



MIDDLE EAST RETAIL FORUM 2019

14 & 15 October 2019
Le Méridien Hotel & Conference Centre, Dubai

RetailNEXT: THE NEW WAVE OF PEOPLE, PRODUCTS & PROCESSES

Retail is – and will always remain – a people’s business. Be that interpreted as customer service, shopper analytics or in-store engagement, people are at the front and centre of every retailer’s strategy. But are retail professionals themselves innovating and evolving enough to service the dynamic consumer universe of today?

Along with technology, the future of successful retail will be determined by the depth of ideas, innovations and people skilled to manage – and benefit from – the unpredictability of the future of shopping behaviours. MRF 2019 will bring together the Middle East’s most powerful retail influencers and leaders to focus on the four fundamentals driving profitable innovation in retail: People, Products, Processes and Technology.

CONFERENCE ARENA

OCTOBER 14

9 - 9:30AM
Networking breakfast & registration

9:30 - 9:45AM
MRF 2019 welcome address
Amitabh Taneja, Chairman & Managing Director, Images Group and Tom Urquhart, Presenter, Dubai One

9:45 - 10:00AM
Keynote address
Look ahead: Sharjah
Marwan Jassim Al Sarkal, Executive Chairman, Shurooq

10:10 - 10:30AM
Solo address
The ‘people’ factor in retail
Florencio Padilla, Head of People Experience, Chalhoub Group

10:30 - 10:50AM
Solo address:
Consumer feedback at the speed of thought
Shivjeet Kullar, CEO, NFX Digital

10:50 - 11AM
Coffee/tea & networking

11AM - 1PM
Retail Business Owners & CEOs Conclave:

While businesses are being digitally-enabled, the key role of people is – and will be – at the heart of every organisation. What measures are being undertaken to enhance engagement, elevate customer service and upskill people to navigate the rapidly changing retail landscape? This session will explore tangible measures undertaken by retailers to spearhead transformation and drive innovation by embracing technology, innovating processes and empowering people.

CONFIRMED SPEAKERS:

- Ahmed Ragab, Group CEO & Executive Board Member, BRG Holding
- Ashish Shukla, CEO, Cinépolis Gulf
- Elena Weber, Founder & Managing Director, ICONS Coffee Couture
- Girard Moussa, Director of CX, SAP
- Hesham Almekkawi, CEO, YYT Food Corporation
- Kunal Kapoor, Founder, The Luxury Closet
- Leena Khalil, Co-founder & Partner, Mumzworld
- Maha Morley-Kirk, CEO, Pinky Goat
- Mark Tesseyman, CEO, LIWA Trading Enterprises
- Mohammad IB Alawi, Chairman, Sahat Property Management Co
- Naim Maadad, Chief Executive, Gates Hospitality
- Ramesh Cidambi, COO, Dubai Duty Free
- Raza Beig, CEO, Splash and Director, Landmark Group
- Shames Al Hashemi, Director – Member of Board, Dual Investments
- Stevi Lowmass, Founder & CEO, The Camel Soap Factory
- Zaid Alqufaidi, Managing Director, ENOC Retail

INNOVATION ARENA
Presentation-based Awards

OCTOBER 14

What made a campaign popular?
What rendered a store captivating?
How can retailing be done consciously?

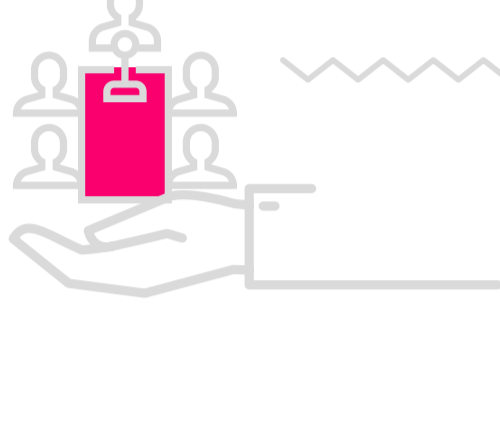
All of the above will be addressed through insightful presentations and meaningful conversations.

