



# 2ND CHINA NEW RETAIL AND TECHNOLOGY INNOVATION SUMMIT 2018

## 2018第二届中国新零售与技术创新峰会

NO.1 NEW RETAIL SUMMIT IN ASIA  
亚洲No.1的新零售峰会

October 24-25, Shanghai  
10月24-25日, 上海

TECHNOLOGY

技术

REVOLUTION

变革

DIGITALIZATION

数字化

## WELCOME MESSAGE 欢迎致词

Dear Colleagues,

On Behalf of the Organizing Committee, I am honored to invite you to the 2ndChina New Retail and Technology Innovation Summit 2018 (NRT 2018). The summit will be held on October 24-25 in Shanghai, China.

As the focus of the global retail industry, China is a huge market with large amount of consumers and ever-increasing consumer demand. With the concept and practice of ‘ ‘ new retail’ ’, the traditional retail industry is transforming fast. The retail model innovation and reconstitution has taken place through new technologies and the combination of online and offline. The internet enterprise and online brands are considering developing the offline market and creating the scene marketing ecosphere for new retail. In the meanwhile, the development of the RetailTech is drawing the attention from various sectors.

Under the background of consumption upgrade and enterprise digitalization, the summit will gather the relevant colleagues to discuss the highlights on the concept and practice of new retail, social CRM, digital payment and store management, smart supply chain and RetailTech. It will provide an excellent platform to the brand owners and service providers for learning, communication and cooperation. It will discover the road for the transforming of the traditional industries and drive the innovation and development of the retail industry in China.

We sincerely look forward to meeting you in Shanghai!

Best, Regards  
2ndChina New Retail and Technology Innovation Summit  
2018



尊敬的同仁：

我很荣幸代表2018第二届中国新零售与技术创新峰会（NRT 2018）组委会欢迎您参加此次峰会，峰会将于10月24日-25日在中国上海举办。

作为全球关注的焦点，中国零售市场有着庞大的消费者数量和持续增长的消费需求。随着“新零售”理念和实践的推进，传统零售行业开始加速变革，通过线上线下融合、高新技术驱动等，实现零售的模式创新和业态重构。各类互联网企业和品牌也在积极向线下渗透，打造新零售的一体化全场景生态圈。与此同时，零售技术的发展也越来越受到各界关注。

在消费升级和企业数字化转型的大背景下，此次峰会旨在通过对新零售理念与实践案例、社会化CRM、数字化支付与门店管理、智慧供应链、最新零售技术等热点主题进行探讨，为各行业品牌主与第三方服务商提供学习交流与合作洽谈的绝佳平台，探寻传统行业的转型之路，助力中国零售行业创新与发展。

我们真诚期待与您相约上海！

顺祝商祺！  
2018第二届中国新零售与技术创新峰会



W E L C O M E M E S S A G E

<http://www.szwgroup.com/NRT-2018-cn/>

<http://www.szwgroup.com/NRT-2018-en/>

## EVENT AT A GLANCE 大会概览

### Session 1: New Retail Case Sharing

主题1: 新零售案例分享

### Session 2: New Retail Process

主题2: 新零售流程

### Session 3: RetailTech Innovation

主题3: 零售技术创新

### Session 4 Omni-channel Integration

主题4: 全渠道整合

## WHO SHOULD ATTEND? 参会人群



Retailers  
零售商  
Software and Solutions  
软件与解决方案  
Payment and Logistics  
支付与物流  
High-tech Companies  
高科技公司  
Food and Beverages  
食品饮料  
B2B Companies  
B2B公司  
Apparel and Home Appliance  
服装家电  
Luxuries and Jewelries  
奢侈珠宝  
Pharmaceuticals  
医药  
FMCG and Cosmetics  
快消日化  
Hospitality and Travelling  
酒店旅游  
Automobiles  
汽车  
Finance  
金融

## TITLE职位:

President

总裁

CEO

首席执行官

GM / MD

总经理

C Level Leader

首席X官

Vice President

副总裁

Director

总监

Manager

经理

Head/Supervisor

主管

Specialist

专家

## EVENT HIGHLIGHT 亮点话题

# A

### 2<sup>^</sup>10=1024:

The retail feast before “Double 11”, learn more, show more!

### 2<sup>^</sup>10=1024:

“双11”前的零售盛宴，知己知彼，展示实力！

# B

### RetailTech Innovation:

AI, IoT, Block Chain, Unmanned Stores, Mobile Payment, Smart Supply Chain, Cloud Computing, VR, AR...

### 零售技术创新:

人工智能，物联网，区块链，无人零售，移动支付，智慧供应链，云计算，虚拟现实，增强现实...

# C

### 80% Decision-makers of Brand Owners:

networking and cooperation with giants from various industries.

