

2nd Pakistan FUTURE OF RETAIL BUSINESS SUMMIT & EXPO LAHORE

FOR
LAHORE
2022

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Retail 4.0

Leading through Innovation,
Technology, and Human Capital



Tuesday, December 13, 2022



The Nishat Hotel, Lahore



8:30 am to 6:30 pm

Chief Guests



Mirza Muhammad Afridi
Deputy Chairman, Senate of Pakistan



Mian Aslam Iqbal
Minister for Commerce and Industries
Government of Punjab



Dr. Gohar Ijaz
Patron-in-Chief
APTMA



Irfan Iqbal Shaikh
President
FPCI



Mian Anjum Nisar
Former President
LCCI



Kashif Anwar
Former Vice President
LCCI



Abdul Wahid Uqaili
DG Digital Initiatives
Federal Board of Revenue (FBR)



Rana Tariq Mehboob
Chairman, CAP
- CEO, Royal Tag



Muhammad Uns
CEO
Swyft Logistics



M. Usman Barkat
Chief Innovation Officer
Algo



Faisal Nadeem
Director
Dolmen Group



Islam Shawky
Co-Founder and CEO
Paymob (Egypt)



Asif Peer
MD & CEO
Systems Limited



Javaid Iqbal
Chief Commercial Officer
Special Technology Zones Authority (STZA)



Fatin Tariq Gondal
CEO/Co-Founder
Smartlane



Anis Iqbal Sheikh
Managing Director
Al-Fatah Stores



Asfandiyar Farrukh
MD
HUB (Urban Brands)



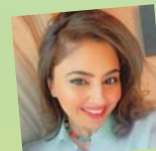
Sardar Yasir Ilyas Khan
CEO
Centaurus Mall



Maria Butt
Founder
Maria B.



Taimoor Abbasi
Group Director
IMARAT Group of Companies



Sana Mela
VP Strategy
Swyft Logistics

Co-organizer:



Official Leasing Partner:



Platinum Partners:



Gold Partners:



Official Departmental Store:



Silver Partners:



Tech Industry Partner:



Bronze Partners:



Hospitality Partner:



Supporting Partners:



Community Partner:



Media Partners:



Business Magazine Partner:



Exhibitors:





Asad Shafi
- CEO, Cross Stitch



Fawad Abdul Kader
Country Manager
Paymob Pakistan



Ali Khan Bajauri
Co-Founder
JOMO Technologies



Hasan Bukhari
Chief Operating Officer
Maison Consulting & Solutions



Hamza W. Hashmi
Chief Executive Officer
Terrabiz



Maryam Wazirzada
Managing Director
Iris Communications and FranklinCovey (Pakistan)



Monis Rahman
Co-Founder & CEO
Dukan.pk



Kashif Khwaja
Chief Operating Officer
Service Industries Limited



Hashim Zulfikar
COO
Confiz



Jawad Mirza
Managing Director
Call Courier



Mohammad Qasim
MD
Firhaj



Ali Chaudhry
Head of Growth
Swift Logistics



Wasif Sikandar Butt
Director
Maria B.



Dr. Shakeel Sadiq Jajja
Associate Professor, Operations and
Supply Chain Management, LUMS



Ksenia Ternyuk
CEO
Reborn Retail



Ahson Saeed
- EC Member, Pakistan Fintech Association
- MD, BPC Banking Technologies



Amaar Naveed Ikhlas
Head of Retail Payments Solutions
Bank Alfalah Limited



Muhammad Usman
Chief Commercial & Marketing Officer
Outfitters Store



Amir Iqbal
CEO
Laam



Saad Niazi
COO
KEENU



Ariba Shahid
Journalist
Profit Magazine



Ahmed Hussain
Director & Chief Strategy Officer
Service Sales Corporate



Sohail Khattak
Chairman
Lyalpur Galleria



M. Omar Farooq
CEO
Hanker Technologies



Obaid Arshad
CEO and Co founder
Ginkgo Retail



Haider Aslam
VP of Engineering
Swift Logistics



The 2nd Pakistan Future of Retail Business Summit and Expo – FOR2022 Lahore is a one-day event that will connect key players from the retail sector, ranging from policymakers to logistics, e-commerce marketplaces to financial services, and mall operators to merchants for the first time under one roof in Lahore. A major expo will showcase innovative solutions, services, and products that are redefining the retail landscape in the spheres of Technology, AI/ML, E-commerce, Supply Chain, Logistics, Sustainability, Manufacturing, HR, Finance, Creative/Media, and many more. As we witness customers recommence shopping in stores with renewed vigor and e-commerce gaining immense pace, this event will allow a timely assessment of how the sector is responding to moments of crisis, how it is adapting to innovative business models in response to ongoing market disruptions, and how retailers are investing in new opportunities for growth using digital transformation and online capabilities. Just like the first summit held in Karachi early this year facilitated discussions on the retail ecosystem to overcome the challenges of changing times and lingering effects of COVID-19, this event will provide us new approaches and strategies designed to help win market share, maximize efficiency and increase profits. We invite you to learn and interact with senior colleagues, moderators, and experts on what is needed to drive success towards a more resilient, sustainable, and technologically driven future for retail.

