

WELCOME
TO



The 21st
APRCE
SRI LANKA 2024

*Redefining
Retail in APAC:
From Transactions
to Transformation*

**4TH - 6TH
SEPTEMBER 2024**

Organized by :



**REDEFINING
RETAIL IN APAC :
FROM TRANSACTIONS
TO TRANSFORMATION**

**The 21ST Asia Pacific
Retailers' Convention &
Exhibition**



21st APRCE 2024:

The Largest Asia Pacific Retailers' Convention and Exhibition

The theme Redefining Retail in APAC: from Transactions to Transformations encapsulates the essence of a paradigm shift, steering away from conventional notions of retail merely as a series of transactions to a more profound understanding of its transformative power.

In exploring this theme, we aim to delve deep into the multifaceted impact of retail on communities, culture, and society at large. Beyond the exchange of goods and services, we envision a retail landscape that acts as a catalyst for positive change, influencing not only economic realms but also societal and cultural dimensions.

The heart of this theme lies in understanding how retail can become a force for social good and cultural enrichment. We will explore innovative strategies and case studies that demonstrate how retailers in the Asia Pacific region can proactively contribute to community development, fostering inclusivity and sustainability. From empowering local artisans to supporting grassroots initiatives, we seek to showcase inspiring examples of how retail can be a transformative force, creating lasting positive effects.

Moreover, the conference will provide a platform for in-depth discussions on the evolving role of retailers as agents of change. From embracing digital transformations to championing ethical business practices, we will unravel the dynamics of a retail landscape that goes beyond profit margins to embrace a broader sense of responsibility.

In a constantly evolving and dynamic landscape, shifts in consumer preferences, fueled by trends such as personalized experiences, evolving influencer marketing dynamics, expansions into rural markets, and the seamless integration of various channels and technologies, have resulted in the formation of more cohesive groups. These groups extend beyond traditional demographic segments, aligning with ethics-based societal norms. Navigating this landscape presents both challenges and opportunities for retailers seeking to maintain close ties with these changing societies. Successfully addressing these challenges and transforming towards a more inclusive, community-empowered retail approach holds the potential for positive impacts on both business success and overall societal well-being.

Our agenda encompasses thought-provoking sessions, engaging panels, and interactive action, all aimed at fostering a shared understanding of how retail can shape the future of our societies. Together, let us explore the limitless possibilities of Redefining Retail in APAC, transcending traditional boundaries and paving the way for a more impactful and socially conscious retail industry.

MESSAGE FROM **SLRA PRESIDENT**

I am delighted that this captivating island nation, Sri Lanka, is hosting the region's largest retail convention and exhibition; the 21st Asia-Pacific Retailers' Convention & Exhibition, from 4th-6th September 2024 and as the President of the Sri Lanka Retail Association, it is my pleasure to extend a warm welcome to all of you.

With the theme "Redefining Retail in APAC: From Transactions to Transformation," this conference promises to be a forum where innovative ideas, industry insights, and transformative strategies will converge to shape the future of retail in the Asia-Pacific region. This will lead the way forward for all retailers, especially in Sri Lanka, to address key challenges, as this gathering promises to bring distinguished speakers, decision makers, and industry experts on to one stage.

Sri Lanka, with its rich history, diverse culture, and scenic beauty, provides an inspiring backdrop for this momentous occasion. From its bustling markets to its modern retail establishments, our country offers a unique tapestry of retail experiences that will undoubtedly enrich your stay. Colombo, the bustling commercial heart of the country, will no doubt offer many experiences to all. The retail industry accounted for nearly 14% of the GDP and provided employment to over 15% of the workforce in the country. The country and the industry as a whole have overcome significant challenges, the last few years and the cost of living crisis that is impacting global retailers alike no doubt has brought with it a unique set of challenges.

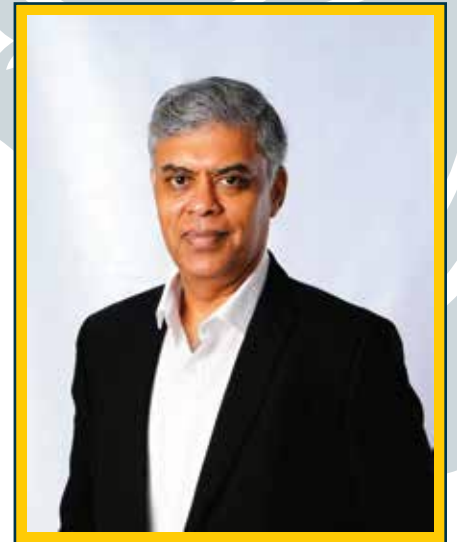
Together, we will explore avenues to navigate the retail landscape, harnessing the power of technology, sustainability, and consumer-centric approaches to drive growth and foster meaningful change as we listen to some thought provoking content covering technology, robust supply chains, and evolving consumer needs that are transforming the retail industry.

We look forward to meeting you at the 21st APRCE 2024 and encourage you to participate, engage, and network as you learn from best practices across the APAC region.

On behalf of the Federation of Asia-Pacific Retailers' Association (FAPRA) and the Sri Lanka Retailers' Association, I invite you to join us on this journey of exploration, discovery, and transformation at the 21st Asia-Pacific Retailers Convention and Exhibition. An "Ayubowan" & "Wanakkam" to all.



Charitha Subasinghe
President,
Sri Lanka Retailers' Association (SLRA)



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MESSAGE FROM **CONVENOR - APRCE 2024**

Ayubowan!

Dear Esteemed Delegates,

It is with immense pleasure that we extend a hearty invitation to you, to join us at the Asia-Pacific Retailers' Convention and Exhibition (APRCE) 2024, scheduled to take place from the 4th to the 6th of September, in the vibrant city of Colombo, Sri Lanka.

Sri Lanka, globally celebrated as a premier tourist destination, eagerly awaits your presence. Renowned for its resplendent beauty and unparalleled hospitality, Sri Lanka promises an experience like no other. Colombo, our effervescent capital, is a tapestry woven with the rich threads of Eastern and Western

cultures, offering an array of culinary delights, cultural treasures, and modern conveniences set against the backdrop of our tropical climate.

