

**SAVE  
THE  
DATE**

**FOR  
KARACHI  
2025**



# Pakistan **Future of Retail** Business Summit & Expo

**Wednesday  
Oct. 29, 2025**

**Mövenpick Karachi**  
9:00 am - 6:00 pm

## Retail in a Changing World: Building Resilience in Pakistan's Commerce

Audience: **Fashion brands | Shopping malls | Supermarkets | Fintech | FMCG | Logistics**

CONFERENCE FEE:

**PKR 20,000/-**

POST-CONFERENCE WORKSHOP FEE:

**PKR 35,000/-**

Organized by:



[www.FutureOfRetail.com.pk](http://www.FutureOfRetail.com.pk)



5<sup>th</sup> Pakistan  
**Future of Retail**  
Business Summit & Expo

**FOR**  
**KARACHI**  
2025

## SPEAKERS

	<b>Jam Kamal Khan</b> Federal Minister of Commerce <b>Chief Guest</b>		<b>Shamoon Sultan</b> Founder & CEO Khaadi		<b>Khurram Schehzad</b> Advisor to the Finance Minister
	<b>Shafiq Akbar</b> Chairman Imarat Group		<b>Rana Tariq Mehboob</b> Patron in Chief and Co-Founder, CAP CEO, Royal Tag		<b>Odiseas Trikaliotis</b> Chief Experience Officer   Customer & Employee Experience and Channel Performance, Ipsos
	<b>Anser Aly</b> 3x Cannes Lions Winner   Former Unilever Global Head   Cambridge-Certified Executive Coach		<b>Ehsan Saya</b> Managing Director - Daraz (Alibaba Group) at Daraz		<b>Usman Barkat</b> Executive Vice President, Strategy & Operations   Algo
	<b>Amna Tahir</b> Talent Acquisition and Training Lead Fauji Foods Limited (Master of Ceremonies)		<b>Asfandiyar Farrukh</b> Chairman & Co-Founder CAP Managing Director, Urban Brands		

more speakers to be confirmed...



## FIRESIDE CHAT

### Disrupting Fashion Retail in Pakistan: An Exclusive Conversation with **Shamoon Sultan**



**Shamoon Sultan**

In this fireside chat, **Asfandiyar Farrukh**, **Chairman, Chainstore Association of Pakistan**, will engage **Shamoon Sultan**, **Founder of Khaadi**, to share his vision for the future of fashion retail in Pakistan. The discussion will highlight Khaadi's brand transformation, Shamoon's approach to nurturing entrepreneurship, and his commitment to sustainability — while offering lessons on building internationally successful brands. This interactive session provides a rare inside look at how resilience and bold vision can empower Pakistani fashion brands to thrive, not just survive.



**Asfandiyar Farrukh**

**Thu, Oct 30, 2025 | Mövenpick Karachi**

### Post-Event Half-Day Workshop

### Beyond Intuition: The Strategic Role of Demand Forecasting in Commerce

**Minimizing losses and maximizing opportunity  
across retail and e-commerce**

Discover how smarter demand forecasting helps retailers cut losses, improve cash flow, and avoid stockouts or overstocking. Learn why old methods fail, how AI offers daily accuracy, and practical steps to move from guesswork to data-driven planning. A must for retailers aiming to grow with confidence.

**Register Now:** (See details on last page)



### About **Usman Barkat**

Executive Vice President,  
Strategy & Operations | Algo

Global head of Algo's Forecasting Centers of Excellence, Usman helps top retailers and e-commerce players use AI to cut losses, improve cash flow, and manage supply chains smarter. He brings both boardroom insight and hands-on expertise, linking accurate forecasting directly to business growth. Educated at Salford Business School (UK), he is passionate about making forecasting a true competitive advantage.

## THE UNVEILING: IN CONVERSATION WITH THE TITAN OF THRIFT

## KEYNOTE SPEAKER

### Beyond Transactions: Enhancing Retail Experiences through Customer Insights

In today's digital world, customer feedback is not a choice — it's the key to success in retail. In this keynote, Odisseas shows how smart retailers can turn everyday insights into powerful strategies that boost loyalty, grow sales, and create shopping experiences that truly stand out in a competitive market.

Odisseas has over 20 years of global experience helping businesses use customer feedback to grow. Based in Dubai for 14 years, he has worked with leading companies in retail, finance, and telecoms. He holds an MSc in Consumer Behaviour from INSEAD and regularly trains business leaders on building customer loyalty through better service.

