

2nd Pakistan Future of Retail Business Summit & Expo – FOR2022 Lahore

Tuesday, December 13, 2022 | The Nishat Hotel, Lahore | 9:00 am to 5:00 pm

Tentative Agenda

08:00 am – 09:00 am	Registration and Morning Refreshments
09:00 am – 09:05 am	Recitation from the Holy Quran and National Anthem
	Inaugural Session Chief Guest Mirza Muhammad Afridi – Deputy Chairman, Senate of Pakistan
	Session Guest of Honor Irfan Iqbal Shaikh – President, FPCCI
09:05 am – 09:10 am	Introductory Note Hamza Wasi Hashmi – CEO, TerraBiz
09:10 am – 09:15 am	Welcome Note Rana Tariq Mehboob – Chairman, Chainstore Association of Pakistan; & CEO, Royal Tag
09:15 am – 09:20 am	Conference Introduction Asad Shafi – Vice Chairman, Chainstore Association of Pakistan and CEO, Cross Stitch
09:20 am – 10:30 am	Inaugural Session
09:20 am – 09:40 am	Keynote Presentation: Retail 4.0 - Leading through Innovation, Technology, and Human Capital Javaid Iqbal – Chief Commercial Officer, Special Technology Zones Authority
09:40 am – 09:55 am	How Technology is Transforming First-Mile to Last-Mile Delivery Muhammad Uns – Chief Executive Officer, Swyft Logistics
09:55 am – 10:20 am	Presentation: Islam Shawky – Co-Founder and CEO, Paymob (Egypt)
10:20 am – 10:30 am	Address by Chief Guest: Mirza Muhammad Afridi – Deputy Chairman, Senate of Pakistan
10:30 am – 10:35 am	Group Photo and Mementos Distribution
10:35 am – 11:00 am	Inauguration of the Exhibition (Tea and Networking Break)
	Session Guest of Honor Mian Anjum Nisar – Chairman, Businessman Panel, and Former President LCCI
11:00 am – 11:15 am	Technology – Innovation; Technology’s Role in Enabling the Retail and Distribution Landscape Asif Peer – Chief Executive Officer & Managing Director, Systems Limited
11:15 am – 11:50 am	Panel Discussion 1: Digital Transformation of the Retail Ecosystem in Pakistan - Needs, Experiences and Challenges faced by Retailers and Tech providers in adoption of technology - Understanding the key areas for digitalization of a retail business – SMEs and Large Enterprises - Importance of Omni-channel operations in retail Panelists: Kashif Khwaja – Country Manager, Servis Group Hashim Zulfiqar – COO, Confiz Monis Rahman – CEO, Dukan.pk Hasan Bukhari – Chief Operating Officer, Maison Consulting & Solutions Moderator: Dr. Shakeel Sadiq Jajja – Associate Professor, LUMS
11:50 am – 12:00 pm	Address by Guest of Honor: Mian Anjum Nisar – Chairman Businessman Panel and Former President LCCI
	Session Guest of Honor Dr. Gohar Ijaz – Patron-in-Chief, APTMA
12:00 pm – 12:45 pm	Panel Discussion 2: Supply Chain and Fulfilment Innovation – The Key to Speed-to-Market and Growth - Delivering Exceptional Customer Experience at the Doorstep - Solving the Cash-on-Delivery Conundrum for Online Sellers - How Location-based Mapping can yield Operational Excellence - Future of Ai and Analytics in Retail Panelists: Ali Khan Bajauri – CEO, JOMO Technologies Fatin Tariq Gondal – CEO/ Co-Founder, Smartlane Ali Chaudhry – Head of Growth, Swyft Logistics Jawad Mirza – Managing Director, Call Courier Moderator: M. Usman Barkat – Chief Innovation Officer, Algo
12:45 pm – 01:00 pm	Address by Guest of Honor: Dr. Gohar Ijaz – Patron-in-Chief, APTMA
01:00 pm – 02:00 pm	Lunch and Networking Break

Session Guest of Honor**Ms. Seema Aziz and Hamid Zaman** – Founders, Bareeze**02:00 pm – 02:10 pm****Consumer Trends and War of Talent in Retail****Maryam Wazirzada** – Managing Partner, Iris Communications and FranklinCovey (Pakistan)**02:10 pm – 02:30 pm****Fireside Chat: Power Duo – Leveraging Family Business in Retail**

- How did you start the business, what opportunity did you see and how have you done it together?
- How have you divided your roles in the business?
- How have your expertise and collaboration contributed to its success?
- What are the types of challenges in a family business in retail and how have you overcome them?
- What advice would you give to family businesses, especially in retail?