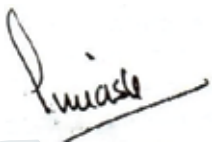
Strategically situated at the heart of South Asia, with nearly 2 billion people within its sphere, Sri Lanka stands as a beacon among emerging markets. The establishment of the new Colombo Port City Financial Centre, coupled with our skilled workforce and esteemed professional services - spanning from healthcare to IT innovation - epitomises the nation's dynamic business landscape.

The APRCE 2024 is designed to be a confluence of intellectual and commercial exchange, featuring distinguished speakers and insightful sessions aimed at enriching your knowledge and business acumen. Beyond the forum, discover ample networking opportunities and the cultural feast that awaits.

With hospitality that sets a global benchmark, our hotels and accommodations ensure an indulgent retreat, making your visit as comfortable and memorable as can be. We are confident that the enchantment of Sri Lanka will beckon you to return.

We cordially invite you to be a part of the APRCE-24 and look forward to welcoming you to our island, where wonders abound and business thrives.

Warmest regards,



Murali Prakash

Convenor - APRCE 2024

Deputy Chair - FAPRA & Immediate Past President - SLRA



Organized by :



MESSAGE FROM **FAPRA CHAIRMAN - APRCE 2024**

Jakarta, April, 19 2024.

Dear, respected and proud colleagues FAPRA members.

The upcoming Asian Pacific Retailers Convention & Exhibition (APRCE), a prestigious biennial event from the Federation of Asia Pacific Retailers Associations (FAPRA), is scheduled to take place this year 2024, September 4-6 in Sri Lanka.

During APRCE 2024, let us embrace the ethos of innovation and knowledge exchange that characterizes the retail sector. Through engaging presentations, interactive showcases, and enlightening discussions, we have a unique opportunity to gain fresh insights, explore nascent trends, and foster partnerships that will define the next future of retail in this decade.

This event serves as a platform to share expertise, ignite inspiration and collectively elevate industry benchmarks.

In my capacity as the Chairman of FAPRA, I extend a warm invitation for your participation in APRCE 2024 in Sri Lanka. I am enthusiastic about the prospect of dynamic idea exchanges and the formation of collaborative ventures. Together, in Asia Pacific region, we can steer the retail landscape towards greater dynamism, inclusivity, and prosperity. Let us seize this occasion to make a significant impact and establish a heritage of innovation and cooperation for generations to come.

With eager anticipation for the enriching journey ahead, let's stay enthusiastic and keep moving forward, synergy and collaboration that bring the winds of change are the keywords for success today, because change is a reality, nothing has ever changed except change itself.

May you are all blessed. Cheers.

With warm regards,



Roy N Mandey
FAPRA Chairman



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AGENDA OF APRCE 2024



DAY 1

**Meet and Greet
Welcome Dinner**
at Shangri-La
6.30 PM onwards

DAY 2 & 3

**Knowledge
Forums,
Exhibition,
B2B Meetings
and Networking**
at BMICH



DAY 3

**HOD Meeting,
FAPRA Awards Night
and Gala Dinner**
at Shangri-La
6.30 PM onwards

WHAT TO EXPECT



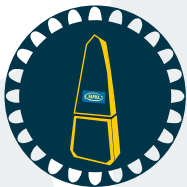
Insightful Knowledge Forum with distinguished local and international speakers and panels

Retail Exhibition featuring retailers from Sri Lanka and the Asia-Pacific region



Business **Matchmaking Meetings**

Reception, cultural nights, and other **Networking Sessions**



FAPRA Awards honouring respective FAPRA Associations' member companies for accomplishing outstanding achievements

Heads of Delegation (**HOD**) meeting



Presentation of **Country Reports**

21st APRCE Events Line up

| Day 01 | 4th September, 2024, Wednesday | |
|---|---|------------------|
| 2.00pm onwards | Arrival & Check in | |
| 6.30pm - 10.00pm | APRCE Opening & Welcome Dinner | Shangri La Hotel |
| Day 02 | 5th September, 2024, Thursday | |
| 8.45am - 9.15am | Conference Inauguration | BMICH |
| 9.15am - 5.30pm | Conference Knowledge Forum | BMICH |
| 9.55am - 10.25pm | Exhibition Opening | BMICH |
| 10.25am - 6.30pm | Exhibition | BMICH |
| 10.10am - 6.00pm | B2B Meetings | BMICH |
| 5.30pm - 8.00pm | Networking Evening (Food & Beverage stalls available) | BMICH |
| Day 03 | 6th September, 2024, Friday | |
| 8.45am - 4.15pm | Conference Knowledge Forum | BMICH |
| 8.45am - 4.30pm | Exhibition | BMICH |
| 8.45am - 4.30pm | B2B Meetings | BMICH |
| 11.00am - 1.30pm | HOD Meeting | BMICH |
| 6.30pm - 10.00pm | FAPRA Awards & Gala Dinner | Shangri La Hotel |
| Day 04 | 7th September, 2024, Saturday | |
| Delegates depart or transfer for private excursions | | |
| 9.00am - 1.00pm | (Study/Exposure visits delegates) (Fee to be borne by delegates) | Colombo |