## ODISSEAS TRIKALIOTIS

Chief Experience Officer | Customer & Employee Experience and Channel Performance, Ipsos



## ONE-ON-ONE SESSION

### Economic Reforms: The Road Ahead for Pakistan's Retail & E-Commerce

In this one-on-one session, **Khurram Schehzad**, Advisor to the Finance Minister on Economic & Financial Reforms, will share insights on the government's reform agenda and its impact on the business landscape. From economic stabilization to long-term growth strategies, he will highlight how policy direction can unlock opportunities for retail and e-commerce.





## EXECUTIVE COMMITTEE

MEMBER OF CAP 2024-2026



**Rana Tariq Mehboob**

Patron in Chief and Co-Founder, CAP  
Royal Tag



**Asfandiyar Farrukh**

Chairman & Co-Founder CAP  
HUB (Urban Brands)



**Ahsen Mehmood**

Senior Vice Chairman (CAP)  
Charcoal



**Altaf Hashwani**

Vice Chairman (CAP)  
Sana Safinaz

## EXECUTIVE COMMITTEE MEMBERS



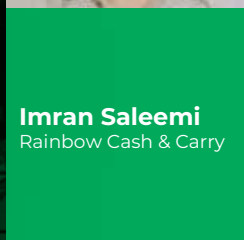
**Mustafa Zaman**  
Sefam and Sarena  
(Pvt.) Ltd.



**Wahaaj Tariq**  
LIMELIGHT



**Jawad Musaddiq**  
Urbansole



**Imran Saleemi**  
Rainbow Cash & Carry



**Muhammad Qasim**  
Firhaj Footwear



**M. Fahad Dandia**  
EDENROBE



**Naila Naqvi**  
Pie in the Sky



**Shahzad Mobin**  
WALKEAZE



**Hasina Hasnain**  
A Moosajee Sons



## AGENDA IN BRIEF

- **Opening Keynote** – Thriving Amid Change: Building Resilience in Pakistan's Retail Ecosystem
- **Policy in Action:** Chief Guest Keynote on Enabling Domestic Commerce Growth
- **Economic Reforms:** The Road Ahead for Pakistan's Retail & E-Commerce with Khurram Schehzad, Advisor to the Finance Minister
- **Disrupting Fashion Retail in Pakistan:** An Exclusive Conversation with Shamoon Sultan, Khaadi
- **Expo Kick-Off & Networking:** Explore Retail Tech, Fintech, Logistics and more.
- **The Unveiling:** An Unmissable Interview with the Titan of Thrift (Surprise Guest)
- **Beyond Transactions:** Enhancing Retail Experiences through Customer Insights by Odisseas Trikaliotis, Ipsos
- **Retail Resilience Through Innovation:** Business Leaders Panel
- **Decoding the New Consumer:** Navigating Shifting Behaviours
- **Escaping the Discount Trap:** Building Enduring Brand Value
- **AI in Action:** Unlocking Practical Benefits of Artificial Intelligence in Retail
- **The Digital Shift:** Driving Growth with E-Commerce, Marketing & Retention
- **Frictionless Finance:** How RAAST, BNPL & Embedded Models Transform Retail Journeys
- **FMCG & Shelf Strategies:** Balancing Affordability, Availability & Loyalty
- **Expert Insight Talks:**
  - Future-Proofing Retail Spaces
  - Next-Gen Logistics
  - Seamless Omnichannel Payments
- **Executive Workshop** – Future of Demand Forecasting: Usman Barkat, Algo

## WHY ATTEND

- **Direct access to Pakistan's top retail & FMCG leaders**
- **Actionable strategies to grow sales & customer loyalty**
- **Networking with partners, innovators & investors**
- **Real case studies from market leaders & award-winning brands**
- **Expo showcase of the latest retail, payment & logistics solutions**

## WHO SHOULD ATTEND

- **FMCG & Consumer Goods Manufacturers**
- **Fashion & Apparel Brands**
- **Supermarket & Hypermarket Chains**
- **Shopping Mall Developers & Operators**
- **E-commerce & Online Marketplace Owners**
- **Fintech & Digital Payment Providers**
- **Logistics & Last-Mile Delivery Firms**
- **Retail Tech & POS Solution Providers**
- **Brand & Marketing Leaders**
- **Policy Makers & Trade Associations**

## #FOR25KHI in Numbers



## Components of #FOR25KHI

-  Keynotes & Panel Discussions
-  Perspective Sharing by Domain Experts, Industry & Thought Leaders
-  Retail Expo
-  Executive Connections - Meet, Greet and Eat

