

Organized by:



4th Pakistan

Future of Retail Business Summit & Expo



Thur, Oct. 17, 2024 – PC Hotel, Lahore

AGENDA

08:00 am – 09:00 am	Registration & Networking <i>Inaugural Session</i>
09:00 am – 09:10 am	Recitation from the Holy Quran & National Anthem
09:10 am – 09:15 am	Introductory Note – Hamza Wasi Hashmi, CEO, Terrabiz
09:15 am – 09:20 am	Welcome Address – Rana Tariq Mehboob , Patron in Chief & Co-Founder CAP and CEO Royal Tag
09:20 am – 09:35 am	Introduction of the Event – Current Opportunities & Challenges for Retailing in Pakistan Asfandiyar Farrukh , Chairman & Co-Founder CAP and MD HUB
09:35 am – 09:50 am	Logistics Perspectives Presentation – Saira Awan , President, TCS Pvt. Ltd.
09:50 am – 10:05 am	Evolving Trends Keynote – Technology-Inspired Retail Space Design and Management Shafiq Akbar , Chairman, Imarat Group
10:05 am – 10:35 am	International Keynote Address – Transactional to Transformational: Rethinking The Mall Experience Alex Andarakis , Founder and MD, Andarakis; Sr. Global Advisor, McKinsey and Company; Ex Emaar Corporate Officer (Emaar Malls), UAE
10:35 am – 10:50 am	Address by Chief Guest – Mian Mujtaba Shuja ur Rehman , Minister for Finance, Government of Punjab
10:50 am – 11:00 am	Distribution of Mementos to partners and group photos
11:00 am – 11:30 pm	Inauguration Visit of Expo and Tea & Networking Break <i>Summit Session II Taking Pakistani Brands Global and Boosting Domestic Commerce</i>
11:30 am – 11:50 am	Creating a Cashless Retail Ecosystem for the Benefit of All Muhammad Yahya Khan , Chief Digital Banking Officer, Bank Alfalah
11:50 am – 12:00 pm	Address by Guest of Honor : Role of Retail in Pakistan’s Economy SM Tanveer – Former Minister of Commerce & Industries, Govt. of Punjab & Chairman, Din Group of Industries
12:00 pm – 12:20 pm	International Keynote Address : Capitalizing on SME Ecosystems for International Growth Rafaella Campagnoli , Founder & Managing Director, LIRA Strategy Partner & Former MAF Retail Chief Strategy and Transformation Officer
12:20 pm – 12:30 pm	Q&A with Rafaella Campagnoli
12:30 pm – 01:10 pm	Panel Discussion : Practical Insights for International Business Growth - Taking Pakistani Brands Global - Current Opportunities, Potential Strategies and Challenges - The Role of e-Commerce Panelists Raffaella Campagnoli – Former Chief Strategy Officer, Majid Al Futtaim Retail MENA Hamid Zaman – Chairman, SEFAM Tariq Mehboob Rana – CEO, Royal Tag & Former Chairman, CAP Mubashar Butt – Former Chairman, PRGMEA & CEO, Body Media International Amir Iqbal – Co-Founder & CCO, LAAM Moderator: Asfandiyar Farrukh , Managing Director – HUB & Chairman, CAP
01:10 pm – 01:15 pm	Talk by Special Guest: Business in Pakistan Analysis Engr. Khalid Usman , Sr. Vice President, Lahore Chamber of Commerce & Industry (LCCI)
01:15 pm – 01:25 pm	Session Closing Remarks by Guest of Honor Zaki Aijaz – Regional Chairman, Federation of Pakistan Chambers of Commerce & Industry (FPCCI)
01:25 pm – 01:30 pm	<i>Distribution of Mementos and Group Pictures</i>
01:30 pm – 02:30 pm	Namaz and Lunch Break <i>Summit Session III Retail in The New Era – Reimagining Customer Experiences, Delivering Convenience & Unlocking Efficiency</i>
02:30 pm – 03:30 pm	Concurrent Masterclass Sessions <i>Session I – Leapfrogging Traditional Trade Ecosystem</i> <i>by Rafealla Campagnoli, Founder & Managing Director, LIRA Strategy Partner & Former MAF Retail Chief Strategy and Transformation Officer</i> <i>Session II – Voice of the Customer – Unpacking CX Maturity and Getting There</i> <i>by Odisseas Trikaliotis, CXO, Ipsos</i>
03:30 pm – 03:45 pm	Artificial Intelligence for Retail Presentation Usman Barkat – Chief Growth Officer, ALGO
03:45 pm – 04:15 pm	Fireside Chat – Cracking the Gen-Z Code : LAMA – A Journey of a Retail Startup Mujtaba Khan & Amal Khan , LAMA Retail Moderator: Wasif Sikandar Butt , Director, Maria B.
04:15 pm – 04:30 pm	How Efficient can Technology make your Retail Business – Agility through IoT, Data and Vertical Solutions Sultan Hamdani , Partner & Senior Consultant, Maison Consulting
04:30 pm – 04:50 pm	Summit Session IV Connecting with Customers for Growth International Keynote: How CX Mature Is Your Business, Really? Odisseas Trikaliotis , Chief Experience Officer, Ipsos
04:50 pm – 05:30 pm	Panel Discussion Physical Experiences in the Digital Age – Regional and Local Perspectives - Where is Physical Retail headed in Pakistan and the Region? - Future of the Malls/Shopping Mall Experience - Perspective of Big Box Retail – Departmental Store/Hypermarkets/Fashion Retail Panelists Alex Andarakis – Sr Global Advisor, McKinsey & Company & Ex. Emaar Umer Lodhi – Country Manager, Carrefour Pakistan Faisal Nadeem – Director, Dolmen Group Mehwish Waliyany – CEO, Al Karam Retail Hamood-Ur-Rehman – GM, The Grand Central Mall, Faisalabad Moderator: Altaf Hashwani , Vice Chairman CAP and Managing Partner, Sana Safinaz
05:30 pm – 05:45 pm	What’s Killing More Businesses than Taxes and Recessions? Reengaging Consumers through Storytelling Farhan Mallick – Founder, FireStarter and RAFTAR
05:45 pm – 06:00 pm	Vote of Thanks by CAP Chairman and <i>Distribution of Mementos and Group Pictures</i>