

Retail GULF



2006

International congress



Hyatt Regency, Dubai, UAE
6th & 7th November 2006

*"There is only one boss. **The customer.**
And he can fire everybody in the company
from the chairman on down, simply by
spending his money somewhere else."*

Sam Walton

Increasing margins and profits through enhanced customer satisfaction

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The distinguished speakers

Ashish Panjabi COO
Jacky's Electronics LLC, UAE

Alain Moreaux President- Retail
Blue Salon, Qatar

Abdul Salam Bdeir Merchandise Director
The Sultan Center, Kuwait

Ghassan Hout Retail Sales Manager
adidas – Emerging Markets, UAE

Jan Vink Information Technology Director
Boekhandels Groep Nederlands, Netherlands

R. Sriram CEO & MD
Crossword Bookstores Ltd, India

Arvind Nair CEO
Jumbo Electronics LLC, UAE

Adil Ghouse General Manager-Consumer Products
Khimji Ramdas, Oman

Govind Shrikandhe Customer Care Associate & CEO
Shoppers' Stop, India

Terry o Connor Managing Director
Courts (Singapore) Ltd

Otara Del Gunawardene CEO
Odel Pvt Ltd, Sri Lanka

Samit Bhatta GM - Sales & Marketing
Damas Jewellery LLC, UAE

Naresh Malhotra CEO
Café Coffee Day, India

Ramesh Cidambi Director - IT & Logistics
Dubai Duty Free, UAE

Rob Turner Supply Chain Director
Nestlé Middle East FZE

Jayesh Ravindranath Corporate GM - Sales & Marketing
Landmark Group

Olaf G. Schrage Chair of working committee - Card based payment systems
EHI Retail Institute, Germany

Peter Burggraaff CIO
Farmers Trading Company, New Zealand

Partha Dattagupta CEO
Barista Coffee Company Ltd

Senior Representative
Oracle Corporation

Senior Representative
SAP Arabia

Senior Representative
AC Nielsen

Senior Representative
Rinpak Technologies Holdings Ltd

Acknowledgement

I would like to thank all the world-leading visionaries, solution providers, associations, operators, end-users and delegates within the retail industry from the Gulf region and around the world who have contributed to and supported the Retail Gulf International Congress 2006. I would particularly like to mention our speakers for their help in the research behind the event and also our sponsors for their continued support and commitment.

On behalf of **marcus evans** we hope you have a rewarding, enjoyable and productive time. I personally look forward to meeting you all and working with you at our future congresses planned in 2006.

See you in November!

Sangeetha Silvaratnam
Congress Producer

Register Now

Contact Marketing at **marcus evans**

Tel: +603 2723 6604

Fax: +603 2723 6699

Email: bernardinem@marcusevanskl.com

Overview

Retailing is all about managing the 3P's (people, product and property). This event focuses on the 3P's of retailing by addressing the issues of dealing with the internal people (staff or workers) and external people (customers), as well as interesting new trends in product displays and real estate issues.

Retail Gulf International Congress 2006 is a great catalyst that can help retailers and shopping centres understand the key ingredients to achieve a successful business. It is also a strategic platform for retailers and shopping centres to meet, exchange ideas and network.

Key objectives of this event:

- Keeping abreast with the various trends and developments in the retail industry
- Discovering the future trends of trade and how it will affect the retail industry in the Gulf region
- Creating a competitive advantage through accurate forecasting of customer demand
- Evaluating various cost saving strategies in managing an effective supply chain
- Developing more secure and successful customer-driven partnerships
- Embracing the role of technology in retail
- Gaining insight into the latest technologies in POS systems, barcoding and RFID
- Improving business processes through integrated supply chain management
- Enhancing customer knowledge through effective customer analytics technology
- Discovering the latest trends in store fixtures and design

Conference Agenda & Focus:

- Retail Marketing: Customer Centricism
- Store Operations & Management
- Supply Chain Management & Sourcing
- Retail Marketing Innovation
- Retail Spacing & Design
- Inventory Management & Distribution

Who should attend:

CEOs, COOs, CIOs, CTOs, Directors, Presidents, Vice Presidents, Managing Directors, General Managers, Managers and Heads of:

- Retail
- Marketing
- Operations
- Customer Service/ CRM
- Sales
- Branding
- Merchandising & Inventory Management
- Facilities management
- Business Development
- Real Estate
- Business Units
- Purchasing
- Distribution
- Supply Chain
- Information Technology