2:00PM - 2:40PM
Presentations for Most Admired Responsible Retailer of the Year Award

2:45 - 3:30PM
Presentations for Most Admired Brand Campaign of the Year Award

3:35 - 5:00PM
Presentations for Most Admired Store Design of the Year Award

*Note: The final awardees will be felicitated at the RetailME Awards 2019 ceremony on October 15.



1 - 2PM
Lunch

2:10 - 2:30PM
Igniting innovation
People first: consumer shifts shaping tomorrow
Shant Oknayan, Group Director – MENA, Facebook

2:30 - 3PM
Power chat: Exploring growth frontiers

Be it home-grown or franchised brands, there is an appetite for growth. It could be setting up new stores in carefully selected locations or entering new markets offering growth opportunities. This session will bring together brands and entrepreneurs with an ambition to spread their wings further, exploring the NEXT growth frontiers.

CONFIRMED SPEAKERS:

- George Kunnappally, Managing Director, Nando’s UAE
- Mouna Abbassy, Founder, IZIL Beauty
- Patrick Dorais, Director of Sales, Al Nassma Chocolate LLC
- Rachel McArthur, Founder & Managing Editor, Digital Ink Media (Moderator)
- Sajal Alex, Vice President – GCC, Tablez
- Shamin Amin, Head of Business Development, Landmark Leisure

3 - 3:30PM
Face-to-face with a retail veteran
Isobel Abulhoul, Co-founder, Magrudy’s

3:45 - 4PM
Coffee/tea & networking

4 - 5PM
Panel discussion: Rejuvenating tenant-landlord relationship

Retail spaces thrive in the presence of the right retail mix. And retail requires right placement to succeed. Creating an enchanting shopping ambience, thus, requires a strong and symbiotic tenant-landlord relationship. This session will examine how the tenant-landlord relationship has metamorphosed over the last decade, while making a few predictions on how partnership models will evolve, how leasing will be done and how retail spaces will create memorable and seamless experiences.

CONFIRMED SPEAKERS:

- Abdul Kader Saadi, Managing Director, Glee Hospitality Solutions
- Ahmed Al Qaseer, COO, Shurooq
- Ebraheem Al Samadi, CEO Retail, Al Samadi Group
- Furqan Athar, Managing Director, McArthur + Company
- Ian Alexander Hunter, COO, BinSina & Holland & Barrett
- Khadija Al Bastaki, Executive Director, Dubai Design District
- Manish Das, Group Chief Officer – Franchise Retail, Jashanmal Group
- Marwan Eskandarani, Group Business Development Director – GCC, Kamal Osman Jamjoom Group (Moderator)
- Mohamed Galal, CEO, Dar Al Osool
- Timothy Earnest, Group Director/CEO, Al-Futtaim Malls

5 - 6PM
SOLOs (Stories, Opinions, Learnings, Outcomes)

High power / high impact speaking slots, covering diverse topics such as entrepreneurship, chasing one’s dreams, spearheading a culture of change, sustainability and more.

5-5:15PM: “Creating a community”
Butheina Kazim, Founder & Managing Director, Cinema Akil with Luz Villamil, Deputy Director, Cinema Akil

5:15-5:30PM: “Bouncing back”
Tahir Shah, Founder, Moti Roti

5:30-5:45PM: “Matters of the mind”
Leanne Sherlock, Co-founder, Safe Space

OCTOBER 15

9 - 9:30AM
Networking breakfast

9:30 - 9:45AM
Igniting innovation: Snap-ing, Gram-ing, Shop-ing
Priya Patel-Chomel, Product Marketing Lead, Facebook Middle East

9:45 - 10AM
Retailing in the age of social commerce
Akanksha Goel, Founder & Managing Director, Socialize