APRCE 2024 Knowledge Forum Detailed Agenda

– BMICH Colombo

| Day 01 | 5 th September, 2024, Thursday | |
|-------------------|---|--|
| 7.45am - 8.15am | Delegates departure from the hotel | Free shuttle service from Shangri La, Cinnamon Grand, Cinnamon Lakeside, Hilton and Kingsbury hotel |
| 8.45am | Conference inauguration | BMICH Main Hall/ Delegates Lounge |
| 9.55am - 10.25am | Exhibition Opening | BMICH Main Hall/ Delegates Lounge |
| 9.15am - 9.55am | Opening keynote address | Irina Ghose Managing Director, Microsoft India |
| 9.55am - 10.25am | Exhibition Opening | |
| 10.15am - 10.35am | TEA / COFFEE BREAK | |
| 10.35am - 11.15am | Global Economy and Ecosystem Admistr Turmoil: Navigating the Challenges, Seizing Opportunities | Dr. Talal Rafi Economic Policy Consultant - Asian Development Bank |
| 11.15am - 11.45am | Expanding Retail Frontiers: Emerging Markets and Rural Outreach | Mr. Simon Wintels Partner-McKinsey & Company |
| 11.45am - 12.15pm | From Transactions to Transformation: Retail E-Commerce Opportunities and Uncertainty in Asia | Mr. Bob Hoyler Manager, Retail and E-commerce Insights Euromonitor International, Chicago |
| 12.15pm - 1.45pm | LUNCH & EXPO VISITING | |
| 1.45am - 2.15pm | Tech-infused Retail Innovations: Transformative Experiences Through Tech Innovations | Mr. Egor Zharikov Regional Manager for APAC Region - Alliance Technologies |
| 2.15pm - 2.55pm | Tech-Infused Retail Innovations: Harnessing the Power of Data Analytics Towards Modern Consumer Engagement | Mr. Sridhar Harisubramanian Senior Director - Salesforce.com, Retail and Consumer Goods Industry Advisor in India |
| 2.55pm - 3.25pm | Disruptive Innovations in Retail: The AI Revolution | Mr. Tuchakorn Vachiramon Sertis, Thailand |

| Day 01 | 5 th September, 2024, Thursday | |
|-----------------|--|---|
| 3.25pm - 3.45pm | TEA / COFFEE BREAK | |
| 3.45pm - 4.15pm | Omnichannel Excellence and Integration: Unleashing Seamless Retail Experiences - (Thematic Keynote) | Mr. Vikram Idnani President and CIO of Landmark Group, India |
| 4.15pm - 4.45pm | Consumer - Centric Retail Transformation: Elevating the Shopping Experience and Customer Intimacy | Mr. Shigeki Kimura Director, Executive Vice President, SEVEN-ELEVEN Japan Co. Ltd |
| 4.45pm - 5.30pm | Retail Store Formats of the Future: Curating Spaces for Innovation and Customer Connection | Mr. Steve Stoner Founder & Principal Director – Whippet Australia/UK |
| 5.30pm - 8.00pm | Evening networking - Beer Garden and Food stalls | |

| Day 02 | 6 th September, 2024, Friday | |
|-------------------|--|--|
| 8.45am - 9.15am | APAC Retails's Global Ascent: Unleashing Potential and Redefining Market Dominance - (Thematic Keynote) | Mr. Yasuyuki Furusawa Director and President of AEON VIETNAM CO., Ltd |
| 9.15am - 9.45am | APAC Retails's Global Ascent: Unleashing Potential and Redefining Market Dominance - (Thematic Keynote) | Mr. K Radhakrishnan CEO & Director - Tata Starquik India |
| 9.45am - 10.15am | Supply Chain Resilience and Sustainability: Transforming Last-Mile Delivery with Transparent and Efficient Technology | Mr. Ashutosh Taparia Business Head - Bigbasket.com |
| 10.15am - 10.40am | TEA / COFFEE BREAK | |
| 10.40am - 11.10am | Segment: Corporate Strategies and Management Capabilities Showcase | Mr. Hao Jian Board Member - Easyhome Retail Group Corporation Limited, China |
| 11.10am - 11.40am | Segment: Corporate Strategies and Management Capabilities Showcase | Mr. Jeff Leong Yew Mang Business Development Director, Oriental Coffee International Sdn Bhd |

Day 02**6th September, 2024, Friday**

| | | |
|--------------------------|--|--|
| 11.40am - 12.10pm | Segment: Corporate Strategies and Management Capabilities Showcase | Ms. Sandra De Zoysa Group Chief Customer Officer, Dialog Axiata PLC Director, Dialog Business Services |
| 12.10pm - 1.30pm | LUNCH & EXPO VISITING | |
| 1.30pm - 2.00pm | Sustainability / Ethical Retailing: Nurturing Responsible Commerce in Retail Transformation | Mr. Dilhan C. Fernando Chairman & CEO Dilmah Ceylon Tea Company PLC |
| 2.00pm - 2.30pm | Tourism Synergies: Navigating the Interplay with Retail Dynamics | Mr. Toshiki Kato Daimaru Matsuzakaya Department Stores Co. Ltd |
| 2.30pm - 2.45pm | ENTERTAINMENT / BIO BREAK | |
| 2.45pm - 3.15pm | Financial Fusion: Exploring the Synergies Between Banking / Financial services and Retail Evolution | Mr. Marcus Spurrell Co-CEO Dmall Inc. China Communication with CGCC |
| 3.15pm - 3.30pm | Special Segment: Get to know the Next APRCE Destination - Japan | Mr. Hirofumi Nomoto Chairman Japan Retailers Association (JRA) / Chairman of the Board and Representative Director of Tokyu Corporation |
| 3.30pm - 4.10pm | Closing Keynote Address | Mr. Murali Prakash APRCE 2024 Convener/Deputy Chair - FAPRA and IPP of SLRA |
| 4.10pm - 4.15pm | Conclusion of the Conclave | |
| 4.15pm onwards | Expo and travel back to hotel | |

Irina Ghose

Managing Director, Microsoft India

Irina Ghose is the Managing Director of Microsoft India, with the responsibility to engage with industry verticals across Microsoft's solution areas, underscored by artificial intelligence. Irina focuses on driving innovation and digital transformation for customers in India to shape market-making engagements, create new engines of growth and deliver on core business outcomes.

A Microsoft veteran of over two decades, Irina has held a variety of Strategy and Sales leadership roles across Enterprise, Solution Sales, Partner Solutions, and Education segments. In her previous role as the Chief Operating Officer of Microsoft India, she was focused on the end-to-end operations, go-to-market strategies and drove one of the largest world-class sales enablement programs.

