

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

Platinum Partners



Gold Partners



BNPL Partner



Silver Partners



Bronze Partner



Academic Partner



Exhibitors



Supporting Partners



CONFERENCE FEE:

PKR 20,000/-

Organized by:



www.FutureOfRetail.com.pk



SPEAKERS

	Jam Kamal Khan Federal Minister of Commerce Chief Guest		Shamoon Sultan Founder & CEO Khaadi		Khurram Schehzad Advisor to the Finance Minister
	M. Yahya Khan Chief Digital Banking Officer Bank Alfalah		Shafiq Akbar Chairman Imarat Group		Qasim Awan Managing Director, TCS E-Com Solutions
	Rana Tariq Mehboob Patron in Chief and Co-Founder, CAP CEO, Royal Tag		Faisal Nadeem Director Dolmen Group		Nadeem Rehmani Chief Executive Officer Alkaram Studio
	Mir Nejib Rahman Chief Operating Officer Pakistan Banks Association		Anser Aly 3x Cannes Lions Award-Winning Marketer Former Unilever Billion-Dollar Brand Leader Brand Coach & Business Growth Consultant		Zara Shahjahan Founder & Creative Director Zara Shahjahan
	Nida Siddiqui General Manager E-commerce, Digital & CX at Alkaram Studio		Huzaifa Siddiqui CEO, Insignia Shoes COO, Stylo Shoes		Omer Bin Ahsan Founder & CEO Haball
	Ehsan Saya Managing Director - Daraz (Alibaba Group) at Daraz		Asfandiyar Farrukh Chairman & Co-Founder CAP Managing Director, Urban Brands		Asad Shafi CEO Cross Stitch & Kiji & Co-Founder, CAP
	Odisseas Trikaliotis Chief Experience Officer Customer & Employee Experience and Channel Performance, Ipsos		Hamza Wasi Hashmi Chief Executive TerraBiz; and Co-founder SIMFOTIX, UAE		Afaq Butt Chief Commercial Officer, Ethnc
	Saif Hasan CEO Lulusar		Mohammad Qasim Managing Director, Firhaj Footwear		Altaf Hashwani Director, SanaSafinaz and Vice Chairman (CAP)
	Harris Jamali Group Head of Strategy & Transformation, Easypaisa DRB		Sultan Hamdani Partner & Senior Consultant at Maison Consulting & Solutions		Xenab Ansari Master of Ceremonies

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

THE UNVEILING: IN CONVERSATION WITH THE TITAN OF THRIFT

KEYNOTE SPEAKER

Escaping the Discount Trap: Building Enduring Brand Value in the Age of the New Consumer

ANSER ALY

3× Cannes Lions Award-Winning Marketer | Former Unilever Billion-Dollar Brand Leader | Brand Coach & Business Growth Consultant

Anser Aly is an award-winning global marketer, business growth consultant and executive coach with 25 years of experience building and growing billion-dollar brands across Europe, the Middle East, Asia, and Africa with Shell, Henkel, Deloitte, and Unilever.

At Unilever, Anser headed the Global Learning & Leadership Development Centres in London and Singapore, trained over 6,000 marketers worldwide, and led brand building at the Unilever Marketing Academy from London. He now runs The Growth Labs, helping brands, retailers and business leaders unlock growth.

An international keynote speaker and guest lecturer at Harvard and London Business School, he is recognised globally for his insights on brand growth, digital transformation and winning with the new consumer.



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



Khurram Schehzad

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.



Rana Tariq Mehboob

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



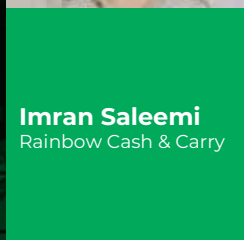
Mustafa Zaman
Sefam and Sarena
(Pvt.) Ltd.



