



6th Retail Conference - Success & Sustainability 2014

第 6 屆 零售研討會 卓越零售 · 持續成就 2014

15 May 2014 (Thursday) 10:00am – 5:00pm

Meeting Room S221 (2/F, Old Wing), Hong Kong Convention and Exhibition Centre

The “Retail Conference – Success & Sustainability” organized by the Hong Kong Retail Management Association is entering its 6th year. This key annual retail industry forum will be held on 15 May 2014 (Thursday) at Hong Kong Convention and Exhibition Centre. A number of high profile speakers from the local and international retail and related organizations will share their innovative ideas and management wisdom in developing e-commerce business and lifestyle brands with fellow retailers.

In the first session, “Retail Revolution – Convergence of Online and Offline (O2O)”, speakers from reputed companies will shed light on their experience in interactive development of online and offline retailing and its business potential.

In the second session, “One Concept Shaping Big Market”, founders and senior executives of some prominent lifestyle brands will share their story on the power of turning personal passion and value into successful brands that meet the diversified needs of customers.

Session 1: Retail Revolution: Online to Offline (O2O) [10:00am – 12:30pm]

Guest Speakers	<ul style="list-style-type: none"> ➤ Mr. Theodore Ma, Managing Director, Ma Belle Jewellery Co. Ltd. ➤ Mr. Charlie Wong, CEO, ZUJI Limited ➤ Mr. Teddy Lui, Head of Hong Kong Business, Taobao Marketplace, Alibaba Group ➤ Mr. Pak Chi Kin, Chief Operating Officer, Circle K Convenience Stores (HK) Ltd
Panel Discussion	Moderator: Mr. Guy Look, Vice-Chairman, Hong Kong Retail Management Association
Session 2: One Concept Shaping Big Market [2:30pm – 5:00pm]	
Guest Speakers	<ul style="list-style-type: none"> ➤ Ms. Irene Leung, CEO, Senior Citizen Home Safety Association ➤ Mr. Patrick So, Director of Cakes & Bakery, Maxim’s Caterers Ltd ➤ Ms. Prudence Mak, Creative Director, Chocolate Rain Jewellery & Design Co Ltd ➤ Mr. Douglas Young, CEO & Co-founder, Goods of Desire Ltd
Panel Discussion	Moderator: Ms. Caroline Mak, Chairman, Hong Kong Retail Management Association

Remark: Conference will be conducted in Cantonese.

REGISTER NOW TO ENJOY DISCOUNTS

Member of Supporting Organization

HK\$250/ticket (5 tickets or above); HK280/ticket (1-4 tickets) [enjoy special price on or before 25 April 2014]

HK\$320/ticket (5 tickets or above); HK355/ticket (1-4 tickets) [after 25 April 2014]

Non-Member

HK\$320/ticket (5 tickets or above); HK355/ticket (1-4 tickets)

Bulk purchase discount

Buy 10 get 1 free [applicable to both member and non-member]

Enquiry : Miss Ng Tel : 2866 8311 email : event@hkma.org

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6th Retail Conference - Success & Sustainability 2014 第6屆零售研討會 卓越零售·持續成就2014

2014年5月15日(星期四) 10:00am – 5:00pm
香港會議展覽中心舊翼2樓會議室 S221

由香港零售管理協會主辦的零售業界每年一度的盛事「卓越零售·持續成就」零售研討會昂然進入第6屆，研討會將於2014年5月15日(星期四)假香港會議展覽中心舉行。協會邀請了多位來自本地及跨國企業的領袖及商界翹楚，分享他們在電子商貿及生活概念品牌的創意及管理經驗，提出精闢見解和獨到心得，藉此與零售同業交流，互相啟發。

研討會第一節主題為「零售起革命：線上到線下」。來自卓越零售企業的講者將分享他們發展電子商貿的成功經驗，內容包括線上到線下的互動發展、創新趨勢及市場發展潛力。

在第二節，著名生活品牌企業家會以「概念成就大市場」為題，分享他們把個人熱誠及創意注入一個概念，以發展為人所共知的品牌，並成功吸引顧客的致勝之道。

第一節 「零售起革命：線上到線下」 上午 10:00 至 下午 12:30	
主講環節	<ul style="list-style-type: none"> ➤ 瑪貝爾鑽飾有限公司 董事總經理 馬衡 ➤ ZUJI Limited 香港行政總裁 黃澤禮 ➤ 阿里巴巴集團 淘寶網香港地區業務主管 呂紹勇 ➤ OK 便利店有限公司 營運總監 白志堅
討論環節	主持：香港零售管理協會 副主席 陸楷
第二節 「概念成就大市場」 下午 2:30 至 下午 5:00	
主講環節	<ul style="list-style-type: none"> ➤ 長者安居協會 行政總裁 梁淑儀 ➤ 美心食品有限公司 高級總監-西餅 蘇鴻基 ➤ Chocolate Rain Jewellery & Design Co Ltd 創作總監 麥雅端 ➤ 住好啲 CEO & Co-founder 楊志超
討論環節	主持：香港零售管理協會 主席 麥瑞琮女士

研討會以廣東話進行

立即報名可享優惠

支持機構的會員

每張 HK\$250 (5 張或以上)；每張 HK\$280 (1-4 張) [2014 年 4 月 25 日或以前報名即享優惠價]
每張 HK\$320 (5 張或以上)；每張 HK\$355 (1-4 張) [2014 年 4 月 25 日後報名]

非會員

每張 HK\$320 (5 張或以上)；@HK\$355 (1-4 張)

買 10 送 1 優惠 (適用於會員及非會員)

