Companies within the consumer goods and retail industry are no strangers to trends and challenges that affect the way they do business in the digital age. Transformations in the sector happen on a daily basis, impacting businesses with issues such as the rise of protectionism, tech disruption, retail network digitalization and consumer deal considerations.

This is the new reality of retail.

In this interactive conference, we will bring together senior business leaders in the CG&R industry as we discuss the latest trends, developments and challenges most relevant to your business as well as share insights around emerging legal, regulatory and practical solutions in the CG&R sector. During the event, we encourage the candid exchange of information, views and experiences.

This event will give you the opportunity to:

- Understand the impact of digitalization in the industry
- Discuss the challenges and implications of the US-China trade wars on supply chains
- Focus on advancing growth strategies through investments
- Network with industry peers and interact with Baker McKenzie partners from across the region.
<table>
<thead>
<tr>
<th>Time</th>
<th>Item</th>
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</thead>
<tbody>
<tr>
<td>9:00 am - 9:30 am</td>
<td>Arrival and registration</td>
</tr>
<tr>
<td>9:30 am - 9:45 am</td>
<td>Welcome address</td>
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<tr>
<td>9:45 am - 10:25 am</td>
<td>Business transformation in a digital world: how retailers and consumer goods leaders re-invent themselves to win within the new retail renaissance&lt;br&gt;Custoners around the world expect shopping to be equal parts physical and digital, with convenience and personalization now as important as price and product. Nowhere is this more apparent than in Asia, where retailers and consumer goods leaders are leading the world in delivering breakthrough convenience and continuous innovation. This session will focus on how retailers and brands re-invent themselves to be more digital and data-driven to thrive in this new world with a focus on e-commerce, in-store digitization, and personalization.</td>
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<tr>
<td>10:25 am - 11:25 am</td>
<td>Rise of protectionism - US/China trade wars&lt;br&gt;The dramatically changing economic and political environment poses uncharted challenges for brands. Rise in protectionism spells hard times for retailers - protectionist measures can drive up the costs of goods, and can lead to more delays and disruptions to retail operations.</td>
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<tr>
<td>11:25 am - 11:40 am</td>
<td>Morning break</td>
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<td>11:40 am - 12:40 pm</td>
<td>Advancing growth strategies: invest or restructure?&lt;br&gt;Keeping up with the pace of innovation and responding to current market challenges may mean that companies need to rethink how they organize themselves to be future-ready. This session will discuss trends and related legal and regulatory issues that companies must consider when implementing growth and investment strategies.</td>
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<tr>
<td>12:40 pm - 1:30 pm</td>
<td>Networking lunch</td>
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<tr>
<td>1:30 pm - 2:30 pm</td>
<td>Digitalization&lt;br&gt;The digital economy has changed how people select, buy and pay for goods and services. These digital technologies are also having an impact on various other retail trends including personalized services, social media marketing and the use of blockchain and AI. This session will cover these key trends and the legal and regulatory implications of such innovations.</td>
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</tbody>
</table>
Welcome address
Loke Khoon Tan
Partner, Baker McKenzie, Hong Kong

Business transformation in a digital world
Jordan Berke
Founder, Tomorrow Retail Consulting

Rise of protectionism - US/China trade wars
Moderator: Jon Cowley
Registered Foreign Lawyer, Baker McKenzie, Hong Kong

Panelists:
Kana Itabashi
Partner, Baker McKenzie (Gaikokuho Joint Enterprise), Tokyo
Frank Pan
Special Counsel, Baker McKenzie, Shanghai
Panya Sittisakonsin
Partner, Baker McKenzie, Bangkok

Advancing growth strategies: invest or restructure?
Moderator: Tracy Wut
Partner, Baker McKenzie, Hong Kong

Panelists:
Luyi Chan
Local Principal, Baker McKenzie.Wong & Leow, Singapore
Cahyani Endahayu
Partner, Hadiputranoto, Hadinoto & Partners, Jakarta
Lan Phuong Nguyen
Partner, Baker McKenzie, Ho Chi Minh City
Cherrie Shi
Partner, Baker McKenzie, Shanghai
Stewart Whitney
Vice President & Managing Director (APAC) Wolverine Worldwide

Digitalization
Moderator: Paolo Sbuttoni
Partner, Baker McKenzie, Hong Kong

Panelists:
Dr. Bhume Bhumiratana, Ph.D.
Consultant and Independent Advisor
Kherk Ying Chew
Partner, Wong & Partners, Kuala Lumpur
Dominic Edmondson
Senior Associate, Baker McKenzie, Hong Kong
Date:
Thursday, 13 June 2019

Time:
9:00 am - 2:30 pm
Lunch and refreshments will be served.

Venue:
The Murray
22 Cotton Tree Drive, Central
Hong Kong

Program:
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Approved for 3.5 general California CLE credits, 3.5 general Illinois CLE credits, 4.0 areas of professional practice New York CLE credits, and 3.5 general Texas CLE credits. Participants requesting CLE for other states will receive Uniform CLE Certificates.

Baker & McKenzie LLP is a California and Illinois CLE approved provider. Baker & McKenzie LLP has been certified by the New York State CLE Board as an accredited provider in the state of New York for the period 12/12/18-12/11/21. This program is appropriate for both experienced and newly admitted New York attorneys. Baker & McKenzie LLP is an accredited sponsor, approved by the State Bar of Texas, Committee on MCLE.

This event is free of charge, and seats will be allocated on a first-come, first-served basis.
Baker McKenzie helps clients overcome the challenges of competing in the global economy.

We solve complex legal problems across borders and practice areas. Our unique culture, developed over 65 years, enables our 13,000 people to understand local markets and navigate multiple jurisdictions, working together as trusted colleagues and friends to instill confidence in our clients.