Conference at a glance

0900	Opening address
0930	Plenary Address One – Evolving from a traditional trader-cum-retailer to an organised retailer Ashish Panjabi COO Jacky's Electronics LLC
1000	Plenary Address Two – Moving towards the implementation of VAT and discussing its impacts on the retail business Senior Representative SAP Arabia
1030	Morning refreshments & walk around the exhibition
1115	Plenary Address Three – Highlighting future prospects of the retail sector in the Gulf from various different perspectives Senior Representative Oracle Corporation
1145	Plenary Address Four – Moving from old fashioned cash to modern, efficient and convenient card payments Olaf G. Schrage Chair of working committee - Card based payment systems EHI Retail Institute, Germany
1215	Networking luncheon

Stream One

Retail Marketing: Customer Centricism

1330	Evolving from a profit-centric to a customer-centric retail organisation <ul style="list-style-type: none"> From brand management to category management From product focused to customer focused From internal driven to external driven Terry O' Connor Managing Director Courts (Singapore) Ltd
1415	Customer Listening -The challenges of technology and attitude Arvind Nair CEO Jumbo Electronics LLC, UAE
1500	Afternoon refreshments & walk around the exhibition
1545	Incorporating best practices in achieving customer loyalty <ul style="list-style-type: none"> Retailer as entertainment Discussing how to deal with issues like the ever changing customers Strategising marketing for the high & low customers Discussing loyalty programmes Govind Shrikandhe Customer Care Associate & CEO Shoppers' Stop, India
1630	Investigating current trends in building a consumer-centric brand <ul style="list-style-type: none"> Exploring some customer trends in the retail fashion industry Looking at the implications of these trends on building the brand Implementing strategies to best keep track of brand performance Otara Del Gunewardene CEO Odel Pvt Ltd, Sri Lanka
1715	End of Day One

Stream Two

Store Operations & Management

1330	First class Facilities Management for enhanced store operations <ul style="list-style-type: none"> Effectively managing store facilities and equipments to minimise cost and expenditure Realising the impact of poorly managed equipments and how it can drive customers away Outsourcing your facilities management for reduced costs and improved service
1415	Exploring latest software and technologies in Point-of-Sale systems for enhanced store operations <ul style="list-style-type: none"> Effectively managing the collaborative flow of real-time information throughout an enterprise with POS softwares Selecting the right POS software before getting the hardware to ensure compatibility and better ROI Peter Burggraaff CIO Farmers Trading Company, New Zealand
1500	Afternoon refreshments & walk around the exhibition
1545	Optimising sales with a highly skilled workforce and effective staff management <ul style="list-style-type: none"> Addressing the issues of insufficient skilled staff through suitable recruitment and training programmes Investigating the level of talent required for the retail business today Streamlining talent management processes throughout the employee life cycle to enhance overall performance Ghassan Hout Retail Sales Manager adidas – Emerging Markets, UAE
1630	Investigating the role of barcoding and RFID in daily store operations <ul style="list-style-type: none"> Addressing the impact of inaccuracy in barcoding systems on daily operations Exploring the use of RFID as a substitute to barcoding Discussing the concerns and challenges of using RFID in daily operations Senior Representative Rinpak Technologies Holdings Ltd
1715	End of Day One

Stream Three

Supply Chain Management & Sourcing

1330	Assessing the overall supply chain from manufacturers to customers <ul style="list-style-type: none"> Establishing higher efficiency in business processes through selecting and identifying your key supply chain partners Implementing strategies to successfully eliminate communication gaps within the supply chain process for constant interaction amongst supply chain players Robert Turner Supply Chain Director Nestlé Middle East FZE
1415	Understanding the importance of including the customer in the supply chain planning process <ul style="list-style-type: none"> Making customers an integral part of the supply chain model design, rather than viewing them as a "target" Understanding the customer better and enhancing customer relationships by including them in the supply chain Adil Ghouse GM - Consumer Products Khimji Ramdas LLC, Oman
1500	Afternoon refreshments & walk around the exhibition
1545	Enhancing relationship with suppliers through Supplier Relationship Management <ul style="list-style-type: none"> Developing lasting relationships with the right suppliers - suppliers with proven capabilities that can meet retailers' needs consistently Maximising returns on your supplier relationships
1630	Formulating strategies to select the right suppliers with a cost-effective supply base <ul style="list-style-type: none"> Identifying and evaluating qualified suppliers in an effective manner Negotiating the best possible terms and conditions with your suppliers Conducting effective reverse auction for greater supply savings and efficiency
1715	End of Day One

