

**Baker
McKenzie.**

**ASIA PACIFIC
CONSUMER GOODS &
RETAIL CONFERENCE**



Retail:ity 

The logo for the Retail:ity conference, featuring the word "Retail" in red and "ity" in orange, with a stylized orange icon of a hand holding a shopping cart to the right. The text is enclosed in a white rectangular border.

13 June 2019 | Hong Kong

About the Event

 **Retail:ity**

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& RETAIL CONFERENCE**

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Navigating the realities of CG&R in the digital age

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.

Agenda

Time	Item
9:00 am - 9:30 am	Arrival and registration
9:30 am - 9:45 am	Welcome address
9:45 am - 10:25 am	Business transformation in a digital world: how retailers and consumer goods leaders re-invent themselves to win within the new retail renaissance Customers 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.
10:25 am - 11:25 am	Rise of protectionism - US/China trade wars 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.
11:25 am - 11:40 am	Morning break
11:40 am - 12:40 pm	Advancing growth strategies: invest or restructure? 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.
12:40 pm - 1:30 pm	Networking lunch
1:30 pm - 2:30 pm	Digitalization 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.

Speakers

Welcome address

LokeKhoo 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, Hadiputranto, 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

Registration

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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:

Kiran Sekhon

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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.

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