### 80%占比的品牌主高层决策人员:

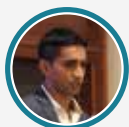
与各行业大咖们的沟通合作机会。

## E V E N T H I G H L I G H T

- The Current Situation and Trends of New Retail in China.
- 中国新零售现状与趋势
- RetailTech 2020: How to Win the Battle?
- 零售技术2020: 如何取胜?
- E-commerce 3.0: Digital Revolution under Consumption Upgrade
- 电商3.0: 消费升级下的数字化变革
- Unmanned Stores: the Next Stop?
- 无人商店: 下一步怎么走?
- SoLoMo: Closer to your Consumers
- 社交、本地、移动: 离你的消费者更近些
- Smart Logistics and Supply Chain Management
- 智慧物流与供应链管理

- Excellent IT Solutions in the Digital Age
- 数字化时代卓越的IT解决方案
- SCRM: Getting the Precise User Profile
- 社会化客户关系管理: 获取精准用户画像
- Digital Payment Strategies and Store Management
- 数字化支付策略与门店管理
- New Retail Age: Omni-channel Marketing in China
- 新零售时代, 中国的全渠道营销
- The Future Retail: Reconstruction of the Consumers, Goods and Scenes.
- 未来零售: 重构人、货、场

## PART OF SERIES SPEAKERS 部分系列演讲嘉宾



**Nikshep Shetty**

Head of Digital Marketing & eCommerce-OTC  
Pharmaceuticals, Asia Pacific  
Johnson & Johnson



**Victor Paterno**

President and CEO, Philippine  
Seven Corporation  
7-Eleven



**Terry Chan**

Chairman  
Hong Kong  
eCommerce Supply



**Hemanth Magal**

Managing Director  
South East Asia at  
Ogilvy One Consulting  
Ogilvy One



**Aadi Vaidya**

Chief Operating Officer  
Zilingo



**Charles Llewellyn**

Head of Retail, dunnhumby  
Asia



**Anuvrat Rao**

Head of Product  
Partnerships, India &  
Southeast Asia



**Jake Shepherd**

APAC director  
GfK



**Pierre Robinet**

Vice President, Asia  
Pacific at OgilvyRED  
OgilvyRED



**Neelesh Suryavanshee**

Personal Care Cluster  
Director, South East Asia &  
Australia  
Unilever



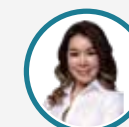
**Karen Chan**

Head of Digital, Asia Pacific  
Clarks



**Dheeraj Arora**

Vice President,  
Modern Trade,  
e-Commerce &  
Institutional Business  
Unilever



**Vivian Yeh**

Senior Digital  
Transformation and  
**叶心薇**  
数字化整合以及客户关系  
管理资深专家



**Hua Guan**

Digital Transformation Director  
Accenture  
**官华**  
数字化转型总监  
埃森哲



**Ellen Hou**

CEO  
Carat China  
**侯静雯**  
CEO  
凯络中国



**Frederic Guiral de Haas**

Business Development  
Director and Expert  
**Frederic Guiral de Haas**  
业务发展总监及行业专家  
MARS & Co



## PART OF SERIES SPEAKERS 部分系列演讲嘉宾



**Rebecca Wang**  
Head of E-commerce  
Nestlé GCR

**王雷**  
雀巢大中华区电子商务副总裁  
雀巢（中国）大中华区



**Joyce Ling**  
VP of Strategy  
Sapient Razorfish

**凌嘉**  
战略副总裁  
Sapient Razorfish



**Daniel Shao**  
General Manager of  
New Business Division  
Ecmoho

**绍伟**  
新业务中心总经理  
易恒健康



**Double Zhang**  
Deputy General  
Manager of  
E-commerce

**张蓓**  
电商副总经理  
凯络中国



**Jay Qin**  
E-Commerce CCSD  
& RTM Lead  
Nestlé GCR

**秦冬捷**  
电子商务总经理  
雀巢（中国）大中华区



**Yura Zou**  
Head of E-Commerce  
Supply Chain  
Nestlé GCR

**邹渝**  
电子商务供应链总监  
雀巢（中国）大中华区



**Joyce Chih Yu Chang**  
General Manager  
Marketing  
BAOZUN

**张芝瑜女士**  
数字营销总经理  
宝尊电商



**Hui Hui Li**  
President of Global Business  
Management, Deputy GM of  
Strategic Development, Board of  
Directors

China HengFeng Bank  
**李薇薇**  
海外发展部总裁  
战略管理部副总经理  
恒丰银行董事会



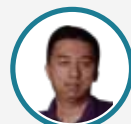
**SJ**  
General Manager  
Marketing  
Legee

