



**WORLD RETAIL ^
CONGRESS**
BY ^SCENTIAL

WHERE IDEAS GO GLOBAL

14 - 16 MAY 2019
RAI AMSTERDAM | NETHERLANDS

RETAIL PARTNERS



5 STAR SPONSORS



WORLD RETAIL CONGRESS

PRACTICAL INFORMATION



CONTENTS

- 03 Chairman's welcome
- 04 Congress News: Walmart International; The White Company
- 06 Day 1 Agenda
The first full day programme
- 09 Ahold Delhaize Interview
- 10 News from Tommy Hilfiger, Jumia & Women in Retail
- 12 World Retail Congress Floorplan
Find your way around the event
- 14 Day 2 Agenda
The full second day programme
- 16 Q&A with Tencent Smart Retail and Levi's
- 17 Updates on Amsterdam retail market & Artificial Intelligence
- 18 Hall of Fame
Our four new inductees for 2019
- 20 Day 3 Agenda
The full third day programme
- 23 Thank you
To our partners & sponsors

EVENT APP

The app enables you to plan your schedule while onsite at the event. Providing you with information on must-attend sessions, speaker profiles, attendee messenger system and more, you will also have a profile with the ability to chat to other delegates and view a map of the exhibition.

To download the app, go to Google Play or the App Store, search for "Guidebook" and download the app. Open Guidebook and click on the "find guides" button, tap "have a passphrase" and enter **wrc2019rai** to download the app.

CONGRESS PRESENTATIONS

Authorised presentations will be available to attendees on the website within 14 days of the event taking place. The distribution of

OPENING TIMES

Tuesday 14 May: 07:30-17:40

Networking Reception: 17:40-18:40

Wednesday 15 May: 07:30-17:20

Thursday 16 May: 07:30-15:40

World Retail Awards Drinks Reception:
18:30-19:30

World Retail Gala and Awards:
19:30-22:30

Awards after party: 22:30-01:00

presentation materials is subject to the speakers' approval.

CLOAKROOM

The cloakroom is located on the -1 level of the exhibition.

MEALS

All refreshments and Congress lunches have been carefully selected to offer you the best in banqueting. Please check the agenda for timings. If you have any dietary requirements, please inform a member of staff as soon as possible.

WIFI

Complimentary Wi-Fi is available throughout the RAI. The network name is "RAI wifi"

FIRST AID

All of the security officers at the venue are first aiders, therefore if you require first aid please contact a member of staff

EMERGENCY PROCEDURES

The venue staff will take on the role of Fire Marshalls and will direct all guests and other staff to the emergency assembly areas.

Upon hearing the fire alarm, please leave the venue by the nearest available fire exit. Fire exits are marked by signage and marshals will be there to assist. Security will ensure all areas are evacuated. After leaving the building go directly to the assembly points.

GDPR

All sessions are scanned by World Retail Congress to evaluate their popularity and improve the content of our future events. All data is stored securely in compliance with the new GDPR regulations.

If the session you attend is sponsored, your details may also be used by that sponsor, so they can contact you via email to share information about their products and services. If you would prefer that your data is not used by a World Retail Congress sponsor, please visit our registration desk and talk to our team who will ensure that you are opted out.

Please note that if your badge is scanned by a sponsor elsewhere across the event, they will separately hold your details on their database and may contact you in the future. If you wish for this not to occur, you may ask them not to scan your badge.

LOST & FOUND

Please ensure you take care of your valuables and inform a member of staff if you misplace any items. All items found within the venue should be referred to a member of staff.

Kindly note that the venue and organisers decline any responsibility for any lost items.

AWARDS TICKETS

World Retail Awards tickets can be purchased from the main registration desk. Confirmation tickets will be emailed directly to each delegate. Please bring either a printed copy or a version on your mobile device.

JOIN THE CONVERSATION

#WRC2019 #FUTUREOFRETAIL



LinkedIn

WELCOME FROM THE CHAIRMAN

Welcome to Amsterdam, the 2019 World Retail Congress and the world of High Velocity Retail. This year's theme grew naturally out of the many conversations and discussions with retailers around the world. The biggest issue raised by retailers was the speed of change and the impact it is having on consumers, technology and more importantly the very way that retail operates. As we are seeing clearly, a new, faster and more dynamic retail is emerging and will have to emerge if it is to be able to serve tomorrow's customers.