Wasif Sikandar Butt – Chief Executive Officer, Maria. B.**Maria Butt** – Creative Director, Maria. B.**Moderator: Ariba Shahid** – Journalist, Profit Magazine**02:30 pm – 03:15 pm****Panel Discussion 3:****Payment Solutions - Fuelling Growth through Omni Channel Payments**

- What does the current landscape of payments in retail and its value chain stand?
- What are the obstacles in reducing the usage of cash in retail/adopting digital payments at scale?
- What are the pain points and solutions? What is the importance of omni-channel payments?

Panelists:**Fawad Abdul Kader** – Country Manager, Paymob Pakistan**Amaar Naveed Ikhlas** – Head of Retail Payment Solutions, Bank Alfalah Limited**Saad Niazi** – COO, Keenu**Moderator: Ahson Saeed** – EC Member, Pakistan Fintech Association / MD, BPC Banking Technologies**03:15 pm – 03:30 pm****Talk: Real Estate Trends for Retail****Taimoor Abbasi** – Group Director, IMARAT Group of Companies**03:30 pm – 04:15 pm****Panel Discussion 4:****Taking Mall-based Retail to the Next Level – Is Collaborative Innovation the Missing Ingredient?**

Over the past decade, Malls have transformed the Retail Landscape across the country. Jumping at the opportunity, retailers reinvented themselves to better the customer experience. During the Covid-19 crisis, both malls and brands broke free from the conventional landlord-tenant relationship to collectively reinvigorate physical shopping. In the years ahead, can better business performance be achieved through collaborative innovation between malls and brands? What can collaboration between the two in areas such as Marketing, Operations, Omni-channel Fulfilment and Data-sharing look like, learning from local and global practices?

Panelists:**Faisal Nadeem** – Director, Dolmen Group (Through Video Link)**Sardar Yasir Ilyas Khan** – CEO, Centaurus Mall**Sohail Khattak** – Chairman, Lyallpur Galleria**Muhammad Usman** – Chief Commercial and Marketing Officer, Outfitters Stores**Ahmed Hussain** – Director and Chief Strategy Officer, Service Sales Corporation**Moderator: Wasif Sikandar Butt** – Chief Executive Officer, Maria. B.**04:15 pm – 04:20 pm****Distribution of Mementos to Speakers and Panelists****04:20 pm – 04:40 pm****Tea and Networking****Closing Session Chief Guest****Mian Aslam Iqbal** – Minister for Commerce and Industries, Government of Punjab**04:40 pm – 04:50 pm****Social Media in Retail – Best Practices and Strategies****Uzair Ahmed** – Chief Operating Officer, Symmetry Group**04:50 pm - 05:10 pm****Conversation: Future of Supermarkets in Pakistan - Driving Convenience and Value at Scale****Anis Iqbal Sheikh** – Managing Director, Al-Fatah Stores**Moderator: Sana Mela** – VP Strategy, Swyft Logistics**05:10 pm – 05:25 pm****Innovating the Store Experience to Project a Brand that Resonates with Customers****Ksenia Ternyuk** – CEO, Reborn Retail (Recorded Keynote)**05:25 pm – 06:10 pm****Panel Discussion 5:****E-Commerce – Growing the Pie through Customer-Centricity****Panelists:****Amir Iqbal** – Co-founder, Laam**Mohammad Omar Farooq** – CEO, Hanker Technologies**Haider Aslam** – VP of Engineering, Swyft Logistics**Obaid Arshad** – CEO and Co founder, Ginkgo Retail**Moderator: Ariba Shahid** – Journalist, Profit Magazine**06:10 pm – 06:25 pm****Address by Chief Guest:****Mian Aslam Iqbal** – Minister for Commerce and Industries, Punjab Government**06:25 pm – 06:30 pm****Vote of Thanks****Asfandyar Farrukh** – Co-Founder, CAP and MD, Urban Brands (HUB)**08:10 pm****Post Conference VIP Dinner for Invited Guests Only****Master of Ceremonies:** **Sana Mela** – VP Strategy, Swyft Logistics*Note: The organizers reserve the right to amend the program agenda.*