

**Conference on “Mobile Retail: Business Drivers and Technology Enablers”****「零售業之移動科技嶄新應用」論壇**

In today's competitive marketplace, retailers often confront with the challenges on how to differentiate their offerings, and to swiftly adapt to the profound shift in which people buy things through multichannel. More often than not, the use of technologies form a big part of their retail strategies. This conference focuses the discussions on how emerging technologies can enable retailers or brand owners to better communicate and transact with their customers either in-store or triggered from a remote location. We are delighted to have top-notch speakers from IBM, Cisco, GS1, Google and PayPal to share with us their innovative solutions and success stories in related areas.

**Date** : 13 April 2012 (Friday)

**Time** : 2:15pm – 5pm

**Venue** : Seminar Room, Hall 3FG, Hong Kong Convention and Exhibition Centre

**Event Schedule**

- 2:15 pm - 2:30 pm **Registration**
- 2:30 pm - 2:40 pm **Welcome Address**  
*Mr. P.M. Lai, Chairman, HK Retail Technology Industry Association (RTIA)*
- 2:40 pm - 3:05 pm **Mobile Trends, Emerging Technologies and Success Factors**  
*Mr. William Ng, Senior Sales Specialist, IBM China/Hong Kong Limited*
- 3:05 pm - 3:30 pm **Internet of Things on The Move**  
*Mr. Raymond Poon, Solution Architect, Cisco Systems (HK) Limited*
- 3:30 pm - 3:45 pm **Coffee Break & Networking**
- 3:45 pm - 4:05 pm **Deliver Your Product & Brand Value in Just One Scan**  
*Ms. Grace Cheung, Head of Marketing & Communications, GS1 Hong Kong*
- 4:05 pm - 4:25 pm **Mobile Strategy for Retail: Driving Online to Offline**  
*Mr. Isaac Shao, Head of HK Online Sales and Operations, Google Inc.*
- 4:25 pm - 4:45 pm **Digital Wallets - Integrate Online and Offline Retail**  
*Mr. Chuck Ko, Country Product Manager, PayPal Hong Kong, Korea & Taiwan*
- 4:45 pm - 5:00 pm **Panel Discussion: Best Practices in Mobile Retail**  
*Moderator: Mr. Ricky Chu, Director of Marketing, RTIA*

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