonitor International</i>
16:20-17:00	<p>Taking luxury to the next level</p> <p>Luxury experiences - not just products. A slick and informative digital touchpoint - not just a store one. The tourist economy - not just the local one. This is where the consumer is - are you? Hear from luxury retailers ahead of the curve on what it takes to get there and stay there.</p> <p><i>Sébastien Badault, MD France & Israel, International Director, Alibaba Adam Pritzker, Founder, Assembled Brands Frédéric de Narp, CEO, Bally Moderator: Naga Munchetty, International Broadcast Journalist</i></p>	<p>Beauty and the basics: Going back to the emotional roots of retail</p> <p>Excitement. Wonder. Awe. These are just some of the emotions your customer can feel when walking into or past your store - if you're doing it right. Some of the industry's most creative minds come together to show how the power of the senses can create a retail experience, and the process behind the magic.</p> <p><i>Eric Feigenbaum New York Editor, VMSD Magazine Janet Wardley, Head of Visual Display, Harvey Nichols Moderator: Kirsty Kean, Retail Consultant, Visual Thinking</i></p>	<p>Food wars: What does Amazon mean for grocery?</p> <p>Amazon's Whole Foods acquisition was a watershed moment for the grocery industry. How will they change the game, and how can established retailers compete?</p> <p><i>Guillaume Bacuvier, CEO, dunnhumby Sarah Davis, President, Loblaw Companies Ltd. Stephan DuCharme, Chairman of Management Board, X5</i></p>	<p>The great debate - what next for malls?</p> <p>In America, they're dying. In areas of Asia and the Middle East, they're booming. In Africa, the competition is fierce, with retailers vying for spaces despite struggling sales. All have one thing in common: the battle for footfall and conversion. How can you deliver results and what is the future of malls?</p> <p><i>Steven Levin, Founder & CEO, Centennial Real Estate Lara Marrero, Strategy Director - Global Retail Practice Leader, Gensler Diego de Vicente, Founder & CEO, MODDO Moderator: Mark Faithfull, Editor, Retail Property Analyst</i></p>	
17:00	End of Day Two				
18:30	International Women in Retail Networking Event (Pre-booked only) <i>Sponsored by El Corte Ingles</i>				

19:30	<p>Hall of Fame Dinner (By invitation only)</p> <p><i>Recognising the lifetime achievements of the true legends of the retail world, those long-serving pioneers who have founded and led modern retailing's greatest companies and brands.</i></p>
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Day 3 Thursday, 19th April 2018