10 - 10:20AM
Report release
Look ahead: KSA
Mohammed Dhedhi, Principal, AT Kearney Consumer and Retail Middle East and Africa

10:20 - 10:30AM
Presentation: Global trends in food retail
Bernhard Heiden, Chief Strategy Officer, Schweitzer Group & Creative Director, Interstore

10:30 - 11AM
Power chat: Re-engineering food experiences – from grocery to gastronomy

A giant candy vending machine, a barista handing out cups of coffee, a healthy grab-and-go counter, a hot food section serving wholesome meals to go or to eat in. Yes, all of these and more are becoming integral elements of grocery brands, set to transform a mundane destination into an exciting shopping experience. From design to technology, products to people – every aspect is undergoing rapid transformation to enhance customer experience. This session will bring together experts from the fields of design and grocery to discuss ‘what’s NEXT’.

CONFIRMED SPEAKERS:

- Bernhard Heiden, Chief Strategy Officer, Schweitzer Group & Creative Director, Interstore
- Chang Sup Shin, CEO, 1004 Gourmet
- Fabrice Le Boulenger, CEO, Grandiose Supermarket
- Laurent Guitart, CEO, Circle K UAE
- Mark Lack, CEO, Urban Foods
- Peggy Li, Managing Partner, spsaffinity (Moderator)

11 - 11:10AM
Coffee/tea & networking

11:20 - 11:40AM
Report release
Retail Tech – the next frontier
Sandeep Ganediwalla, Managing Partner, RedSeer Consulting

11:45AM - 1PM
Tech Talks: Reinventing retail in the ‘blended consumption’ era

The omnichannel evolution in the Retail 2.0 environment is a forgone conclusion. Going beyond the retail touchpoints, it is all about how the shopping experience is rendered ‘smart’, ‘experiential’ and ‘differentiated’. Data is being looked upon as the ‘new oil’, as artificial intelligence, machine learning promise to positively disrupt the retail landscape. Blockchain is the new ‘in’. However, going back to the basics of human interactions in retail, this session is designed to encourage a dialogue on how established and emerging technology pieces can be blended with human touch to create future-proof ‘smart’ businesses.

CONFIRMED SPEAKERS:

- Amir Dhamani, Managing Director, Dhamani Jewels Group
- Yadav, Head of Marketing, 2XL Furniture & Home Décor
- Charbel Lahoud, Head of Digital Scouting, Chalhoub Group
- Heer Lalwani, Marketing Manager, Al Ghurair Retail
- Manoj Ganapathy, Division Manager – Visitors Management & Robotics Division, Jacky’s Business Solutions
- Megha Kapoor, Head of Performance Marketing, AYM Commerce
- Milat Sayra Berirum, Digital Innovation Director, Reem Mall
- Rajiv Prasad, Chief Innovation Officer, Xpandretail
- Sarah Jones, Founder & CEO, Sprii.com
- Vijay Talreja, Co-founder and Director, Adapty
- Xavier Anglada, Managing Director – Accenture Digital Lead, MENA and Turkey (Moderator)

1 - 2PM
Lunch

2 - 3PM
Panel discussion: Unlocking the KSA potential

The retail industry in Saudi Arabia is forecast to reach \$119 billion by 2023. The 34 million-plus population in the Kingdom has seen far-reaching changes – be that relaxation of foreign ownership of businesses, opening up of cinemas after a 35-year hiatus, more and more local Saudis joining the retail workforce, tech-savvy youth spearheading digital transformation. Our Saudi Arabia-focused session will bring together experts from the Kingdom for an engaging discussion on the ‘NEXT’ big changes that will have far-reaching impact on retail, leisure and entertainment, real estate and consumer behaviour.

