

**Conference on “Retail Innovation: Big Data & Analytics”**
「零售創新：大數據分析的趨勢」研討會

- Date : 15 April 2014 (Tuesday 星期二)
- Time : 2:15pm – 4:45pm
- Venue : Meeting Room S226-227  
Hong Kong Convention and Exhibition Centre, Wanchai, Hong Kong  
香港會議展覽中心展覽廳 S226-227 會議室
- Language : English (Simultaneous interpretation WILL NOT be provided)  
英語 (大會不提供同聲傳譯服務)
- Synopsis : Harnessing big data in the retail sector has enormous potential. As retail organizations capture more data on everything along the supply chain, they can make more accurate and precise decisions to boost business performance. The prevalent use of the web, mobile, social media and more recent development of the Internet of Things is expected to fuel exploding growth in data volume. Advanced analytics tools may help examine the large volume of data sets to uncover hidden patterns and reveal the correlations. But how to unlock value from data by making information more transparent and usable is a big challenge. This seminar aims to explore the opportunities and challenges on how to put the right technology in place so as to capture the full potential of big data analytics.

**Programme 程序表**

2:15pm - 2:30pm	<b>Registration 登記</b>
2:30pm - 2:40pm	<b>Welcome Address 開幕辭</b> Mr P.M. Lai, Chairman, HK Retail Technology Industry Association (RTIA) 香港零售科技商會主席 黎寶茗先生
2:40pm - 3:00pm	<b>Presentation 專題演講:</b> <b>Smart Retailing with Big Data Analytics</b> Mr Raymond Poon, Solution Architect, Cisco Systems (HK) Limited
3:00pm - 3:20pm	<b>Presentation 專題演講:</b> <b>Understanding Consumer Journeys - R.O.P.O.</b> Ms Cherry Lau, Director, Gfk Retail and Technology Hong Kong
3:20pm - 3:40pm	<b>Coffee Break &amp; Networking</b>
3:40pm - 4:00pm	<b>Presentation 專題演講:</b> <b>Harness the Power of Data for Improved Business Outcomes</b> Mr William Ng, Solution Consultant, IBM China/Hong Kong Limited

4:00pm - 4:20pm	<b>Presentation 專題演講:</b> <b>Practical Applications of the POS Data</b> Professor KN Lau, Professor of Marketing, Chinese University of Hong Kong
4:20pm - 4:45pm	<b>Panel Discussion 專題討論:</b> <b>Implications of Internet-Of-Things on Big Data</b> Moderator: Mr Ken Lam, Head of Marketing, GS1 Hong Kong
4:45pm	<b>Seminar Ends 活動結束</b>

**Organizers**

**Sponsors**

**Supporting Organizations**

**Remarks 備註:**

Free admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。

The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通知。