08:00	<p>Breakfast briefing (invitation only) <i>Sponsored by Google Cloud</i> <i>Leadership Programme Room</i></p> <p>The new secret ingredient to winning in retail</p> <p>The new age of retail has produced hyper-informed consumers and disruptive business models. This session outlines the ways cloud computing can help you take control of this exciting environment - build next-generation systems, scale with control, know your customer better than ever before and deliver transformational experiences to get ahead of the curve.</p> <p><i>Nick Martin, Head of Google Cloud, Retail & CPG, Google</i></p>
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08:00	<p>Breakfast briefing <i>Lab E</i></p> <p>Getting retail's voice heard</p> <p>Around the world, the retail industry faces daily challenges from governments, pressure groups, NGOs and international bodies. In this special session, retail leaders will be able to hear from and discuss the issues around getting the voice and interests of retail heard from those representing the industry. An interactive session from the leaders of the world's biggest retail trade associations.</p> <p><i>Christian Ewert, Director-General, Amfori</i> <i>Christian Verschuere, Director-General, EuroCommerce</i> <i>Lorenzo Formoso, Vice Chairman, FAPRA; Chairman, PRA</i> <i>Matthew Shay, President & CEO, National Retail Federation (NRF)</i> <i>Moderator: Massimo Volpe, Chairman, FIRAE</i></p>
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PLENARY	<p>THE FUTURE OF RETAIL</p> <p><i>Congress Chair: Naga Munchetty, International Broadcast Journalist</i></p>
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09:00	<p>Partnering in the age of assistance</p>
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	<p>In every corner of our lives there's a digital service or technology that's shaping our behaviours and lifting our expectations. This of course has huge implications for retailers, many of whom have felt the strain of guiding their businesses into an omnichannel world. In this session Martijn Bertisen, Director at Google, will introduce and explain the new era we've entered: The Age of Assistance. He'll give an insight into what this means for retailers and how partnering around technology and data intelligence can unlock exciting opportunities for growth.</p> <p><i>Martijn Bertisen, UK Director of Retail and Technology, Google</i></p>
09:20	<p>Fireside chat</p> <p>As Founder and CEO of the world's biggest media company, Sir Martin Sorrell shares his strong views and unique insight into the challenges and opportunities facing businesses today; from the economic and political environment to consumer trends and the changing media channels.</p> <p><i>Sir Martin Sorrell, Founder & CEO, WPP</i></p>
09:50	<p>'Next Year' to 'Now' - Transforming a \$6 billion business into a modern brand</p> <p>It's one thing to recognize that your 30-year-old brand is on the verge of irrelevance. It's another thing to fix it. Avery Baker explains how, with a radical new mindset, authentic values, and a lot of courage, TOMMY HILFIGER went from fragile to resurgent in less than three years, and the surprising truth she learned about herself along the way.</p> <p><i>Avery Baker, Chief Brand Officer, Tommy Hilfiger</i></p>
10:15	<p>Innovation and experimentation in global retail</p> <p>Laura takes us on a practical journey of how new technologies and strategies - including those focused on CSR, sustainability and omnichannel retail - are being employed by Williams-Sonoma, Inc., their impact on the bottom line, and lessons learned.</p> <p><i>Laura Alber, President & CEO, Williams-Sonoma, Inc.</i></p>
10:35	Q&A
10:50	Morning refreshments and networking
11:00-12:00	<p>Special Presentation: The future of retail by retail's future talent <i>Lab A</i></p> <p>How do tomorrow's industry leaders see the challenges and opportunities facing retailers? The World Retail Congress is delighted to have formed a partnership with America's biggest and most well-established fashion marc</p>

scholarship organisation, the YMA Fashion Scholarship Fund (FSF). Each year the FSF runs a National Merit Scholarship that encourages college students from across the US to submit an extensive and detailed case study in response to a challenge that has been set by retail leaders. In 2018 this focussed on transformational and disruptive technologies which companies such as Rebecca Minkoff are embracing. Each student was asked to identify a new technology and an established retailer and develop a proposal for how their chosen technology solution could help the business. Four of the best-case studies were chosen by the FSF who will present their outstanding proposals to the Congress audience of global retailers.

Introduced and moderated by Douglas Evans, CEO, The YMA Fashion Scholarship Fund and Ellen Davis, President, NRF Foundation

The students:

Katherine Kykta, The University of Texas at Austin

Maryam Shehata, University of California, Los Angeles

Catherine Clock, FIT Fashion Institute of Technology, New York

Annie Carson, Syracuse University, New York

11:20 Brands on the run: Upending the future of traditional retail

Brands have found new ways to connect with customers and bypass traditional retail. Where will it leave physical retailers (from mall to main street) and how can retailers fight back? Howard outlines a jargon free glimpse of the future that should concern us all.

Howard Saunders, Futurist

11:40 How mobile and social media are driving offline sales

Mobile has become our constant companion - and as a result, has completely shifted customer behaviour and expectations. With nearly 60% of in-store transactions influenced by digital, chances are that product was discovered on a mobile device. For the retail industry, this means the biggest challenge we now face is bringing the offline and online business together. Hear from Facebook's Martin Barthel on how retailers are embracing this shift, and what it means to put mobile at the centre of your business strategy.

Martin Barthel, Global Head of Retail & Ecommerce Strategy, Facebook

12:00 #influencers: The future of consumer connection

Snapchat. Instagram. YouTube. If you aren't engaging with your consumer via these channels, you are no longer relevant. This session brings together individuals at the forefront of social media, who are changing the way brands interact with their customers by redefining the power of community, storytelling and word of mouth.