**宋金**  
数字营销部总经理  
乐其电商



**Alex Lin**  
Visiting Professor  
Taiwan Retail Expert  
Shanghai Jiao Tong University

**林鑫**  
客座教授  
台湾便利店专家  
上海交通大学



**Xiang YU**  
Chief Architect for New  
Retail BU  
Alibaba Cloud

**俞翔**  
新零售事业部首席业务架构师  
阿里云



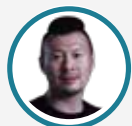
**Hassan Jia**  
General Manager of  
BBC Business  
Division  
ECMOHO

**贾明**  
BBC事业部总经理  
易恒健康



**Kevin Guan**  
Group Director  
AdMaster

**管鹤荣**  
集团业务总监  
AdMaster



**Paul Wong**  
Vice President - Innovation  
Explorium  
A member of the Fung Group

**黄国豪**  
创新副总裁  
冯氏集团程坊



**Louis Houdart**  
Founder  
Creative Capital

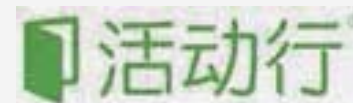
**路易**  
创始人  
CC



**Jerrod B Weston**  
Chief Experience Officer  
PAPP'S TEA

**卫兮**  
首席体验官  
北京博派商贸有限公司

## MEDIA PARTNERS 媒体合作伙伴





## Day 1 第一天

### Session 1: New Retail Case Sharing

#### 主题 1: 新零售案例分享

- ▶ 0900 The Challenge and Opportunity of Retail in China.  
中国零售业的挑战与机遇
  - challenge and opportunity
  - new retail models innovation
  - RetailTech innovationAccenture 埃森哲
- ▶ 0930 Revolution and Strategy in the New Retail Era  
新零售时代的变革与策略
  - all in with strategic partners
  - retail industry development
  - consumer experienceAlibaba 阿里巴巴
- ▶ 1000 New Species by Digital Technology Innovation  
数字化技术创新打造新物种
  - digital integration and innovation
  - new species, new experience
  - data empowermentYH 永辉超市

### 1030 Coffee Break 茶歇

- ▶ 1100 Smart Retail: New Scene and Experience by Technology Upgrade  
智慧零售: 技术升级打造全新场景与体验
  - technology upgrade with new perspective
  - new scene and experience for consumers
  - be digital and smartTencent 腾讯
- ▶ 1130 Excellent Solutions for Unmanned Stores  
无人商店的卓越解决方案  
Open for Sponsor 赞助商
- ▶ 1200 The Power of Data for New Retail Development  
数据赋能新零售发展
  - data mining and analysis
  - converting data into economic value
  - data-driven in sales and marketingNestle 雀巢

### 1230 Luncheon 午餐

### Session 2: New Retail Process

#### 主题 2: 新零售流程

- ▶ 1400 Supply Chain Management in the Smart Retail Age  
智慧零售时代的供应链管理
  - technology drives innovation
  - data mining and integration
  - AI and BPRJD.com 京东
- ▶ 1430 Logistics Innovation Drives the E-commerce Development  
物流创新助力电商发展
  - faster with technology innovation
  - e-commerce isn't out of time
  - quality and convenienceSF Express 顺丰
- ▶ 1500 Digital and Mobile Payment Drives the Retail Innovation  
数字化移动支付助力零售创新  
Open for Sponsor 赞助商

### 1530 Coffee Break 茶歇

- ▶ 1600 Panel Discussion: Digital Technologies and Solutions in New Retail Age  
圆桌讨论: 新零售时代的数字化技术与方案
  - digital and mobile solutions
  - technology upgrade
  - opportunities and challengesBrand Owners and Solution Providers 品牌主与方案供应商
- ▶ 1700 Excellent IT Architecture in the Digital Retail Age  
数字化零售时代卓越的 IT 架构  
Open for Sponsor 赞助商
- ▶ 1730 How Can B2B Enterprises Ready for the New Retail Battle?  
B2B 企业如何迎接新零售挑战?
  - digital transformation for giants
  - better late than never
  - new methods to reach clients3M
- ▶ 1800 Challenge and Opportunity for Capitals in the New Retail Area  
资本市场在新零售领域的机遇与挑战
  - ROI maximization
  - criterion and judgement
  - challenge and opportunityHillhouse Capital Group 高瓴资本

### 1830 End of Day 1 第一天结束



## Day 2 第二天

### Session 3. RetailTech Innovation

#### 主题 3: 零售技术创新

- ▶ 0900 RetailTech Creates Personalized Shopping Experience  
零售技术打造个性化购物体验
  - technology innovation
  - seamless and personalized
  - user profile for better experience
 Sephora 丝芙兰
- ▶ 0930 RetailTech Applied in the E-commerce Area  
零售技术在电商中的运用
  - cloud computing
  - VR&AR
  - efficiency improvement
 HTC
- ▶ 1000 Digital Retail Innovation Led by Artificial Intelligence  
人工智能引领数字化零售创新  
Open for Sponsor 赞助商

