

Invitation to the 16th China Retail Industry Convention

China Chain Store & Franchise Association will hold the 16th China Retail Industry Convention and the 16th China Chain Store Expo (2014 China Shop) on November 6-8, 2014 in Fuzhou, Fujian Province.

This year's convention will take "Smart Retail- Embrace the New Consumption Era" as its theme and talk about what retailers should do when making their transformation and innovation to meet consumers' personalized demands in this fast changing digital age. It will also discuss the operation of shopping center and convenience store, as well as the omni-channel development in retail industry.

2014 China Retail Leadership Summit, 2014 China Franchise Summit, 2014 China Franchise Expo (Fuzhou) and other events will take place at the same time. (Please refer to Appendix I)

During the Convention, we will reveal CCFA Life-Achievement Award, CCFA Persons of the Year, Retail Innovation Award, CCFA Best Retail Place to Work at, Franchise Award, CCFA Best Store Manager and CCFA Consumer's Favorite Shopping Centers. Participants can also visit 2014 China Shop.

We sincerely invite you to take part in this year's events.

The 16th China Retail Industry Convention Series Events

Schedule

Date	Event		Time	Venue
Nov.5	2014 China Franchise Summit		Afternoon	The Strait International Conference and Exhibition Center in Fuzhou (Linpu Islet, Chengmen County, Cangshang District, Fuzhou, Fujian Province)
Nov.6	The 3rd Session of the 4th CCFA Council		Morning	
	2014 China Retail Leadership Summit (closed-door meeting for full summit members and special guests only)		Afternoon	
	Store Visits		Afternoon	
	CCFA Annual Awarding Banquet		Evening	
Nov.7	2014 China Retail Leadership Summit (open session)		Whole Day	
	The 16th China Retail Industry Convention (plenary session)			
Nov.8	Themed Forums of the 16th China Retail Industry Convention (six parallel forums)	Omni-Channel Retail Forum	Whole Day	
		2014 China Retail Innovation Forum		
		China Convenience Store Forum		
		2014 China Shopping Center Development Forum		
		Store Design Forum		
		Store Operation and Best Store Manager Forum		
Nov.6-8	The 16th China Chain Store Expo 2014 China Franchise Expo (Fuzhou)		Whole Day	

**2014 China Retail Leadership Summit (open session) &
The 16th China Retail Industry Convention (plenary session)**

Schedule

November 7 (whole day)

Keynote Speeches
<p>09:00-09:05 Speech from Government Official 09:05-09:25 Keynote Report: Smart Retail-Embrace the New Consumption Era Speaker: Guo Geping, President, China Chain Store & Franchise Association 09:25-09:55 Keynote Speech: Meet Changes in Retail with Innovative Operations Speaker: Hong Jie, Chairman, CCFA Council; CEO, China Resources Enterprise; CEO, CR Vanguard 09:55-10:20 Keynote Speech: Mobile Connectivity & Smart Retail</p>
Awarding Ceremony of 2014 CCFA Ten Best Store Managers
Reveal the List of Students that receive CCFA Hengxin Scholarship
Consumer Insight
<p>Host: Wang Xiao, Managing Partner, China Consumer Goods, PWC 10:35-10:50 To be a Retailer that Consumers Love Speaker: Li Jianbo, President, Yonghui Superstores 10:50-11:05 Consumer Insight-Deal with the Changing Retail Speaker: Thierry Garnier, Vice President of Carrefour Group and CEO of Carrefour China 11:05-11:20 Experiential Marketing: Make Shopping Experience More Fun Speaker: Chen Peijuan, General Manager, China Region, Hengye Lizhuo International Trade (Shanghai) 11:20-11:35 Deconstruct Consumer Behaviors to Find out the Biggest Customer Value Speakers: Li Zhanhong, Vice President, Asia-Pacific Region, Applied Predictive Technologies Wang Guojun, Director, Comprehensive Corporate Planning, Family Mart 11:35-11:45 Rebuild Loyalty System Speaker: Diao Baocheng, President, Jiale Yuan Group 11:45-11:50 Summary</p>
CCFA Council Chairmanship Handover Ceremony
Operation and Management Improvement
Host: Wang Junzhou, President, Gome Electrical Appliances Holding

13:35-13:50 How Regional Retailers Compete with Larger Ones

Speaker: Steve Harper, former CEO, H-E-B

13:50-14:05 Create Value with Intelligence, Build Great Future with Smartness

Speaker: Homma Tetsuro, Senior Vice President, Panasonic Home Appliances; Chairman, Dalian Bingshan Group

14:05-14:20 Change as Customers Change and Take Offline Business to Perfectness

Speaker: Xu Weihong, CEO, Kidswant

14:20-14:35 Logical Mind in Retail Industry

Speaker: Zhang Dasheng, General Manager, Greater China Region, Datalogic

14:40-14:50 Summary

Supply Chain Reconstruction

Host: Meng Jinxian, Chairman, Wu-Mart

14:55-15:10 How to Improve Corporate Efficiency with Better Supply Chain

Speaker: Jeroen de Groot, President, METRO China

15:10-15:25 Supply Chain Building in Supermarket

Speaker: Wang Peihuan, Chairman, Shandong Jiajiayue Group

15:25-15:40 Supply Chain Solution with End-to-End Cold Chain

Speaker: Qingdao Haier Carrier Refrigeration Equipment/UTC Building & Industrial Systems

15:40-15:55 Unitized Logistics Solution for Retail Supply Chain

Speaker: Dai Zhengnan, General Manager, Greater China Region, Loscam

16:00-16:10 Summary

Omni-Channel Exploration

Host: Prof. Liu Xiangdong, Deputy Dean, Business School, Renmin University of China

16:15-16:30 Omni-Channel Retail—Exploration and Practices

Speaker: Huang Mingduan, Chairman, Kangcheng Investment China (RT-Mart); Executive Director, feiniu.com

16:30-16:45 How Physical Companies Build E-Commerce Business

Speaker: Li Bin, Executive Vice President, Operation Department, Suning Commerce Group

16:45-17:00 Create Customer-Centric Common Value in Omni-Channel Operation

Speaker: Lin Xiaohai, President, Marketing, P&G (China) Sales Co. Ltd

17:00-17:15 Data Gathering Challenges in Omni-Channel Marketing

Speaker: Gao Feng, Business Technology Director, Wireless Network Solution, Motorola

17:15-17:30 How to Let Big Data Play its Fundamental Role in Omni-Channel Operation

Speaker: Yang Jing, Marketing Director, SMB, Star-Net

17:30-17:45 Key Points in Omni-Channel Retailing

Speaker: Yu Gang, Chairman, New Height Shanghai (Yihaodian.com)

17:50-18:00 Summary

Six Parallel Sessions

November 8th (whole day)

Omni-Channel Retail Forum

China Retail Innovation Forum

China Convenience Store Forum

China Shopping Center Development Forum

Store Design Forum

Store Operation and Best Store Manager Forum

For more information of the events, please contact us at the following phone numbers.

Events	Telephone
2014 China Retail Leadership Summit	Zhang Jing 010-68784932
The 16th China Retail Industry Convention	Li Man 010-68784941
	Yu Qian 010-68784914
	Wang Ruida 010-68784943
The 16th China Chain Store Expo (2014 China Shop)	Shen Jing 010-68784998