Understanding what High Velocity Retail means and how you can become a high velocity retailer therefore sits at the core of this year's programme. Over the next three days we will present the findings of an important study into this new retail landscape and the retail models that will deliver success. We are launching the very first World Retail Congress Hack to bring together retailers in dynamic workshops with futurologists to create real solutions to the future of retail.

Over 180 speakers, panellists and moderators will also share their insights to help your business. Together this will make it a very exciting, dynamic and interactive World Retail Congress. We look forward to meeting you and hope that you have a highly enjoyable and effective three days.



**WORLD RETAIL
CONGRESS**
BY ASCENTIAL



IAN MCGARRIGLE

Chairman
WORLD RETAIL CONGRESS



**WORLD RETAIL
AWARDS**

16 MAY 2019
NATIONAL MARITIME MUSEUM |
AMSTERDAM

CELEBRATE EXCELLENCE IN RETAIL

The hottest ticket in retail, join the celebration and get your ticket for the Awards at tickets.worldretailcongress.com.

Innovation. Celebration. Reward.

WALMART LOOKS EAST AND TO PARTNERSHIPS FOR GROWTH

Judith McKenna reveals how she is transforming Walmart's international business and focus

Walmart's International president and CEO Judith McKenna has overseen profound change since taking the helm of the international division at the world's largest retailer. In the past three years Walmart has acquired US e-commerce platform Jet.com for \$3.3bn, outdoor activewear retailer Moosejaw, men's fashion website Bonobos and last-mile delivery specialist Parcel, writes **Retail Week** deputy editor Luke Tugby.

In May last year it beat Amazon to a controlling stake in India's Flipkart for \$16bn and for McKenna this reflects Walmart's shifting focus and investment from stores to online, from mature markets to growth regions.

Last June, Walmart sold an 80% stake in its

underperforming Brazilian operations to private equity house Advent International and in April 2018 struck a £13bn agreement in the UK to merge Asda with rival Sainsbury's – a deal that, however, appears to have been blocked by the Competition and Markets Authority.

Walmart stands to net almost £3bn from any sale of Asda, a substantial sum to reinvest into tech and digital initiatives, or its target growth markets of India and China, where Walmart has partnerships with JD.com and online grocery and fulfilment experts JD Daojia.

"China is clearly a fascinating market," said McKenna, who will speak at Congress at 9.30am today. "Six or seven years ago, that was still a cash-on-demand market. Today, it's got the most advanced payment systems, social media connectivity and customer apps in the world. It's incredible. You go there and you see it and it's a seismic shift in how people are shopping.

"We've got partnerships there because we recognised that we couldn't lead in some areas. There is a propensity now for the Chinese customer to order online and have products delivered. The fastest we've done a delivery is nine minutes, from start to finish. But the only reason you can do that is because you've got bricks and mortar. You can pick from a store in order to fulfil those orders. That's a sweet spot that Walmart, around the world, can help bring to the party."

There are similar innovations and learnings in Bengaluru, India, the home of Flipkart. As well as its core ecommerce business, selling fashion, electricals and homewares, Flipkart has developed payments app PhonePe.

"One of Flipkart's big focuses is on personalisation – they really think about the Indian customer and what's right for the Indian customer," said McKenna. "The attention to detail, down to how much bandwidth their app takes up, in a nation that doesn't have unlimited data, are little things that we are learning about all the time."

"WE'VE GOT PARTNERSHIPS BECAUSE WE RECOGNISED THAT WE COULDN'T LEAD IN SOME AREAS"



JUDITH MCKENNA

President & CEO
WALMART INTERNATIONAL

MAIL ORDER BEGINNINGS HELPED RIGHT SIZE STORES



CHRISSIE RUCKER OBE

Founder
THE WHITE COMPANY

Women in Retail speaker says "think like a start up"

The White Company began life in mail order, which founder Chrissie Rucker describes as a "definite advantage", because it enabled the company to take a more considered approach to store openings, ensuring they are in the right location and the right size for the market.

"It has allowed us to have the right balance of channels for our market and the current retail climate," said Rucker, who will be one of the speakers at tomorrow evening's Women in Retail event.