Conference at a glance

0930	Plenary Address One – How do we work towards building a more cohesive working environment?
1000	Plenary Address Two – Assessing future retail threats in the region
1030	Morning refreshments & walk around the exhibition
1115	Plenary Address Three – Effectively battling the growing competition among retailers Partha Dattagupta CEO Barista Coffee Company Ltd
1145	Plenary Address Four – Building a successful retail brand in the middle east Senior Representative AC Nielsen
1215	Plenary Address Five – Discussing the role of technology in retail
1245	Networking luncheon

Stream Four

Retail Marketing Innovation

1400	Discovering, understanding and implementing the 5 successful “mantras of trade” in retail jewellery marketing <ul style="list-style-type: none"> Maximising sales through an effective and successful marketing strategy Case study of marketing branded gold to arab youth Using effective PR as an important tool to marketing diamonds to women Samit Bhatta GM - Sales & Marketing Damas Jewellery LLC, UAE
1445	Understanding the human behavior and the science of shopping Naresh Malhotra CEO Café Coffee Day, India
1530	Afternoon refreshment & walk around the exhibition
1600	Visual merchandising: attracting customers with impressive display of products <ul style="list-style-type: none"> Mastering the silent-selling techniques of visual merchandising Discussing the various elements in visual merchandising Strategising how to merchandise your store in order to draw crowd on an ongoing basis Jayesh Ravindranath Corporate GM - Sales & Marketing Landmark Group
1645	Capitalising on Point-of-Purchase displays and advertising to maximise on product sales <ul style="list-style-type: none"> Assessing the efficiency and power of POP advertising in persuading customers to make a purchase Helping consumers identify products and make an informed purchase decision through POP advertising Selecting the right POP suppliers for increased profits R. Sriram CEO & MD Crossword Bookstores Ltd, India
1730	End of Congress

Stream Five

Retail Spacing & Design

1400	Real estate selection: Choosing the prime spot for your retail business <ul style="list-style-type: none"> Identifying the key parameters in selecting the right mall or shopping center for your retail business Rethinking your space requirements when locating in a shopping center for efficient use of space and reduced rental cost Understanding the key characteristics that developers and owners of shopping centers look for in a retailer
1445	Discussing an opening strategy for super regional shopping centers in the Middle East <ul style="list-style-type: none"> Defining super regional shopping centers and the purpose of having them in the middle east Deriving an opening strategy for such malls in the middle east Looking at how these malls could benefit the retailers
1530	Afternoon refreshment & walk around the exhibition
1600	Understanding the importance of building a “next-generation” stores <ul style="list-style-type: none"> Taking into account the developments in technology when building a store
1645	Discovering the latest trends in shop fixtures and store designs for enhanced shopping experience <ul style="list-style-type: none"> Discussing key elements of store design and visual merchandising Focusing on customer comfort and convenience when choosing store displays and designs Exploring techniques of eye-catching planograms Alain Moreaux President- Retail Blue Salon, Qatar
1730	End of Congress

Stream Six

Inventory Management & Distribution

1400	The positive effects from adopting Category Management on the retail business <ul style="list-style-type: none"> Implementing best category management practices to minimise inventory investments in products with lower consumer demand and lower salability Reallocating space to higher demand items and maintaining stock level for demand and inventory efficiency Ensuring assortments match consumer demand and providing assortments tailored to customer preferences Abdul Salam Bdeir Merchandise Director The Sultan Center, Kuwait
1445	Enhancing inventory management with strong demand forecasting techniques <ul style="list-style-type: none"> Increasing inventory turnover with better demand forecasting strategies Using sales history and pass records to accurately forecast customer demand Measuring the effectiveness of Vendor Managed Inventory (VMI) to control stock and inventory
1530	Afternoon refreshment & walk around the exhibition
1600	Case study: Boekhandels Groep Nederland (BGN) “Stimulating greater customer participation with RFID.” <ul style="list-style-type: none"> Using RFID tagging to enable visibility in the supply chain for the book store How will the item level tagging initiative enrich customer service and increase sales? How can it enable improved efficiency, product availability and cost effectiveness? Understanding the role of RFID in enhancing the strength of the BGN brand Jan Vink Director- Information Technology Boekhandels Groep Nederlands
1645	Increasing efficiency in warehouse management for effective inventory management <ul style="list-style-type: none"> Implementing strategies to protect inventories in warehouses to reduce pilferage and product damage Strategising how to store and arrange products in the warehouse to minimise the cost of filling orders Keeping record of all materials leaving the warehouse for increased inventory turnover Ramesh Cidambi Director - IT & Logistics Dubai Duty Free, UAE
1730	End of Congress

