

Organized by:



**SAVE
THE
DATE**

**FOR
LAHORE
2026**



6th Pakistan

Future of Retail

Business Summit & Expo

RETAIL, REBUILT

TUESDAY, NOVEMBER 17, 2026

PC HOTEL, LAHORE | 9:00 AM – 6:00 PM



**Speaker Announcements
COMING SOON**

Supporting Partners



BUSINESS
RECORDER

Profit

www.FutureOfRetail.com.pk

Retail, Rebuilt

Retail is changing from every direction.

Customers are choosing differently. Margins are harder won. Stores and e-commerce are converging. AI and technology are changing how businesses operate. Payments, platforms, logistics and new retail formats are changing how customers discover, buy and receive.

For retail leaders, the question is no longer whether to change. It is **where to act, what to invest in and how to execute better.**

The **6th Pakistan Future of Retail**, the flagship industry platform of the **Chainstore Association of Pakistan and TerraBiz**, brings together the people building, operating and enabling retail to examine these questions together. **Real businesses. Real decisions. Practical learning that can travel back to work.**

Why Attend For 2026?

ONE DAY. MULTIPLE WAYS TO LEARN, CONNECT & DISCOVER.

MAIN STAGE

Shared conversations on the issues shaping retail

BUILDING THE BUSINESS

Retail Leadership Track

TRANSFORMING THE BUSINESS

Retail Performance & Innovation Track

RIE 2026 — RETAIL INNOVATION EXPO

Technology Discovery · Retail Connect · Business Networking

CAP IMPACT AWARDS 2026

Recognising those making a difference across Pakistan's retail ecosystem

Key Conference Themes

- **STATE OF PAKISTAN RETAIL 2026:** Retail outlook, consumer shifts, business environment and the evolving retail ecosystem
- **GROWTH, PROFITABILITY & SCALE:** Margins, pricing, productivity, finance, fulfilment, supply chains and sustainable growth
- **THE CHANGING CUSTOMER: VALUE, CHOICE & LOYALTY:** What customers value, how they discover and choose, why they switch and what earns loyalty
- **THE PKR 1 BILLION QUESTION:** Where should retail businesses invest their next billion for growth?
- **STORES, MARKETPLACES & NEW RETAIL FORMATS:** Malls, physical stores, e-commerce, marketplaces, omnichannel and emerging retail formats
- **AI, TECHNOLOGY & THE NEW SHOPPING JOURNEY:** How technology, data, payments and AI are changing retail operations, customer experience, discovery and buying
- **PAKISTAN TO THE WORLD:** Cross-border opportunities and taking Pakistani brands and retail businesses into new markets

Who Should Attend

Owners, CEOs, CXOs, HODs, Managers and Functional Teams from retail businesses, together with leaders and professionals from **malls, marketplaces, banking, FinTech, payments, technology, logistics, real estate and the wider retail ecosystem.**

PRACTICAL LEARNING · PEER INTERACTION · TECHNOLOGY DISCOVERY · ENGINEERED NETWORKING



6th Pakistan

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FOR
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CAP IMPACT AWARDS 2026

RECOGNISING THOSE MAKING A DIFFERENCE ACROSS PAKISTAN'S RETAIL ECOSYSTEM.

**Retail does not grow
through retailers alone.**

Behind a stronger retail industry is a wider ecosystem of businesses, organisations and people contributing through technology, financial solutions, customer experience, infrastructure, innovation, partnerships and new ways of doing business.

The **CAP Impact Awards 2026** will recognise selected organisations and initiatives whose work is making a meaningful contribution to Pakistan's retail ecosystem.

- RETAIL
- TECHNOLOGY
- FINANCE
- PAYMENTS
- LOGISTICS
- REAL ESTATE
- INNOVATION & MORE



Past Distinguished Speakers



Loek Berendsen
 Mr. Omnichannel, Founder at
 BoldRethink360.com



Alex Andarakis
 McKinsey & Company,
 Andarakis Advisory Services



Odisseas Trikaliotis
 CEO | Customer & Employee
 Experience and Channel
 Performance, Ipsos



Ali Rez
 Chief Creative Officer
 IMPACT BBDO Group MENA



Shafiq Akbar
 Chairman, Imarat Group



Saira Awan Malik
 President
 TCS Pvt. Ltd.