The secret to maintaining differentiation is about always having a "customer first approach," she said. "It is important to really know your customer and tailor the experience to them, keeping it personal to your brand. It is about offering a unique brand proposition. Offering the best product the customer wants is a given, it is then about offering the shopping experience and emotional connection... 'why' they shop with us over others."

Having carefully built up brand awareness in the US, The White Company has also opened stores in New York and New Jersey in a country with a highly developed and mature decor and homewares market.

"When entering a new country, you have to think like a start-up," she said. "No-one, or very few, people know who you are and you have to tell your story, why you exist and why they should shop with you."

"You have to work hard to gain the interest of the new customer and to entice them to shop this 'new brand'. It is a long journey and you have to constantly listen and learn as you go."

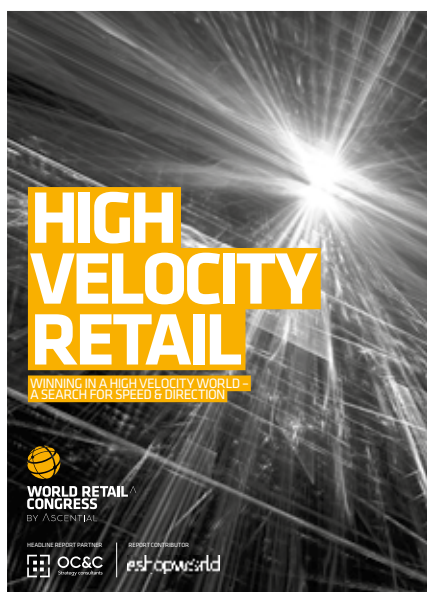
WHO WILL WIN IN THE HIGH VELOCITY RETAIL WORLD?

The opening of this year's World Retail Congress coincides with the publication of an important new report from the Congress and key partners that sets out what it takes to win in today's High Velocity Retail world

When the Congress team were consulting with senior retailers about the key issues that they felt should feature in the 2019 World Retail Congress programme, the topic that most retailers mentioned was the speed of change. Everything is moving at a pace never seen before; from technological change to consumer trends and all that means for a retail business. It is the driving force behind the way that retail is being re-shaped.

Taking this focus on the speed of change, the Congress theme of High Velocity Retail emerged. But an immediate follow-up question this raised was "what does a high velocity retailer look like?" And more importantly, how should retailers benchmark themselves against the new KPIs and metrics?

To help answer this fundamental question, the World Retail Congress has worked with the global retail team at OC&C Strategy Consultants together with eShopWorld and insights from BrandZ™. Building on extensive interviews with retail and brand leaders around the world, consumer research and the specialist knowledge and expertise across the research team, the High Velocity Retail report launched on the first day of the Congress provides a detailed analysis of the new retail world.



"THE OLD RETAIL BUSINESS MODEL IS NO LONGER FIT FOR PURPOSE"

What the report shows, graphically, is that the old retail business model is no longer fit for purpose. In fact, 75% of the senior retailers questioned in our survey said that they believe their own model has to change fundamentally. The barriers to entry are being pulled down and new competition is appearing from all directions.

The report also shows that whilst the old model of retail is dead, there is not just one successful model for the future. Four distinct retail models are identified together with six key success factors that have to be given serious focus.

What is also clear is that whilst trends and developments are moving faster than ever seen before, the High Velocity Retail world is not necessarily about going faster. Instead it is about how the consumer is placed at the very heart of everything a retailer does and to achieve that they need to work out ways of short-circuiting traditional ways of working to deliver speed and efficiency. The consumer is truly in command and the most successful retailers today show that.

As the report shows, "velocity" means not only speed but also direction. To download your copy of the report go to worldretailcongress.com

HACKING THE RETAIL FUTURE

This year's Congress introduces an exciting, dynamic new feature that will bring to life the future of retail.

The World Retail Congress Hack is taking place on day one and two of the Congress in a special room in the heart of the RAI. Teams of retailers will focus on the key challenge: "The future of retail: what kind of retailer will you become?". Facilitating and driving the special sessions will be a team of futurists and industry experts from specialist network, Hackmasters, together with the Global Consumer team from EY, our content collaborators.

Building on recent workshops with retailers, EY and Hackmasters, the World

Retail Congress Hacks will examine the trends just over the horizon that are going to reshape retail over the next three to five years. But then the real challenge will begin in looking at four key areas of retail that

have to be reinvented or re-thought if businesses are going to be able to build a sustainable future.