CONFIRMED SPEAKERS:

- Feras Almaddah, Co-founder & Chief Marketing Officer, Zmakan
- Hathal Saad Alutaibi, CEO, Alandalus Property Co
- Jim Ragsdale, Deputy CEO – Beauty, Kamal Osman Jamjoom Group
- Mahmoud Bartawi, Co-founder, Under500
- Malik Shehab, Co-founder & CEO, Golden Scent
- Mohamed Attia, General Manager – Business Development, Al-Othaim Leisure & Tourism Co
- Mohammed Dhedhi, Principal, AT Kearney Consumer and Retail Middle East and Africa (Moderator)
- Mohammad IB Alawi, Chairman, Sahat Property Management Co

3 - 3:30PM
Power chat: Being unique is the new norm

How important is it to stand out? How important is it to have a sense of purpose? How important is it to plan for and be prepared for the NEXT wave of transformation? This session will bring together unique brands that are building a strong presence.

CONFIRMED SPEAKERS:

- Ahmed Kazim, Co-founder, Project Chaiwala
- Duncan Fraser-Smith, Vice President of F&B, The First Group
- Heba Al Farazi, Founder & CEO, Coveti
- Kristina Lasam, Head of Branding and Integrated Marketing, Accenture Interactive (Moderator)

3:30 - 5PM
Start-up Conclave: Strengthening the entrepreneurial ecosystem

Is there a magic formula to set up and run a successful business? An idea is only the starting point. That idea needs nurturing to germinate into a concrete entity. It takes grit, strategic thinking and passion to build a business, irrespective of the size. To delve deep into finding that magic formula, the Start-up Conclave will bring together truly passionate entrepreneurs to discuss their experiences, pain points and successes. What’s more, the best start-up concept will be felicitated with the coveted RetailME Award.