查詢：吳小姐

電話：2866 8311

電郵：event@hkma.org



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報名表格 Enrollment Form

Company : _____
公司名稱 : _____
Contact Person (Mr./Ms.) : _____ Position : _____
聯絡人 (先生/女士) : _____ 職位 : _____
Tel : _____ Fax : _____
電話 : _____ 傳真 : _____
Email : _____ Category : _____
電郵地址 : _____ 行業 : _____

I receive the conference information from:

閣下從甚麼 協會 / 商會 / 機構 獲得此研討會的資料？

	Details 購票資料	Session1 第一節數量	Session 2 第二節數量	Session 1+2 第一節 + 第二節		Price per session 票價 (門票以每節計)			TOTAL 合共
						1-4 tickets 1-4 張		5 tickets or above 5 張或以上	
Member 會員	On or before 25.4.2014 或以前報名		+	=	x	@ \$280	或	@ \$250	= \$
	After 25.4.2014 以後報名		+	=	x	@ \$355	或	@ \$320	= \$
Non-member 非會員	Original Price 原價		+	=	x	@ \$355	或	@ \$320	= \$

For any purchase of 10 tickets or above, you can enjoy **buy 10 gets 1 free discount**

凡購買門票 10 張或以上，可享 **買 10 送 1 優惠**。

Please mark the quantity of **FREE ticket(s)**

請填寫 **免費門票** 數量 第 1 節 x _____ | 第 2 節 x _____

Name of Participant (Mr./Ms.) 出席者姓名 (先生/女士) (如不敷應用，請另紙書寫)	Position 職位	Session (please ✓) 參加時段 (請以✓表示)	
		Session1 第一節	Session2 第二節
1.			
2.			
3.			
4.			

Payment Method 付款方法： (請✓以下一項並填妥所需資料)

Cheque No. 支票號碼: _____ Bank 銀行: _____

American Express 美國運通卡(AE)

Card no. 美國運通卡號碼 _____

Card holder 持咭人姓名 _____

Expiry Date 有效期至 _____

Signature 持咭人簽署 _____

The information collected from your company will be used for purpose of processing your company's application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company's data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association's above activities which are organized by the Association's business partners. The Association shall not so use the data unless with your company's consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).

We agree / do not agree the HKRMA to use the information for the above promotional purposes.

If a receipt is required, please complete the section below. 如需收據，請填妥以下資料

Name 姓名: _____

Address 地址: _____

Application procedures

1. Application form can be submitted by email or fax. Copy of application form and a crossed cheque payable to “Hong Kong Retail Management Association Ltd” should be sent to the HKRMA by post.
2. Mailing address: 10/F., First Commercial Building, 33-35 Leighton Road, Causeway Bay, Hong Kong.

Terms & Conditions

1. Due to limited seats, enrollment will be made on a first-come-first-served basis. In case of unsuccessful enrollment, HKRMA will notify the applicants individually.
2. For purchase more than 15 tickets, registrations will be put under waiting list. HKRMA will notify the applicants separately.
3. Confirmation is subject to payment in full. Confirmation email will be sent to the successful applicant at least 2 working days before the event.
4. No refund for cancellation.
5. Substitution of applicant is allowed. Written notification should be sent to the HKRMA at least 3 working days before the event.
6. If Typhoon Signal No. 8 or above is hoisted at or after 7:00am, the full-day event (9:30am-6:00pm) and morning event (9:30am-1:00pm) will be cancelled. If Typhoon Signal No. 8 or above is hoisted at or after 1:00pm, afternoon event will be cancelled. HKRMA reserves the final right to cancel or reschedule the event.
7. HKRMA reserves the final right to reject any application, cancel or change the event arrangement.

Data Privacy Statement

The information collected from your company will be used for purpose of processing your company’s application. Please note that it is mandatory for your company to provide all the data. If your company does not provide such data, the Association will not be able to process the application. The Association intends to use all your company’s data for communication and marketing purposes; the data will be used for distributing circulars, publications, research materials, market information; promotion of the annual events, conferences, seminars, briefings, meetings, awards programmes, training programmes, and services of the Association; and direct marketing of activities similar to the Association’s above activities which are organized by the Association’s business partners. The Association shall not so use the data unless with your company’s consent. Your company has the right to request access to and correction of information held by us about your company. If your company wishes to access or correct the data, please contact us by writing to Ms. Ng at our address, by email (event@hkrma.org) or by fax (2866-8380).

報名程序

1. 請填妥報名表格，透過電郵或傳真先交回協會，隨後可將報名表格正本連同支票，以郵寄方式遞交（支票抬頭：香港零售管理協會有限公司）。
2. 郵寄地址：香港銅鑼灣禮頓道33-35號第一商業大廈10樓。

條款及細則

8. 活動名額有限，以先到先得方式安排，如未能成功報名者，本會將個別通知有關人士。
9. 如反應踴躍，購買 15 張以上門票之報名將被列入後補名單，由協會作另行通知。
10. 費用須於截止報名日期前繳交，否則報名無效。報名一經接納，本會將於活動舉行日期前2個工作天，向成功申請人士發出電郵確認書。
11. 報名一經接納，概不退款。
12. 如欲將參加名額轉讓予他人，必須於活動前3個工作天以書面通知協會。
13. 如活動當日上午7時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，全日活動 (9:30am-6:00pm) 及上午活動 (9:30am-1:00 pm)將會取消。當日下午1時或以後仍然懸掛八號颱風信號或以上／黑色暴雨警告信號，下午活動 (2:30pm-6:00pm)將會取消。如活動被取消，協會將視乎情況而決定是否另行舉辦，並保留一切最終決定權。
14. 協會有權拒絕任何申請、取消或更改活動安排，並保留一切最終決定權。