John Quilter aka Food Busker, Founder, CRU Kafe

Geir Ove Pedersen aka Geeohsnap

12:30	<p>The rise of the robots: Automation acceleration and the impact on productivity and society</p> <p>Robots. Automation. AI. These technologies are in many areas more efficient than the human worker and the business case for implementing them cannot be ignored. However, it leaves tens of millions of retail jobs at risk within the next decade, effecting the larger economic picture. How do retailers and governments plan, prepare and adapt in this brave new world?</p> <p><i>Dan O'Connor, Founder & CEO, RNG, Fellow, Advanced Leadership Initiative, Harvard University</i></p>
12:50	Congress lunch and networking
12:50	<p>Retail Award Finalist Celebration Lunch (invitation only)</p> <p><i>Lab B</i></p>
13:00-14:30	<p>Future Retail Challenge</p> <p><i>Sponsored by Grupo Cortefiel</i></p> <p><i>Lab C - lunch to be provided in room</i></p> <p>University teams from around the world present their ideas in response to the future retail challenge brief to a judging panel of senior retail executives and experts. This year's brief focuses on taking a disused space in each team's city and creating an experiential retail space in its stead.</p> <p>Judges:</p> <p><i>Bernie Brookes, Former CEO, Edcon</i></p> <p><i>Antonis Kyprianou, General Manager, Franchising, Grupo Cortefiel</i></p> <p><i>Gilbert Harrison, Chairman, Harrison Group, Chairman Emeritus, Financo</i></p> <p><i>Jodie Fox, Co-Founder & Chief Creative Officer, Shoes of Prey</i></p>
14:00	<p>Fireside chat: Achieving global ambitions</p> <p>Veteran dealmaker, Stefano Pessina, has created the world's biggest pharmacy and healthcare business. Does he see more acquisition opportunities for Walgreens Boots Alliance and how does he believe the sector will change under the threat of online competitors?</p> <p><i>Stefano Pessina, Executive Vice Chairman & CEO, Walgreens Boots Alliance</i></p> <p><i>Moderator: James Ashton, Business Journalist</i></p>
14:20	<p>Innovating to win today's consumer</p> <p>The always-on consumer expectations have altered the landscape. Retail winners will be those that successfully find new ways to meet demand in fast and innovative ways. Deploy not only the newest technologies but also the most effective strategies that can disrupt the disruptors. As the Congress draws to a close, this special</p>

	<p>session brings together some outstanding retailers who will share their takeaways from the event but also share their experiences on the retail transformation journey.</p> <p><i>Enrico Mistrion, EVP Corporate Business Services, Luxottica</i> <i>Frederico Trajano, CEO, Magazine Luiza</i> <i>Enrique Fernandez, CEO, M.video</i> Moderator: <i>Steve Laughlin, Vice President & General Manager, Global Consumer Industry, IBM</i></p>
15:00	<p>Fireside chat: Being a market leader, staying a market leader</p> <p>El Corte Ingles has had a special and dominant place in Spanish retail. One of the world’s biggest department store groups, it also operates in food and travel. But like all Spanish retailers, the economic crisis of 2008 demanded tough decisions but also a clear vision about how to stay true to its values whilst meeting the needs of its customers. What lessons can all retailers take from their experience and how does this retail giant view the challenges of the future?</p> <p><i>Dimas Gimeno Álvarez, Chairman, El Corte Ingles</i> Moderator: <i>Ian McGarrigle, Chairman, World Retail Congress</i></p>
15:20	<p>Brands and the power of celebrity</p> <p><i>Valeria Mazza, Supermodel, Businesswoman, Philanthropist</i> Moderator: <i>Fernando Maudo, CEO, Starlite Shop</i></p>
15:40	<p>Fireside chat: A beautiful success story</p> <p>Sephora is admired by retailers around the world for the way that it has quietly but effectively transformed itself to become one of the most innovative brands that operates seamlessly across stores and digital channels. In this interview, CEO Christopher de Lapuente, will discuss how this has been achieved.</p> <p><i>Christopher de Lapuente, CEO, Sephora</i> Moderator: <i>Daniel Piette, Founder, L Capital; Chairman, First Founders</i></p>
16:00	End of Congress
19:00	Awards Drinks Reception
19:30	World Retail Congress Gala and Awards
22:00	Awards After-Party