Faisal Nadeem
 Director
 Dolmen Group



Shamoon Sultan
 Founder & CEO
 Khaadi



Rana Tariq Mehboob
 Patron in Chief and
 Co-Founder, CAP
 CEO, Royal Tag



Leila Serhan
 Senior VP & Group Country
 Manager for the North Africa,
 Levant and Pakistan region, Visa



Muhammad Yahya Khan
 Group Head-Digital Banking
 Bank Alfalah Limited



Maria Butt
 Founder
 Maria B.



Asfandiyar Farrukh
 Chairman & Co-Founder CAP
 Managing Director, Urban Brands



Zara Shahjahan
 Founder & Creative Director
 Zara Shahjahan



Asad Shafi
 CEO, Cross Stitch & Kiji
 Co-Founder, CAP



Nadeem Rehmani
 Chief Executive Officer
 Alkaram Studio



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



Munsub Abrar
 Director
 Naheed Super Market



Mohammad Qasim
 Managing Director, Firhaj
 Footwear



Ehsan Saya
 Managing Director, Daraz (Alibaba
 Group) Pakistan & Sri Lanka

Partner With FOR 2026

CONNECT YOUR BRAND WITH PAKISTAN'S RETAIL COMMUNITY.

The **Future of Retail is the industry's own platform**, led by CAP and supported year after year by its member companies, leading retail brands and the wider ecosystem.

FOR 2026 brings together:

600+ DELEGATES

from CAP member companies, leading retail brands and businesses that serve, enable and connect the retail industry.

Partnership gives your organisation the opportunity to be seen, heard and engaged with by the people making decisions across Pakistan's retail ecosystem.

Partnership Opportunities

PLATINUM

GOLD

LUNCH

SILVER

TEA

Ideal for: **Retail Brands • FMCG**
• **Banks • FinTech • Payments**
• **Technology • Telecom**
• **Marketplaces • Logistics**
• **Real Estate • MarTech**
• **Other Businesses Serving Retail**

**REACH OUT FOR
DETAILED PARTNERSHIP
PACKAGES.**

RIE 2026

Retail Innovation Expo

SEE IT. SHOW IT. TALK BUSINESS.

Retail innovation makes more sense when people can **see it, understand it and talk business around it.**

RIE 2026 brings solution providers face-to-face with **600+ retail leaders, functional decision-makers and ecosystem professionals** during the 6th Pakistan Future of Retail.

WHO SHOULD EXHIBIT

- Retail Technology, AI & Automation
- FinTech, Payments & Financial Services
- E-commerce, Marketplaces & Customer Solutions
- Supply Chain, Logistics & Fulfilment
- Store Design, Retail Real Estate & Mall Solutions
- Energy & Infrastructure Solutions

FORMAL INAUGURATION BY THE CHIEF GUEST

RIE 2026 will remain open throughout the conference day for delegates, exhibitors and visiting dignitaries.

MEET THE RETAIL COMMUNITY.

Limited booth space available.
 Book yours today!

TO BOOK YOUR BOOTH

Jamil Ahmed

0313 2971 833

Mohammed Phaysal

0300 2133 849

for@terrabizgroup.com



TESTIMONIALS

A golden opportunity for Pakistan's retail to go global.

M. Sohail Tabba - Lucky Core Industries

Eager for future sessions.

Qasim Awan - TCS

Can't wait for the next one!

Farhan Hassan - easypaisa

Where the industry meets and partnerships begin.

Ali Kirmani, Adlytic AI

Count on us to be there next year too!

Sarim Nadeem - PixelOne



Glimpses from Past Summits



Glimpses from Past Summits



Glimpses from Past Summits



Past Partners

		IMARAT 				
		MARIA.B.				
		CROSS STITCH			BTW	
						
						
		<i>Kayseria</i>				
				SANA SAFINAZ		
						
	SAPPHIRE		Hush Puppies®	INSIGNIA		
			Rasbree			
						
						
						

REGISTRATION DETAILS

INDIVIDUAL
PKR 20,000/-^{+ST}
GROUP OF 8 (PER TABLE)
PKR 125,000/-^{+ST}

INDIVIDUAL FOR CAP MEMBER
PKR 15,000/-^{+ST}
GROUP OF 8 FOR CAP MEMBERS (PER TABLE)
PKR 100,000/-^{+ST}

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

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. 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

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

Contact Details

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



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