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

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

#FOR25KHI in Numbers



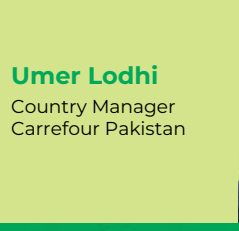
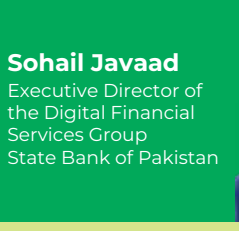
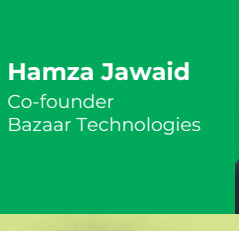
WHO SHOULD ATTEND

- 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

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		Syed Fawad Ahmed Strategy & Transformation Director Unilever Pakistan
	M Ammar Hassan Chief Marketing Officer Daraz		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.		Ibrahim Sohail Tabba Director LuckyOne Mall
	Dr. Prakash Menon Academic Advisor		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		Farhan Hassan Head of easypaisa Wallet Business
	Muntaqa Peracha Chief Executive Officer, foodpanda Pakistan		Seema Aziz Founder & Managing Director of Sefam Chairperson of CARE Foundation		Hamza Jawaid Co-founder Bazaar Technologies
	Ali Rez Chief Creative Officer IMPACT BBDO Group MENA		Wasif Sikandar Butt Director, Maria B. and Co-Founder, CAP		Naureen Hyat Chief Executive Officer Zood
	Munsub Abrar Director Naheed Super Market		Kassim Shroff Co-founder & CEO Krave Mart		Adil Ahmed Director & Co-Founder Symmetry Group
	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

GLIMPSES FROM PAST SUMMITS



GLIMPSES FROM PAST SUMMITS





5th Pakistan
Future of Retail
Business Summit & Expo

FOR
KARACHI
2025

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)

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@terrabilzgroup.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@terrabilzgroup.com

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

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



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5th 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

AGENDA

08:00 - 09:00 **Registration & Welcome Tea**
Network with industry leaders and explore cutting-edge retail solutions

09:00 - 10:55 INAUGURAL SESSION: FOUNDATIONS OF RESILIENCE

Holy Quran Recitation & National Anthem

Welcome Address:

Hamza Wasi Hashmi – Chief Executive, TerraBiz; and Co-founder SIMFOTIX, UAE

Organized Retail's Pain Points

Rana Tariq Mehboob – Patron-in-Chief, Chainstore Association of Pakistan (CAP)

Thriving Amid Change: Building Resilience in Pakistan's Retail Ecosystem

Asfandiyar Farrukh – Chairman, Chainstore Association of Pakistan (CAP)

The Key Ingredient: Logistics Optimization for E-Commerce Growth

Qasim Awan – Executive Director TCS & Managing Director, TCS Ecom Solutions

Shaping the Future of Retail Spaces

Shafiq Akbar – Chairman, IMARAT Group

The Unveiling: An Unmissable Interview with the 'Titan of Thrift'

Host: (A Media Celebrity)

Chief Guest Address: Enabling Domestic Commerce Growth

Jam Kamal Khan – Federal Minister of Commerce, Government of Pakistan

10:55 - 11:15

Memento Distribution & Group Photos

Expo Inauguration & Networking Break

11:45 - 1:30

MIDDAY SESSION: RETAIL TRANSFORMATION

Session Chair: **Khurram Schehzad** – Advisor to the Federal Minister of Finance

Keynote Presentation:

M. Yahya Khan – Chief Digital Banking Officer, Bank Alfalah

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

Fireside Chat with **Khurram Schehzad** – Advisor to the Federal Minister of Finance

Host: **Tariq Mehboob Rana** – Patron-in-Chief & Co-Founder CAP and CEO, Royal Tag

Disrupting Fashion Retail in Pakistan:

An Exclusive Conversation with **Shamoon Sultan** - Founder & CEO, Khaadi

Host: **Asfandiyar Farrukh** – Chairman & Co-Founder CAP and Managing Director, HUB (Urban Brands)

Panel Discussion ONE:

Business Leaders Panel: Retail Resilience in Challenging Times

• How brands can stay innovative while adapting to evolving customer needs

• Strategies for product, supply chain, and retail optimization

• Opportunities in e-commerce and new growth channels