Retail Gulf International Congress 2006

CONG31 Please write in BLOCK LETTERS

Code : E

Sales Contract

Please print this form, complete it and fax back to

BERNARDINE MICHAEL

ON

FAX: +603 2723 6699

BOOKING CODE: CONG-31

REGISTER & PAY BEFORE 31 JULY 2006 = USD1795 (SAVING USD500)

REGISTER & PAY BEFORE 31 AUG 2006 = USD1995 (SAVING USD300)

REGISTER & PAY 1 SEPT 2006 ONWARD = USD2295 (FULL PRICE)

EVENT: RETAIL GULF INTERNATIONAL CONGRESS 2006

DATE(S): 6TH - 7TH NOVEMBER 2006

VENUE: HYATT REGENCY HOTEL, DUBAI, UAE

Registration Details

1. Name _____

Position _____

Email _____

2. Name _____

Position _____

Email _____

3. Name _____

Position _____

Email _____

Organisation _____

Address _____

City _____ Postcode _____

Phone _____ Fax _____

Mobile No: _____

Nature of Business _____

Payment Method

Payment is required within five (5) days of receipt of the Delegate signed agreement

Credit Card Cheque TT

Please charge my

Visa MasterCard Amex Diners Club

Card Number _____ / _____ / _____ / _____

Card Holder's Name _____

Security Code: _____

Signature _____

Valid From _____ / _____ Expiry Date _____ / _____

Do you require travel visa? Yes No

Authorisation

Signatory must be authorised to sign on behalf of contracting organisation

Name _____

Position _____

Email _____

Signature _____

Delegates shall be liable to pay any and all costs and expenses incurred by marcus evans in enforcing any term of, or collecting under, this Agreement, including reasonable legal fees, costs, expenses and collection fees and expenses. On all amounts not paid when due, Delegates shall also be liable to pay interest. Interest shall accrue at the rate of 4% above the base rate chargeable by HSBC Bank in Dubai. Time is of the essence with respect to payments under this Agreement.

Delegate information is kept on marcus evans group companies database and used by marcus evans group companies to assist in providing selected products and services which maybe of interest to the Delegate and which will be communicated by letter, phone, fax, (inc. automatic dialing) email or other electronic means. If you do not want marcus evans to do this please tick this box []. For training and security purposes telephone calls maybe recorded.

If any provision of this contract is deemed to be unenforceable, the remaining terms of this contract shall be enforceable to the fullest extent of the law. This Agreement shall be binding on all parties upon execution and delivery thereof. Delivery by facsimile shall constitute delivery.

This contract shall be governed by and construed in accordance with Britain law and the parties hereby submit to the exclusive jurisdiction of the courts in British in respect of or arising from this contract. However marcus evans only is entitled to waive this right and submit to the jurisdiction of the courts in which the Delegate's office is located.

 **marcusevans** congresses

"marcus evans": Marcus evans Limited

Delegate Registration Agreement ("Agreement")

Delegate enters into this Agreement on behalf of him/herself and on behalf of their Company (collectively "Delegate"). Receipt by marcus evans (as defined above) of the Delegate's signed Agreement shall be deemed acceptance of this Agreement by marcus evans whereupon this Agreement becomes binding on both parties. Receipt shall include receipt of a Delegate's signed original or signed copy of the Agreement received by hand, post or fax. marcus evans will provide Delegate with full participation in all Congress Event ("Event") Programmes and event meals provided during the Event. No other costs will be paid or reimbursed by marcus evans, including, but not limited to, other meals, airfare, alcohol, phone, fax or other incidental charges, gift shop items, transportation or additional accommodations. Delegate acknowledges that no other written or oral warranties or representations have been made to the Delegate other than those contained in this Agreement.

Payment: Delegate shall pay the Delegate Fee required by this Agreement within five (5) days of receipt of the Delegate's signed Agreement whereupon payment is due and must be paid to marcus evans in accordance with the terms herein and the payment method indicated above. Failure to pay shall constitute a cancellation of this Agreement by the Delegate and will immediately trigger marcus evans right to recover as a debt the Delegate Fee (plus sales or similar taxes or duties).

Liability: In making arrangements on the Delegate's behalf with third parties for all travel, hotel accommodations, transportations, restaurants or otherwise, marcus evans acts only as agent of Delegate and does so on the express condition that no liability of any kind shall attach to marcus evans in connection with or arising from such arrangements.

Indemnity: Delegate, on his or her own behalf and on behalf of his or her Company, agrees to defend and indemnify marcus evans, and hold it harmless from, any and all costs, damages, claims and expenses that are incurred by, or based on any act or omission of, Delegate, the Company, its agents or employees, including, without limitation, claims and damages asserted against marcus evans as a result of such acts or omissions.