#### 1030 Coffee Break 茶歇

- ▶ 1100 Transformation and Innovation Driven by Smart Retail Technology  
智慧零售技术助力变革与创新  
open for sponsor 赞助商
- ▶ 1130 New Retail Powered by IoT Technology  
物联网技术助力新零售发展
  - connected world
  - the smart and digital scene
  - internet of retail
 Intel 英特尔
- ▶ 1200 RetailTech Innovation to Increase Store Productivity  
零售技术创新, 提高坪效
  - a digital first approach
  - increase the store productivity
  - creating awe and wonder
 B&Q 百安居

#### 1230 Luncheon 午餐

### Session 4. Omni-Channel Integration

#### 主题 4: 全渠道整合

- ▶ 1400 The Digital Road for C-stores  
便利店的数字化之路
  - speed and convenience
  - getting the precise user profile
  - updated product and service
 7-ELEVEN
- ▶ 1430 Omni-channel Retail and Marketing in Digital Era  
数字化时代的全渠道零售与营销  
Open for sponsor 赞助商
- ▶ 1500 RFID and NFC Solutions for Smart Stores  
RFID 和 NFC 在智慧门店中的运用  
Open for sponsor 赞助商

#### 1530 Coffee Break 茶歇

- ▶ 1600 Social E-commerce Innovation for New Opportunity  
社交电商创新, 获取新红利
  - channel innovation
  - social commerce
  - ensure the content and quality
 pinduoduo.com 拼多多
- ▶ 1630 Cross-border E-commerce Roadmap in Mobile Age  
移动时代的跨境电商之路
  - consumer's mindsets and motivations
  - cultural nuances when expanding into local markets
  - transformation and integration
 Kaola.com 网易考拉
- ▶ 1700 The Strategic Transformation of Supermarkets and Shopping Malls  
超市卖场与购物中心的战略转型
  - consumer data drives the sales process
  - consumers are emotional
  - perfect shopping experience
 Rainbow 天虹商场
- ▶ 1730 Visual Merchandising and In-store Promotion for Bricks-and-mortars  
实体店铺的视觉营销与店内陈设
  - precisepositioning
  - reasonable distribution
  - optimized category
 Gucci 古驰

#### 1800 End of Day 2 第二天结束

## NEW RETAIL PREVIOUS EVENTS 新零售往届会议



China New Retail and Digital Innovation Summit 2017  
2017中国新零售与数字化创新峰会

<http://www.szwgroup.com/china-new-retail-and-digital-innovation-summit-2017/>



New Retail Asia Summit 2018  
2018亚洲新零售峰会

<http://www.szwgroup.com/new-retail-asia-summit-2018/>

## SPONSOR OPPORTUNITY 赞助商方案

### Speaking Slot 演讲嘉宾

A 30-minute presentation to get the complete captive audience, making an unrivalled branding opportunity than your competitor before the decision makers.

### Exhibitor 展台赞助

Display your latest achievements to decision makers in the exhibition area for 2 days, appealing to the participating industrial peers especially during the coffee break time.

### Delegate 参会嘉宾

Enjoy the 2-day pass hearing all presentations shared by the industrial experts, maximize your networking through luxury luncheons, coffee breaks and get all the authorized electronic copy after the event.

### Other Branding Sponsor Packages

#### 其他品牌赞助方案

Enhance your company's brand awareness and branding to your target market. Opportunities includes: Cocktail Sponsor, Lanyard Sponsor, Insertion Sponsor, Delegate Bag Sponsor, Corporate Gift Sponsor...



## Sponsorship Available! 赞助席位火热开放中!



The Sponsorship provides you with the opportunity of attracting potential clients, being recognized by the market, branding and networking, etc.

For more details, please feel free to contact us!

赞助为您提供吸引潜在客户、加强市场认可、品牌推广、同行交流等机会。

欲了解更多信息，请及时与我们联系!

Recommended Sponsor Package	Tickets	Speech	Exhibition
Gold Sponsor	10	✓	9m2
Silver Sponsor	7	✓	6m2
Bronze Sponsor	5	✓	4m2
Presentation Sponsor	3	✓	X
Welcome Reception Sponsor	4	X	4m2

Recommended Sponsor Package	Tickets	Speech	
Luncheon Sponsor	6	X	4m2
Cocktail Party Sponsor	4	X	4m2
Golf Match Sponsor	4	X	X
Lanyard Sponsor	3	X	X
Delegate Bag Sponsor	3	X	X