CAP and Terrabiz look forward to welcoming you to a great combination of inspiring discussions and informal networking with leading experts from the sector at FOR2022 Lahore on Tuesday, December 13, 2022, at the Nishat Hotel (Johar Town) Lahore.

T. Mehboob

Rana Tariq Mehboob - Chairman, Chainstore Association of Pakistan and CEO, Royal Tag

AGENDA HIGHLIGHTS

- > Retail 4.0 - Leading through Innovation, Technology, and Human Capital
- > The Way Forward for the Pakistani Retail Ecosystem
- > How Technology is Transforming First-Mile and Last-Mile Delivery
- > Digital Transformation of Retail in Pakistan
- > Technology - Innovation; Technology's Role in Enabling the Retail and Distribution Landscape
- > Supply Chain and Fulfilment Innovation - The Key to Speed-to-Market and Growth
- > Brand Building & Customer Journey Analytics
- > Fireside Chat - Sustainable Retail & Manufacturing: Better For The Planet And The Bottom Line
- > Payment Solutions - Fuelling Growth through Omni Channel Payments
- > Marketplaces (B2C) - Growing the Pie through Customer-centricity
- > Future of Supermarkets in Pakistan - Driving Convenience and Value at Scale
- > Phygital Retail, Future of Shopping/Malls - A Regional Perspective
- > Taking Mall-based Retail to the Next Level - Is Collaborative Innovation the Missing Ingredient?

CONFERENCE 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 – 09:35 am	Keynote Presentation: Retail 4.0 - Leading through Innovation, Technology, and Human Capital Javaid Iqbal – Chief Commercial Officer, Special Technology Zones Authority
09:35 am – 09:50 am	Fireside Chat – How Far has Retail in Pakistan evolved and What is the Future? Speaker (TBC) Host: Asfandiyar Farrukh – Managing Director, Urban Brands (HUB)
09:50 am – 10:05 am	How Technology is Transforming First-Mile to Last-Mile Delivery Muhammad Uns – Chief Executive Officer, Swyft Logistics
10:05 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, Business Man Panel, and Former President LCCI
	Session Guest of Honor Abdul Wahid Uqaily – Director General Withholding Taxes and Retail, FBR
11:00 pm – 11:15 pm	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: Digital Initiatives of the FBR Abdul Wahid Uqaily – Director General, Withholding Taxes and Retail, FBR
12:00 am – 12:15 pm	Announcements
12:15 pm – 01:00 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 – Country Head of Growth, Swyft Logistics Jawad Mirza – Managing Director, Call Courier Moderator: M. Usman Barkat – Chief Innovation Officer, Algo
01:00 pm – 02:00 pm	Lunch and Networking Break

CONFERENCE AGENDA

	Session Guest of Honor Dr. Gohar Ijaz – Patron-in-Chief, APTMA
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	Address by Guest of Honor: Localization of Retail and Sustainable Manufacturing Dr. Gohar Ijaz – Patron-in-Chief, APTMA
02:30 pm – 02:50 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
02:50 pm – 03:35 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
03:35 pm – 03:45 pm	Talk: Real Estate Trends for Retail Taimoor Abbasi – Group Director, IMARAT Group of Companies
03:45 pm – 04:25 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 Sardar Yasir Ilyas Khan – CEO, Centaurus Mall Sohail Khattak – Chairman, Lyallpur Galleria Rana Tariq Mehboob – CEO, Royal Tag Muhammad Usman – Chief Commercial and Marketing Officer, Outfitters Stores Muhammad Qasim – Managing Director, Firhaji Ahmed Hussain – Director & Chief Strategy Officer, Service Sales Corporate Moderator: Wasif Sikandar Butt – Chief Executive Officer, Maria. B.
04:25 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 Asfandiyar Farrukh – Co-Founder, CAP and MD, Urban Brands (HUB)
08:10 pm	Post Conference VIP Dinner for Invited Guests Only

GLIMPSES OF 1ST #FOR SUMMIT



WHO SHOULD ATTEND:

Professionals From:

- Shopping Malls
- Banks and Financial Services
- Loyalty and Cashback Rewards
- BNPL (Buy Now Pay Later)
- Fashion & Apparel
- Furniture / Lifestyle
- B2B and B2C Marketplaces
- Hypermarkets / Departmental Stores
- POS / Payment Innovation
- Rewards
- 3PI / Fulfillment / Last Mile Delivery
- Footwear & Accessories
- Quick Commerce
- Retail Tech

REGISTRATION DETAILS

1 Seat

Regular Fee
PKR 6,000/-

For CAP, P@SHA, & PFA Members

PKR 3,000/-

3 Seats

~~PKR 18,000/-~~
PKR 15,000/-

For CAP, P@SHA, & PFA Members

PKR 7,500/-

5 Seats

~~PKR 30,000/-~~
PKR 20,000/-

For CAP, P@SHA, & PFA Members

PKR 10,000/-

(The fee includes lunch, refreshments, exhibition, and business networking)

Last date to avail the discounts: Wednesday, November 30, 2022

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 cheque in favor of **"Chainstore Association of Pakistan"**

For sponsorship, exhibition, larger groups, and further details please contact,

Talha Shabbir / Mohammed Phaysal

0321 8747 595 / 0300 213 3849

Email: **for@terrabilzgroup.com**