She is an Electrical Engineer from IIT BHU and an MBA from XLRI. A proponent of Women in Business and Technology, she is a recipient of the 'Inspirational Women's Award' at Microsoft and 'Distinguished Alumnus Award' from IIT BHU & XLRI. A marathon runner and a strong champion of Diversity & Inclusion, she is the founder of 'MyLittleBit', a philanthropic foundation focusing on education and jobs for underprivileged girls. She's actively engaged with 'Microsoft for Startups' and as a Trustee of SonderConnect, a foundation for women entrepreneurs.



Dr. Talal Rafi

Economic Policy Consultant - Asian Development Bank

Talal Rafi is an Economic Policy Consultant at the Asian Development Bank. Talal Rafi is an Economist and an Expert Member of the World Economic Forum. He is a Regular Columnist for the International Monetary Fund and he is a Visiting Lecturer at the Centre for Banking Studies, Central Bank of Sri Lanka. Talal was a member of the Deloitte Global Economist Network and he was a member of Deloitte's Global ESG Operations team.

Talal Co-Chairs the Global Plastic Innovation Network action group of the World Economic Forum and he is a World Bank Youth Climate Ambassador. He was on the Selection Committee of the Asian Development Bank #DigitalAgainstCovid-19 Innovation Series and he was on a team of experts at Chatham House London on formulating recommendations on gender equality post-Covid. He has worked for USAID and World Bank projects on entrepreneurship development.

Talal serves as an Independent Non Executive Director on the board of one of Sri Lanka's largest asset management firms. He has served on the board of Sri Lanka's state foreign policy think tank, Lakshman Kadirgamar Institute. He serves on an Advisory Committee at the Export Development Board of Sri Lanka and he was on the Enterprise Operations Committee at Moratuwa University. He was also a Consultant at the Seed Program of Stanford University.

He has given talks globally including at the NASDAQ Center, S&P Global and the Central Bank of Sri Lanka and contributes regularly in thought leadership for the Davos Agenda. He has been quoted by publications such as Nikkei Asia and Fortune Magazine. His work has been published by the World Bank, International Monetary Fund, Asian Development Bank, World Economic Forum, Chatham House London, UNFCCC, London School of Economics and Forbes.



APRCE 2024 - Speaker Profiles

Mr. Simon Wintels

Partner - McKinsey & Company

Simon leads our Retail and Consumer Packaged Goods Practices in Southeast Asia. He works primarily with retail and consumer goods clients across Asia. He serves clients on growth, marketing & sales transformations unlocked by digital and analytics.

Examples of Simon's recent client work include the following:

- building a \$750mn annual GMV food marketplace for leading food retailer in Southeast Asia
- assessing growth opportunities across Asia for grocery discount player
- crafting a path to profitability for leading Southeast Asian grocery retailer through personalization, fulfilment network optimization and operational excellence
- designing a strategy to triple top-line and achieve profitability break-even for leading consumer tech player active in ecommerce, on-demand delivery, financial services
- helping a leading Vietnamese conglomerate create a digital ecosystem strategy that included a loyalty program and customer loyalty management analytics
- crafting the digital and technology strategy for leading grocery player in Australia
- designing technology stack from scratch for newly-to-be-established discount retailer in Asia
- developing personalization analytics engine and ran promotional analytics for retailer in Southeast Asia to identify 10+% reduction in promo spend.

Simon first joined McKinsey's Amsterdam office in 2007. He transferred to Japan in 2015 before joining our Singapore office in 2017.



Mr. Bob Hoyler

**Manager, Retail and E-Commerce Insights
Euromonitor International, Chicago**

Bob helps to oversee Euromonitor's global Retail, Digital Consumer, and E-Commerce syndicated research products, with a focus on content and client engagement.

Euromonitor International will explore how successful retailers in the Asia Pacific are evolving with the times to redefine the retail sector in the region. Additionally, we will examine how demographic shifts in Asia are tentatively beginning to shift the centre of gravity of the region's retail sector away from East Asia towards Southeast Asia and South Asia.



APRCE 2024 - Speaker Profiles

Mr. Egor Zharikov

Regional Manager APAC Region - Alliance Technologies

Egor Zharikov is the Regional Manager for APAC region at Alliance Technologies, with a diverse background in corporate software, including ERP, DM, CPM, WMS, logistics systems. Egor has led cross-functional teams to deliver successful projects across various industries and regions, including APAC, MEA, and the USA. He is also highly skilled in retail software and hardware technologies and has significantly contributed to developing omnichannel strategies for retailers.

Egor is passionate about leveraging technology to create seamless customer experiences in the retail industry.



Mr. Sridhar Harisubramanian

Sr. Director, Industry and Technology Advisory, Salesforce India

Sridhar is currently a Industry and Tech Advisory Leader with Salesforce India. He is responsible for leading a team of experienced industry SMEs and enterprise architects to help customers develop effective, multi-cloud solutions that accelerate their digital transformation efforts. He is also the Retail and Consumer Goods Industry Advisor for Salesforce providing guidance to customers and internal stakeholders on tapping into industry trends, evolving consumer behavior and use of emerging technologies to deliver long lasting customer value and memorable experiences.

Sridhar is a seasoned business technologist and has more than 25 years of experience working with senior IT and business stakeholders and the C- Suite across the US, APAC and India having worked with IBM, Safeway, Microstrategy in various leadership roles. He is also a recognized Retail Industry subject matter expert and has regularly written and spoken on trends, challenges and technology solutions shaping the Consumer Industry in various industry forums and conferences. He's a Salesforce Media-certified speaker and presenter. Sridhar holds a Master's degree in Engineering Management from the University of Cincinnati, Ohio He has also completed many executive programs at MIT Sloan, Singapore Management University, Boston University and Stanford University.



APRCE 2024 - Speaker Profiles

Mr. Tuchakorn Vachiramon

CEO and Founder of Sertis

Tee Vachiramon is the CEO and Founder of Sertis, Bangkok since 2014 and was a Director at Dajiadian.com, Beijing from 2009 - 2012.

Sertis offers AI and data solutions for various industries while partnering with global tech leaders. Tee represented the digital industry in a panel discussion on workforce development at the 'Thailand Talent Landscape 2025-2029' event. He was also a panelist for the Google Cloud Leaders Exchange and Techsauce Global Summit 2024.