All the retailers taking part will be expected to challenge all their assumptions and helped to think in a completely new way. It will see many new ideas, big and small, that can be taken back to their businesses.

The key lessons and ideas will then be presented back to the whole Congress on the last day of the programme by World Retail Congress, EY and Hackmasters.



DAY ONE

THE NEW & NOW

07:30 REGISTRATION OPENS

07:30 WELCOME BREAKFAST AND NETWORKING

07:45- **Women in Retail breakfast** Lab C

08:35 **TATIANA BAKALCHUK** Founder & CEO | **Wildberries** Moderator: **NAGA MUNCHETTY** International Broadcast Journalist

07:45- **The brave and the bold: The best of stores around the world** Lab D

08:35 This annual insight highlights a kaleidoscope of weird, wonderful and exciting stores that keep customers coming back for more.

JOHN RYAN Stores Editor | **Retail Week**

PLENARY

08:45 **Introduction and welcome from World Retail Congress**

IAN MCGARRIGLE Chairman | **World Retail Congress** **NAGA MUNCHETTY** International Broadcast Journalist

08:50 **High Velocity Retail**

Outlining the results of its original research, the Congress takes you through what it takes to be a High Velocity Retailer. This not-to-be-missed session highlights the fundamentals you must be implementing in your business to make it in today's tough world of retail. *exclusive research

SANDER VAN DER LAAN CEO | **Action** **JAMES GEORGE** International Managing Partner | **OC&C Strategy Consultants**

09:30 **Winning a technology-driven future through people-centric retail**

JUDITH MCKENNA President & CEO | **Walmart International**

09:50 **The World Retail Congress Lecture**

The Congress introduces its new annual lecture. Building on the year's theme, it outlines the stark realities facing retail today, how and why retailers are winning and losing and the three fundamental questions you should be asking yourself – and seeking answers to – over the course of the Congress.

PROF MARK COHEN Director of Retail Studies; Adjunct Professor of Business | **Columbia University**

10:10 **Delighting local customers through a global ecosystem** **WOUTER KOLK** CEO Europe & Indonesia | **Ahold Delhaize**

10:30 MORNING BREAK AND NETWORKING

10:30 **Start-up Orientation**

MATT NICHOLS Partner | **Commerce Ventures**

10:30 **MEET-UP** New Retail: Retail's version of putting a man on the moon – and overcoming the struggle for lift-off

ROBERT SPIEKER Retail Partner | **IG&H**

IDEAS FACTORY

A ONLINE/OFFLINE	B TECH TALKS	C BUSINESS FUTURES	D YOUR CONSUMER	E EXPERT INSIGHTS
11:10- 11:30 Reimagining the world of retail through design and technology KAAVE POUR Co-Founder & MD SPACE10	Future or Fiction: Finding feasibility in emerging technology trends JANETT LIRIANO Co-Founder & COO MadeMan	The evolution of subscription services and their future RISHI PRABHU Co-Founder Bespoke Post	The post-growth consumer mindset: What it means for retailers DR ELOISE ZOPPOS Senior Research Consultant & Research Fellow Monash University	Renewable and innovative packaging as a strategic value creator DR BJÖRN THUNSTRÖM SVP Marketing & Innovation, Packaging Solutions Stora Enso HENNA PAAKKONEN-ALVIM VP Innovations, Consumer Board Stora Enso