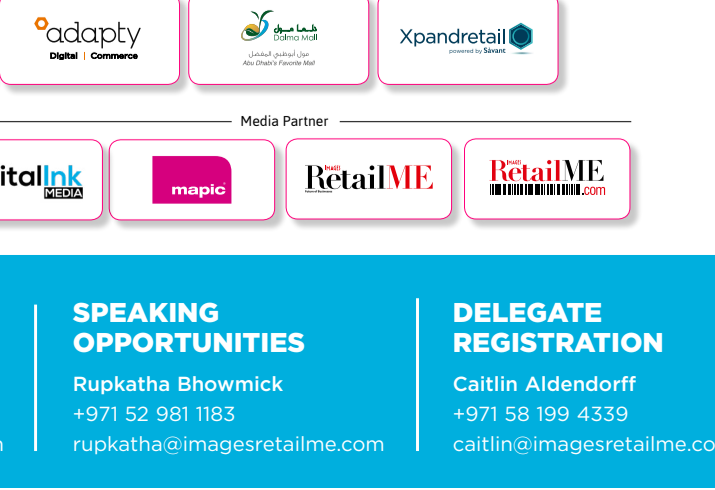
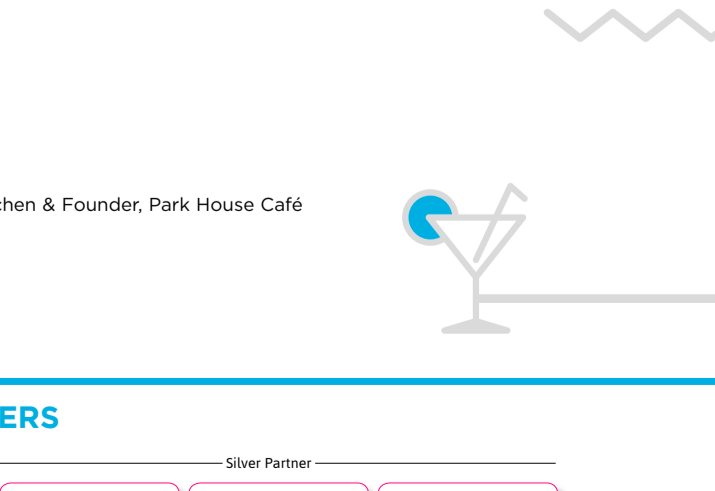
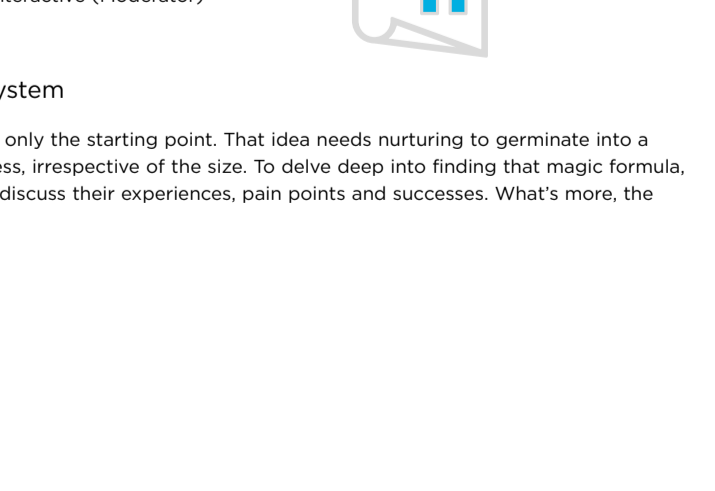
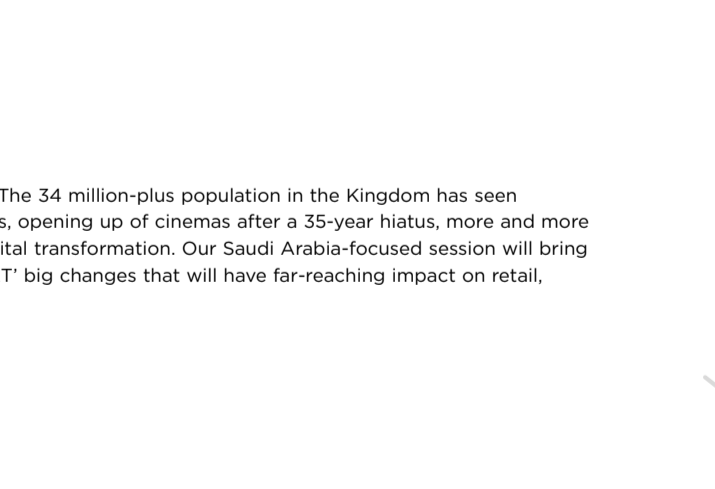
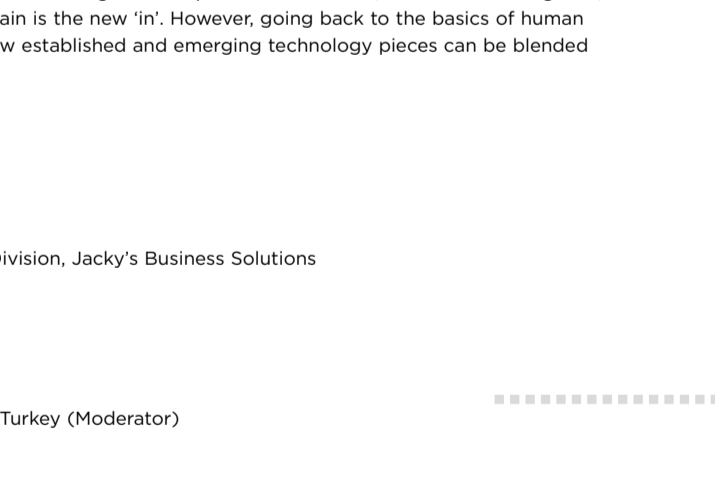
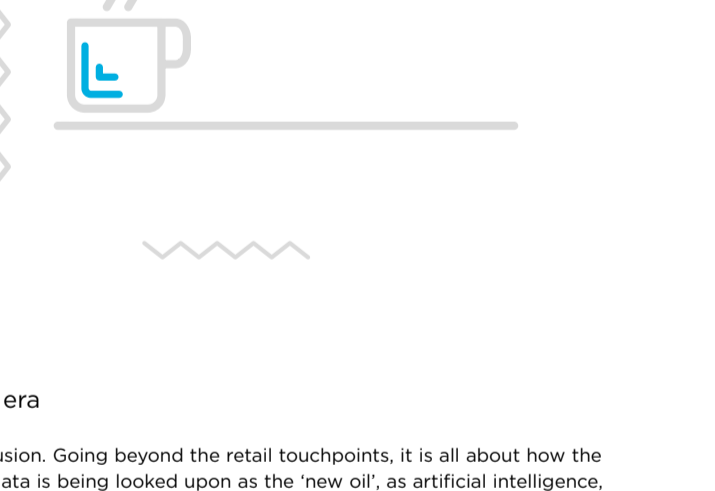
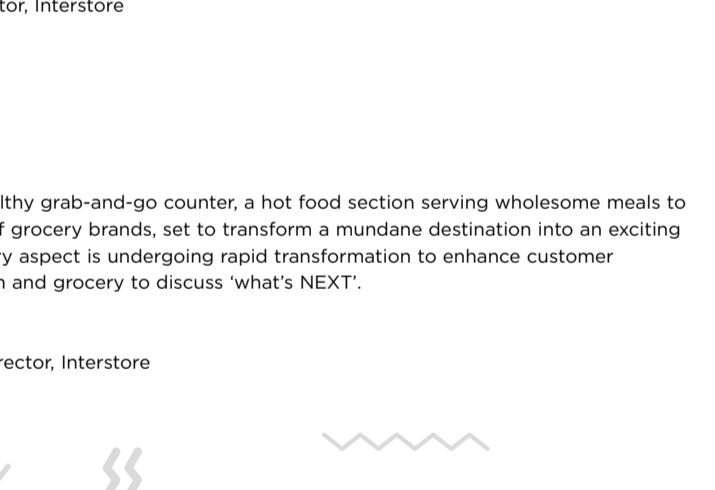
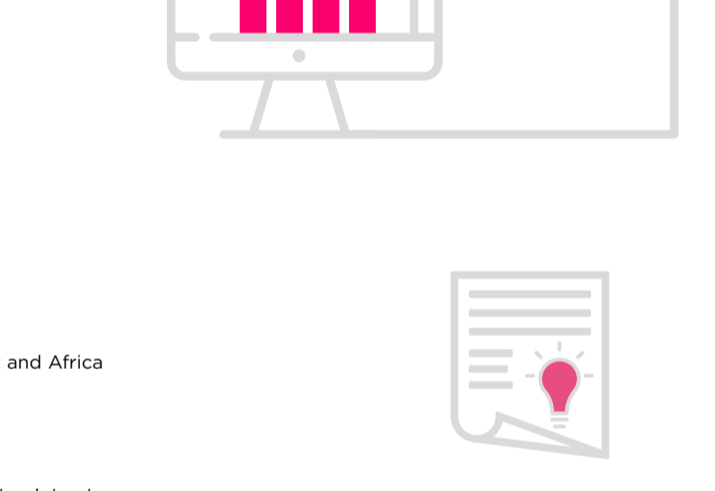
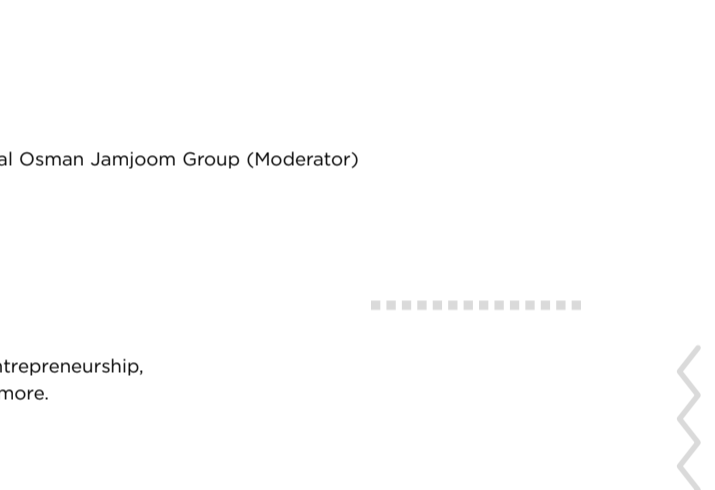
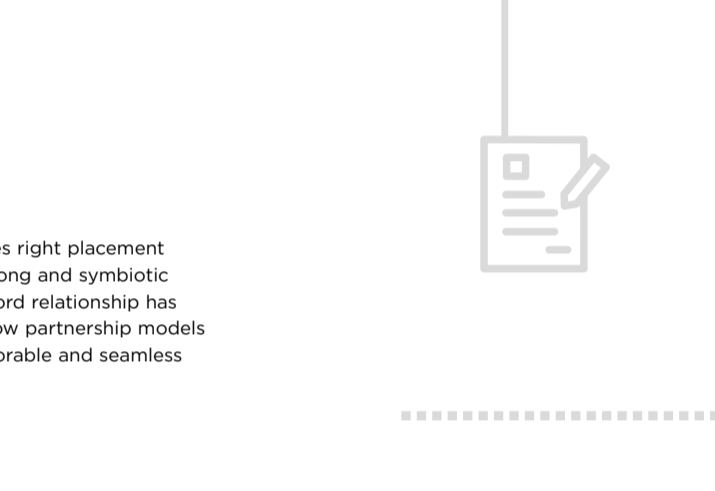
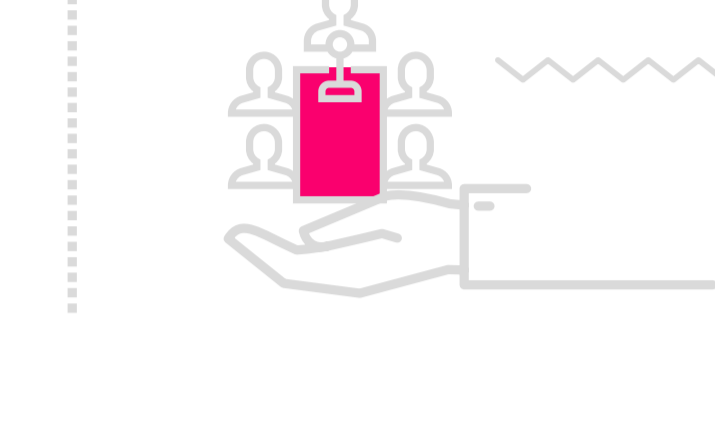
CONFIRMED PARTICIPANTS:

- Armin Jamula, Co-founder & CEO, Its Her Way
- Bahaneh Dehghani Green, Founder, Happy Bubble
- Carole Moawad, Co-founder, M’OISHI
- Elli Kasbi, Founder & CEO, Elli Junior
- Feras Almaddah, Co-founder & Chief Marketing Officer, Zmakan
- Geethajali Kaul, Co-founder, TurtleCard
- Ibrahim Abudiyak, Co-founder, The Smash Room
- Mahmoud Gao, Founder, Mr Draper
- Rumana Nazim, Founder, The Edit
- Tania Lodi, Founder, Tania’s Teahouse
- Zubin Doshi, Founder, Scoopi Café

JURY PANEL

- Katia Kachan, Managing Partner, All4Founders
- Lucy Chow, Director, Women’s Angel Investor Network
- Nadine Benchaffai, Co-founder & Managing Partner, Taqado Mexican Kitchen & Founder, Park House Café
- Shahzad Bhatti, Founder, The Co-Dubai & Share This Space

7PM ONWARDS
Cocktails followed by RetailME Awards 2019



PARTNERS

Gold Partner		Customer Experience Partner		Silver Partner	
Exhibition Partner		Knowledge Partner		Design Partner	

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