Mr. Vikram Idnani

Landmark Group

Vikram Idnani is a passionate Retail technology leader with a track record of improving business performance through systematic technology investments and measuring returns. He has led multiple technology transformations for businesses at scale. He has a strong focus in the use of digital and people transformation to drive growth, simplify operations and increase customer satisfaction.

His work spans across the Retail spectrum in the physical and eCommerce spaces on techniques to improve customer engagement, build supply chain agility and responsiveness, and improve employee efficiency through automation and good practices.

He champions sustainability and has a keen interest in the ethical use of technology and sustainable practices.

Vikram is a British Chevening Scholar. In his prior roles, Vikram consulted with retailers such as Home Depot, Borders, Kmart, PepsiCo and JD Williams in the US and UK and has been CIO at Trent and Reliance Retail in India.

He is also an animal lover, avid runner and trekker.



APRCE 2024 - Speaker Profiles

Mr. Shigeki Kimura

**Director, Executive Vice President,
SEVEN-ELEVEN Japan Co., Ltd.**

Since joining SEJ in 1986, he has experienced various management positions. After experiencing the Zone Manager in Operation Department, he has extended his career on his appointments to positions above General Manager in Employee Training, Planning, Accounting and Secretary Office. Since 2017, he has temporarily transferred to 7&i Holdings and experienced management of multiple business companies. He returned to SEJ for serving as the head of Management Headquarters in 2020 and has the current position as Director, Executive Vice President since 2024.



Mr. Steve Stoner

Founder of Whippet, London and Melbourne

Steve Stoner is the Founder and Principal Director of Whippet, a full service creative agency specialising in brand transformation and creative communications for retailers and retail brands. For nearly 25 years Whippet has helped retailers around the world strategically transform their brands through design, brand communications, advertising and engaging store environments. Whippet's philosophy is to 'think like the customer thinks' and the agency champions a process that always starts with the store itself, before working outwards through all marketing and customer communication channels.



With offices in London and Melbourne, Whippet has been instrumental in brand transformations for Marks & Spencer, Tesco and Iceland in the UK, plus Coles and Priceline in Australia. Since 2018 the agency has helped Keells in Sri Lanka with their brand transformation, encompassing a completely new brand identity, bold new store designs and a fresh approach to retail marketing.

Steve brings to the session a passion for brand, design and communication, along with a deep understanding of how these disciplines can be used more effectively by retailers.

APRCE 2024 - Speaker Profiles

Mr. Yasuyuki Furusawa

Director and President of AEON VIETNAM CO., Ltd

AEON was founded in 1758 as Okada-ya, a retailer of textiles and daily goods, and now conducts diverse operations in about 17,000 locations in 14 countries throughout Asia. With Operating revenue totaling 9 trillion yen in FY2023, makes AEON one of the largest retail groups in Asia.

Yasuyuki Furusawa joined AEON in 1995 and has been involved in the retail industry for many years: from 2014 to 2018, he served as President of Beijing AEON; from 2018, he was appointed President and Representative Director of Maibasuketto, a small food supermarket mainly in the metropolitan area; from 2021, he became Director and President of AEON Vietnam. He has contributed to the improvement of the Vietnamese economy and in this session, he will discuss AEON's development in the Asia Pacific region, with a focus on Vietnam, and its prospects.



Mr. K Radhakrishnan

Director , Tata starquik.com, India

His experience covers a significantly diverse fields of work. A start-up expert in various businesses small and big.

Currently, he is the Director Tata Starquik.com, the Omni-channel partner of StarBazaar, of Tata Trent. He started this as a start up in 2017, it is a prominent player in the grocery business.

He was founder of Grocermax, a startup in online grocery business in Gurgaon in 2014, which was later acquired by Tata.

Radha also was the President of the KB's FairPrice format and Future Fresh Foods (the F&V play) in Future Group with Kishore Biyani.

His previous experiences as the CEO of the Reliance Retail as a start-up in 2005 for 6 years, embellishes his career.

Interesting past businesses include Tea Tasting, Aqua Culture, launching TopRamen and CupNoodles (IndoNissin Foods Limited, part of Unilever Limited) and Frozen Food brand Sumeru.



APRCE 2024 - Speaker Profiles

Mr. Ashutosh Taparia

Head of Last-Mile Delivery & Transportation, Bigbasket

A distinguished alumnus of IIM Indore, Aashutosh Taparia's 15-year career is a testament to his profound impact on the supply chain sector, particularly within the dynamic landscape of e-grocery. His tenure at bigbasket, spanning almost a decade, has been marked by transformative contributions that have redefined consumer expectations from next-day to near-instant deliveries.

As an early architect of bigbasket's Express delivery initiative, Aashutosh laid the groundwork for ultra-fast delivery services. His strategic foresight navigated the business through nascent market challenges, leading to his ascent as Regional Business Head. In this capacity, he was instrumental in launching and scaling operations across multiple cities and spearheading innovative ventures such as bbDaily and the B2B arm.

Currently, as the Head of Last-Mile Delivery and Transportation, Aashutosh is at the helm of integrating technology with operational excellence. His leadership ensures seamless collaboration between Product and Tech teams and field operatives, driving efficiency and setting new benchmarks in customer satisfaction.

Aashutosh's prowess in building resilient supply chain was honored with the prestigious "Future Leader of Supply Chain" award at the 9th Manufacturing & Supply Chain Summit 2020. His passion for building next generation leader resonates through his role as a Guest Lecturer, where he enlightens future leaders at premier institutions like BITSOM and IIM Vishakhapatnam.



Mr. Hao Jian

Board member, Easyhome New Retail Group Corporation Limited

Jian Hao, born in 1966, Bachelor of Engineering in Wuhan Industrial University (current Wuhan University of Technology), MBA and Assistant Research Fellow in Zhongnan University of Economics and Law.

Board member of Easyhome New Retail Group Corporation Limited (000785.SZ), general manager of Zhongshang Commercial (Group) Co., Ltd. External board member of Hubei Agricultural Development Group Co., Ltd., member of Wuhan Business University Development Strategy Advisory Committee.