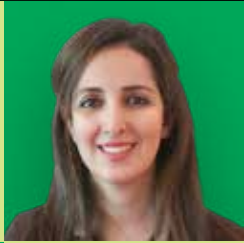




## PAST SPEAKERS



**Amir Paracha**  
CEO of Unilever  
Pakistan Limited



**Saira Awan**  
President, TCS Pvt Ltd



**Shafiq Akbar**  
Chairman, Imarat  
Group



**Shamoon  
Sultan**  
Founder & CEO  
Khaadi



**David Macadam**  
CEO, The Middle East  
Council of Shopping  
Centres & Retailers -  
MECS+R



**Loek Berendsen**  
Mr. Omnichannel,  
Founder at  
BoldRethink360.com



**Alex Andarakis**  
McKinsey & Company,  
Andarakis Advisory  
Services



**Maria Butt**  
Founder  
Maria B.



**Faisal Nadeem**  
Director  
Dolmen Group



**Odisseas  
Trikaliotis**  
Chief Experience  
Officer | Customer &  
Employee Experience  
and Channel  
Performance, Ipsos



**Umer Lodhi**  
Country Manager  
Carrefour Pakistan



**Sohail Javaad**  
Executive Director of  
the Digital Financial  
Services Group  
State Bank of Pakistan



**Raffaella  
Campagnoli**  
Senior Advisor and  
Board Member |  
Former MAF Retail  
Chief Strategy and  
Transformation Officer



**M. Yahya Khan**  
Chief Digital Banking  
Officer  
Bank Alfalah



**Ibrahim Sohail  
Tabba**  
Director  
LuckyOne Mall



**Dr. Prakash  
Menon**  
Academic Advisor



**Seema Aziz**  
Founder & Managing  
Director of Sefam  
Chairperson of CARE  
Foundation



**Asad Shafi**  
CEO, Cross Stitch  
and Co-Founder, CAP



**Ali Rez**  
Chief Creative Officer  
IMPACT BBDO Group  
MENA



**Wasif Sikandar  
Butt**  
Director, Maria B.  
and Co-Founder, CAP



**Farhan  
Hassan**  
Head of easypaisa  
Wallet Business



**Muntaqa  
Peracha**  
Chief Executive  
Officer,  
foodpanda Pakistan



**Kassim Shroff**  
Co-founder & CEO  
Krave Mart



**Hamza Jawaid**  
Co-founder  
Bazaar Technologies



**Mujtaba Khan**  
Founder and CEO  
Lama Retail



**Amal Khan**  
Co-founder and  
Creative Head - Lama  
Retail



**Alexandra  
Topalian**  
GITEX FINTECH  
SURGE, Saudi Cinema  
Connex, CityScape



## PAST PARTNERS



## GLIMPSES FROM PAST SUMMITS





## GLIMPSES FROM PAST SUMMITS







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## REGISTRATION DETAILS

INDIVIDUAL  
**PKR 20,000/-+SST**

GROUP OF 8 (PER TABLE)  
**PKR 125,000/-+SST**

INDIVIDUAL FOR CAP MEMBER  
**PKR 10,000/-+SST**

GROUP OF 8 FOR CAP MEMBERS (PER TABLE)  
**PKR 75,000/-+SST**

(The fee includes lunch, refreshments, exhibition, and business networking)  
(\*Discounts are mutually exclusive)

**Post-Event Half-Day Workshop by Usman Barkat 30<sup>th</sup> October**

**PKR 35,000/-+SST**

Includes courseware, TerraBiz Certificate, lunch, refreshments and business networking.

**Click to Register**

Your seat is confirmed via email after receipt of payment. If you are unable to attend and cancel 5 days prior to the event date, a replacement delegate will be welcomed in your place. Cancellations/substitutions must be sent by email to [for@terrabizgroup.com](mailto:for@terrabizgroup.com). If you fail to attend the event or no-show, the amount will be 100% payable or not refunded. Due to unforeseen circumstances, if the event is cancelled, organizers will refund money in your bank account within 30 days of cancellation. We reserve the right to alter the programme topics, and order of sessions.

For registration(s), send us the  
**Name, Designation, Organization, Mobile, E-Mail and Postal Address to**

**[for@terrabizgroup.com](mailto:for@terrabizgroup.com)**

Please make the registration fee payment in favor of **Terrabiz**.

**For Sponsorships, Branding, Exhibition Stalls, Larger Groups and Delegates Registration**



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