Event Rescheduling: marcus evans reserves the right, in its own discretion, to cancel, change the date, time or venue of the Event. In the event of such change or cancellation, marcus evans is not liable for any costs, expenses, charges or other amounts incurred by Delegate relating to attendance or planned attendance at the Event, including, without limitation, airfare and expenses. In the event that marcus evans permanently cancels the Event for any reason (including, but not limited to any force major occurrence) and provided that the Event is not postponed to a later date nor is merged with another event, the Delegate shall receive a credit note for the amount that the Delegate has paid to such permanently cancelled Event, valid for up to one year to be used at any similar marcus evans Congress event. No refunds, part refunds or alternative offers shall be made.

Cancellation of Booking: Any requested cancellations must be in writing by facsimile, email, or courier. No verbal cancellations will be accepted. The Delegate Fee is non-refundable. But, a credit in that amount for a future event, valid for 12 months after issue, may be issued if notice is received more than 12 weeks before the Event. If Delegate a) cancels this booking less than 12 weeks before the date of the Event; b) cancels at any time if registration was less than 12 weeks before the Event; or c) fails to materially attend any scheduled appointment or meeting, such cancellation or failure shall be a breach of this Agreement and a cancellation fee of US\$ 400.00 (less the delegate fee if paid) shall be paid to marcus evans within five (5) days of cancellation. The parties intend this provision to agree in advance to the settlement of damages marcus evans will likely incur and that the cancellation fee constitutes reasonable liquidated damages at this time, and not a penalty, and bear a reasonable relation to the damages marcus evans is likely to sustain. Delegate agrees to provide a valid credit card number and details and, in the event of cancellation, authorizes marcus evans to process all applicable fees and charges on that credit card. All invalid credit card numbers will result in a US\$ 50.00 processing charge and a manual invoice will be generated, with full payment due within 5 days of invoice. All payments are non-refundable. marcus evans reserves the right to cancel any Delegate booking without providing a reason and the Delegate shall receive a credit note for the amount that the Delegate has paid valid for up to one year to be used at any similar marcus evans Congress event. No refunds, part refunds or alternative offers shall be made.

Substitution Policy: This Agreement confirms the name and title of the Delegate attending the Event. Since the title, job responsibilities, position and other factors relating to that delegate are material terms of this Agreement, in the event that the Delegate is unable to attend the Event, a substitute acceptable to marcus evans in its sole discretion may be allowed. marcus evans reserves the right to determine the acceptability of any suggested substitution and may refuse to accept any substitution. Upon acceptance of the substitute by marcus evans a substitution fee of US\$ 250.00 will be charged for all substitutions made less than 12 weeks before the Event and must be paid before any substitution is allowed. If a suitable substitution is not accepted by marcus evans, the request for substitution will constitute a breach of this Agreement and the Delegate Fee will be forfeited. All substitute Delegates are subject to the terms and conditions of this Agreement and must execute a copy of this Agreement before any substitution is allowed.

Information and copyright: All information, including lists of participants, supplied by marcus evans in relation to the Event or any other marcus evans event is for use by Delegate only for the purposes of the Event only. It is Copyright of marcus evans and cannot be passed to any third party for any purpose. All such information is confidential, proprietary information and Delegate agrees not to reveal such information to any party for any purpose. All information supplied by marcus evans in connection with this Contract and Event, including the names of participants, is confidential and for Delegate use only. The parties agree that such information may not be conveyed to any third party for any purpose. All intellectual property rights in all materials produced or distributed by marcus evans are expressly reserved and any unauthorized duplication, publication or distribution to any third party is prohibited.

Miscellaneous: This Agreement cannot be modified without the express written consent of marcus evans' Chairman, Chief Executive Officer or General Counsel and constitutes the entire, sole and exclusive agreement between the parties. Should a portion of the Contract price be subject to federal, or local taxation, or VAT if applicable, marcus evans reserves the right to add such charges to the final invoice.

All Delegates must adhere to the rules and regulations of the Event facility. Hotel accommodation provided for the Delegate will be at or within a short travel distance of the Event as determined by marcus evans. Should Delegate behaviour, including, but not limited to, failing to provide requested information to marcus evans or reasonably cooperating with marcus evans in any way, have any effect on the operation or scheduling of the Congress, marcus evans may cancel the Delegate's booking by written notification. If such cancellation is necessary, it shall constitute a breach of this Agreement and the Delegate Fee shall be forfeited.