APRCE 2024 - Speaker Profiles

Mr. Jeff Leong Yew Mang

**Business Development Director of
Oriental Coffee International Sdn Bhd**

He is in charge of business development for overseas market and possesses more than 20 years of experience in marketing and e-commerce



Ms. Sandra De Zoysa

Group Chief Customer Officer, Dialog Axiata

Sandra serves as the Group Chief Customer Officer at Dialog Axiata, where she also holds the roles of Chairperson of the Digital Customer Experience Expert Working Group at Axiata and Director of Dialog Business Services. She is a founding member and the inaugural Chairperson of SLASSCOM, Sri Lanka's IT/BPM chamber. As the first in the APAC region to attain a C-suite position dedicated to Customer Experience, Sandra has played a pivotal role in transforming Dialog's retail customer landscape, introducing groundbreaking digital self-service, social care, and automation platforms across a nationwide network. With over three decades of experience in the ICT industry, Sandra's leadership in Customer Experience, Women in Tech, and Business has garnered her international recognition. She is a BCS Fellow with a Master's degree in Digital Transformation Leadership, an Executive MBA with expertise in Innovation and Entrepreneurship, and holds certifications in CXPA, Lean Six Sigma, and Scrum. As an avid keynote speaker, Sandra has represented Dialog at over 400 international forums. Since 2009, she has also been a visiting lecturer at the University of Colombo School of Computing. Passionate about mentoring, Sandra actively supports women and children through the Global Mentorship Initiative and the EQUALS Champions Programme.



APRCE 2024 - Speaker Profiles

Mr. Dilhan C. Fernando

Chairman & CEO Dilmah Ceylon Tea Company PLC

Dilhan C. Fernando is the younger son of Dilmah Founder Merrill J. Fernando. A graduate of the London School of Economics and Chairman of Dilmah Tea, as Trustee of the Merrill J. Fernando Foundation, and Director of Dilmah Conservation he directs the fulfillment of his father's unique commitment to serving humanity and environment through business. Dilhan serves as Chair of UN Global Compact Network Sri Lanka and Biodiversity Sri Lanka, a pioneering environmental collaboration amongst the Ceylon Chamber of Commerce, IUCN and Dilmah Conservation.



Mr. Toshiki Kato

Daimaru Matsuzakaya Department Stores Co., Ltd

Synergy between Tourism and Retail Experience Value in Japan

The number of visitors to Japan in 2023 recovered to about 80% of the pre-pandemic level of 2019, exceeding 25 million. As a result of the synergy of this recovery trend, duty-free sales at department stores in the same year exceeded the pre-pandemic level of 2019 and are further increasing in 2024.

On the other hand, compared to before the pandemic, there have been various changes in the share of tourists visiting Japan by country, areas visited within Japan, and purchase categories, and spending per purchase. These changes are a manifestation of the changing values of inbound tourists toward Japan, and we believe that responding to these changes is a great opportunity to further develop the synergy between tourism and retail.

Our group operates 15 Daimaru Matsuzakaya department stores and 16 PARCO stores in Hokkaido, Honshu, Shikoku, and Kyushu in Japan. I would like to talk about how we can provide Japanese tourism and retail attractions and increase their experience value for future visitors to Japan.



Mr. Marcus Spurrell

Co-CEO of Dmall International business

Marcus Spurrell, Co-CEO of Dmall International business, is to lead the international expansion of the Dmall end-to-end retail technology solution.

As the former Chief Digital Officer and Chief Technology Officer of DFI Group, Marcus built the Yuu Rewards program and mobile app that brings together all of DFI's brands in Hong Kong and the Southeast Asia region into a single digital ecosystem including Wellcome, Mannings, and 7-Eleven.

With a strong passion for all things tech Marcus also led DFI's joint technology venture with Dmall Inc, to replace all the retail technology at all businesses in Asia for DFI – which covers more than 10,000 stores across 11 markets. After many successful implementations of technology across Asia, Marcus has now jumped across to the DMALL side to help grow their business internationally.

Prior to working in DFI, he was the Senior Vice President for Digital, Loyalty, and eCommerce at Ahold Delhaize, a US\$80Bn retailer across Europe and the US. Marcus also worked in Digital and eCommerce leadership roles for the Adidas group across Asia Pacific, the US, and Europe. Marcus has spent 20 years in Asia split between Hong Kong and Japan and lives here with his wife, who is from Hong Kong, and their three children.



SPECIAL SEGMENT:
GET TO KNOW
THE NEXT APRCE DESTINATION
JAPAN



22nd
APRCE
TOKYO 2026



Mr. Hirofumi Nomoto

Chairman Japan Retailers Association (JRA) /
Chairman of the Board and Representative
Director of Tokyu Corporation

FINAL SEGMENT:
**CLOSING KEYNOTE
SPEAKER**



The 21st
APRCE
SRI LANKA 2024

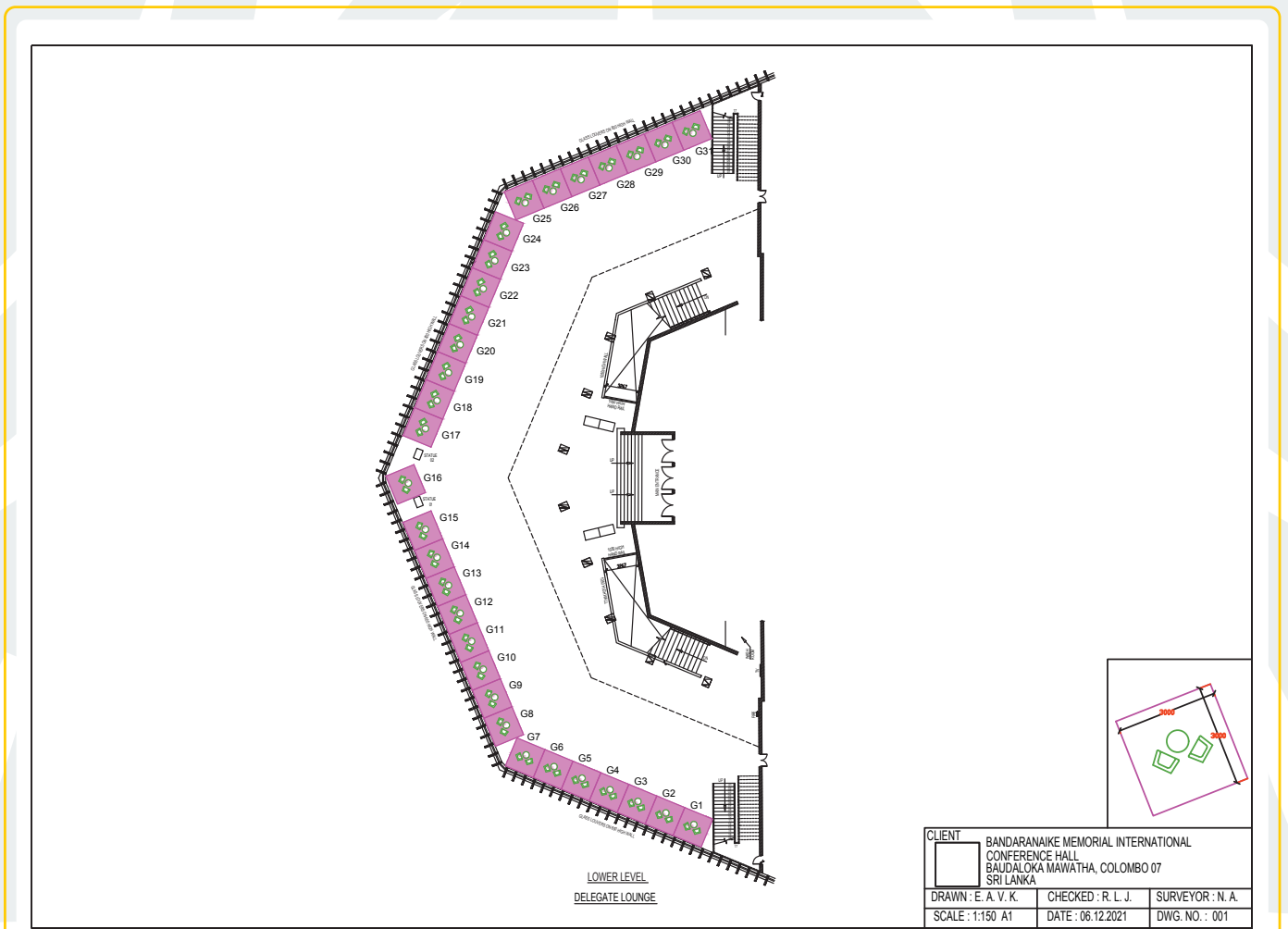


Mr. Murali Prakash

APRCE 2024 Convener / Deputy Chair -
FAPRA and IPP of SLRA

The location of the exhibition & floor plan

This is your opportunity to showcase your business at the largest retail forum in Asia-Pacific in 2024. With exposure to 20+ global market retail business leaders along with many retailers from Sri Lanka, APRCE is expected to attract around 40% C-level decision makers and senior-level managers. Innovators, product developers, retail service providers, suppliers to distributors covering retail segments such as Food and Beverage, Clothing, Fashion & Jewelry, Footwear & Accessories, Household & Consumer Durables, E-Commerce, Healthcare & Wellness are expected to take part in APRCE 2024, giving you an invaluable opportunity to exhibit your business, network and expand your global footprint.



MOST AWAITED RETAIL AWARDS - 2024

A Country Award and to compete for the FAPRA Asia-Pacific Regional Award

FAPRA Awards 2024

During the biennial APRCE, FAPRA Awards are promulgated to honour respective FAPRA Associations' member companies for accomplishing outstanding achievement. This Awards has become an excellent platform to promote, recognise and profile organisations with distinctive success and accomplishments in the retail industry in Asia-Pacific region.

APRCE FAPRA 2024 Online Asia Pacific Award - Best Efforts in Social Responsibility, recognizes the efforts of retailers who have introduced, increased or sustained their efforts in being a socially responsible organization in the areas of environment conservation, contributions to society, public education etc., within the qualifying period.

APRCE FAPRA Country awards are determined by a judging process conducted internally within the respective retail association, under the guidance of the FAPRA Permanent Secretariat. Each country needs to select 1 out of the following 5 Awards and conduct the internal processes to determine the country award winner: Most Innovative Retail Concept Award or Best Marketing Campaign Award or Customer Service Excellence Award or Green Retailer Award or Young Promising Retailer Award.



FAPRA Award Categories & Timelines

ASIA-PACIFIC REGIONAL AWARD CATEGORY

Best Effort in Social Responsibility

Participants to complete uploading documents and/or videos into the online award portal by 5th July

COUNTRY AWARD CATEGORIES

(Select one category for each submission per company / per country)

Most Innovative Retail Concept Award

Best Marketing Campaign Award

Green Retailer Award

Customer Service Excellence Award

Young Promising Retailer Award

Submit nominations by 12th of July 2024 to FAPRA Permanent Secretariat

KEY LOCATIONS & HOTELS

APRCE 2024



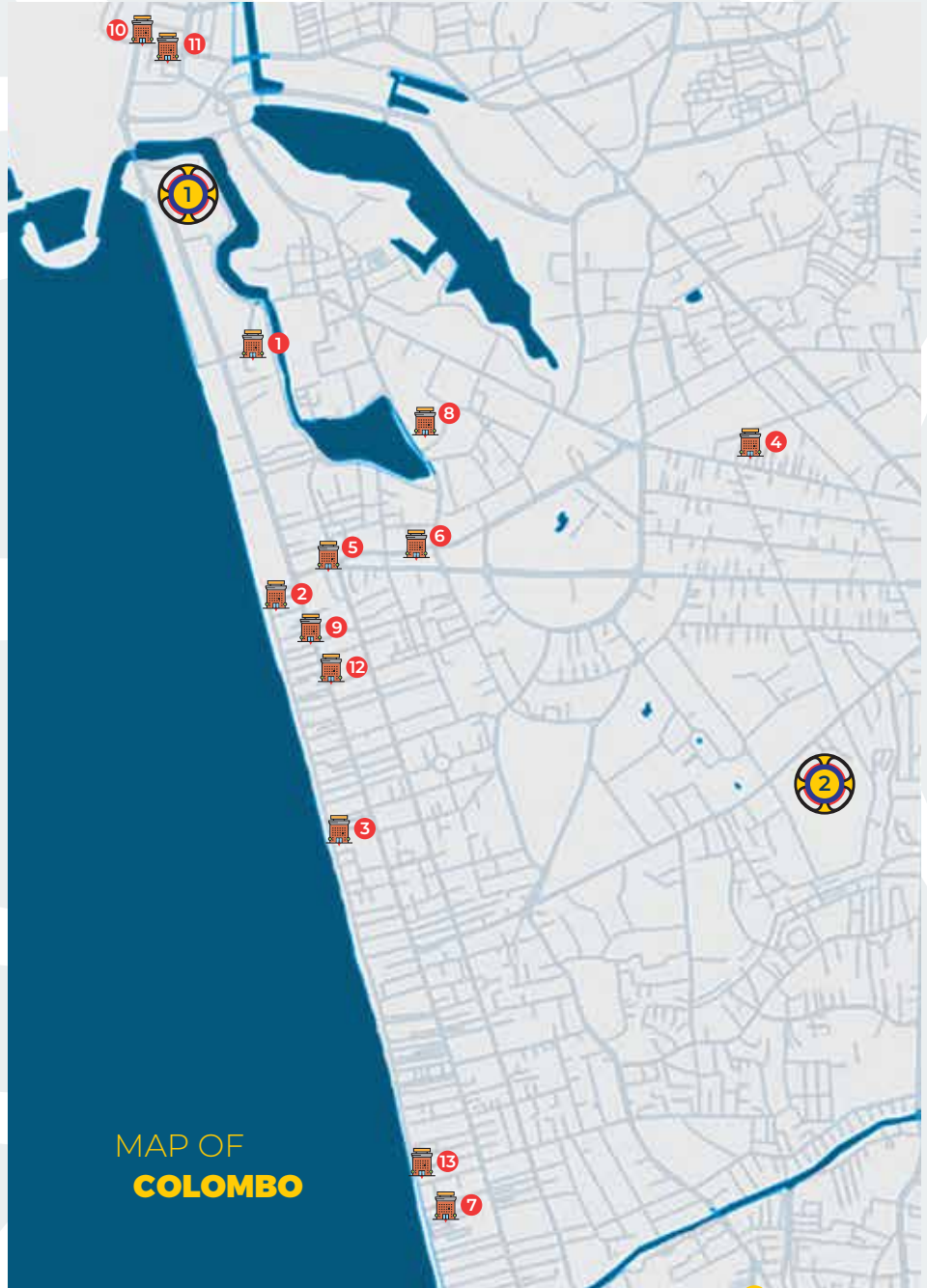
EVENT VENUES

- 1 SHANGRI-LA H OTEL
5.8km to BMICH
- 2 BMICH
5.8km to Shangri- La



OTHER 3 STAR & 4 S TAR H HOTELS IN COLOMBO

- 1 RAMADA
4.6 km to BMICH | 1.6 km to Shangri - La
- 2 GRANDBELL
4.1 km to BMICH | 4.2 km to Shangri - La
- 3 MARINO BEACH
3.1 km to BMICH | 4.6 km to Shangri - La
- 4 JETWING COLOMBO 07
1.7 km to BMICH | 5 km to Shangri - La
- 5 MOVENPICK
3.7 km to BMICH | 2.3 km to Shangri - La
- 6 CINNAMON RED
2.7 km to BMICH | 3.4 km to Shangri - La
- 7 RADISSON COLOMBO
3.8 km to BMICH | 6.7 km to Shangri - La
- 8 COLOMBO COURTYARD
3.3 km to BMICH | 3.3 km to Shangri - La
- 9 RENUKA HOTEL
3.9 km to BMICH | 3.7 km to Shangri - La
- 10 STEUART BY CITRUS
5.8 km to BMICH | 1.1 km to Shangri - La
- 11 FAIRWAY HOTEL
5.6 km to BMICH | 1.2 km to Shangri - La
- 12 SOFIA COLOMBO
3.8 km to BMICH | 3.6 km to Shangri - La
- 13 THE OCEAN COLOMBO
3.6 km to BMICH | 6.3 km to Shangri - La





**TO ACCESS
APRCE 2024
EVENT
DOCUMENTS**

FOR INTERPREFY



WHILE YOU'RE IN **SRI LANKA**

EXPLORE THE WONDERS OF NATURE

Visit the sunny beaches in the Western, Southern and Eastern coasts. Seek adventure among the wilderness in National Parks such as Yala and unwind amidst the misty mountains in Central Sri Lanka.



EMBRACE HISTORY AND CULTURE

Visit World Heritage Sites such as the Dutch Galle Fort, walk among the breathtaking Brief Gardens or the rustic Lunugana Estate by the Bawa Brothers, admire the architecture of the city such as Independence Square or the striking Red Mosque in Pettah.



SHOP AND SAVOUR

The city of Colombo has state-of-the-art shopping malls with international retail brands, delicious food and drinks and exciting activities. Visit the exotic street food stalls in the city and let your taste buds experience the flavours of Sri Lanka.



Transactions are quick, while
transformations are a journey.

We invite you to take this journey to
Sri Lanka - take in the culture,
knowledge, and the experience of

APRCE 2024

Organized by :





The 21st APRCE SRI LANKA 2024

Redefining Retail in APAC: From Transactions to Transformation

Platinum
Sponsor



Gold
Sponsor



Silver
Sponsor



Bronze Sponsors



Official Strategic
Sponsors



Official
Logistics Partner



Official
Connectivity
Partner



Official
Print Media Sponsors



Official
Radio Media
Sponsor



Official Event Partners



Official
Airline Partner



Official
Accommodation
Partner