11:35-11:55	The luxury of data: How to reinforce customer relationships in-store, on-site and beyond JEAN-DENIS MARIANI Chief Digital Officer Guerlain Moderator: THIBAUT MUNIER Co-Founder & Chief Operating Officer numberley	Retail and the Internet of Things: The next tech frontier KELLY STICKEL Founder & CEO Remodista	Next gen tech = next gen strategy: What success looks like in today's retail world FERNANDO MADEIRA President ipsy Moderator: MICHELLE GRANT Head of Retailing Euromonitor International	Connecting brands to Gen Z – the inside scoop TIFFANY ZHONG Founder Zebra Intelligence	Ecosystems and analytics: Translating data into real-world retail best practice TIM HEHENKAMP Executive Director Data & Personalisation Jumbo Moderator: BRIAN ROSS CEO Precima
12:00-12:20	Connected stores: Bringing physical/digital convergence to life TOM FAITAK Senior Manager – AI, Robotics, and Automation Walmart Moderator: ROB CRANE EVP Global Sales and Marketing and CRO Altierre	Living with a robot: Lessons in neuroscience, retail sales, and the future of AI DR GAIA RANCATI, PHD. Lecturer IULM University ; Istituto Europeo di Design ; Research Scholar Claremont University *exclusive research	The future is retail collaboration: Creating winning partnership strategies GEMMA SCHNEEMANN Marketing Director Sligro Moderator: PATRICK VAN DER ZEE Senior Vice President, International Retail IRI Worldwide	Kids, families and what they want from retail FELIX RUOFF VP of Consumer Products, Central and Southern Europe, Middle East & Africa Viacom Nickelodeon Consumer Products *exclusive research	The state of retail pricing: How to innovate for success in an uncertain environment ROBERT GREGORY Global Research Director Edge Retail Insight MALIKA MANSOURI Global Head of Omnichannel Douglas Parfumerie CHERYL SULLIVAN Chief Marketing and Strategy Officer Revionics
12:25-12:45		The multi-enterprise ecosystem for today's digital retail economy PETE BRUZZO IT Director of Production & Sourcing Systems American Eagle SUE WELCH Founder & CEO Bamboo Rose	Putting a purpose at the heart of your business DILYS MALTBY , Founder and CEO, Circus		Exposing the fashion industry DAAN UBACHS Founder & Owner, Unrobe

12:45 CONGRESS LUNCH AND NETWORKING

12:45 LUNCH BRIEFING: Meeting consumer demand around the world (invitation-only) Beach House

TOMMY KELLY Founder & CEO | **Eshop World** Moderator: **DEBORAH WEINSWIG** Founder & CEO | **Coresight Research**

12:45 LUNCH BRIEFING: Retail in China: Locking the moving pieces into place (invitation-only) Lab F

PROF JIANWEN LIAO Chief Strategy Officer | **JD.com** Introduced by **IAN MCGARRIGLE** Chairman | **World Retail Congress**

12:45 LEADERSHIP PROGRAMME (invitation-only sessions)

Do you have the right business model for the High Velocity Retail world?

TERRY VON BIBRA General Manager Europe | **Alibaba** **TOMMY KELLY** Founder & CEO | **Eshop World**

PROF MARK COHEN Director of Retail Studies; Adjunct Professor of Business | **Columbia University**

RETAIL LABS

	A ROUNDTABLES/DEBATES	B INTERNATIONAL MARKETS	C FUTURE THINKING	D NEW WORLD ORDER	E NOW/NEW/NEXT
13:50-14:30	Creating product for a High Velocity Retail world *Chatham House Rule applies MARK DE LANGE Founder & CEO Ace & Tate SALLY MUELLER Chief Brand Officer Clique Brands ALEKSANDER MILENKOVIC Global Retail Manager Happy Socks Moderator: NAGA MUNCHETTY International Broadcast Journalist	Winning as a brand in China JOSÉ BLANCO VP for Asian Markets GUESS XIAODONG CHEN CEO InTime ELIZABETH DE GRAMONT China Consumer Expert Moderator DUSTIN JONES Managing Director Fung Retailing Group	What is the future of brands? (Hint: it's all about innovation) PHILIPPE CHAINIEUX CEO Made.com ELAINE WHEELER Head of Digital Product Development Marks and Spencer FRANCESCA DANZI Chief Client Officer Tory Burch Moderator: GREG PETRO President & CEO First Insight	Gen X: The forgotten spend CARLA BUZASI Managing Director WGSN *exclusive research	High end, high velocity: Adapting to the new world of luxury LANIA MASRI Chief Transformation Officer Chalhoub Group SYLVIE FREUND PICKAVANCE Strategy & Business Development Director Value Retail MICHAEL WARD CEO Harrods Moderator: MARIE DRISCOLL Managing Director Luxury & Fashion Coresight Research
14:35-15:15	Debate: Is retail being killed by private equity? TONY DE NUNZIO Chairman Pets at Home ; Deputy Chairman Dixons Carphone GILBERT HARRISON Chairman	The African retail phoenix JULIET ANAMMAH CEO Jumia Nigeria JESSICA ANUNA Founder & CEO Klasha MELANIE HAWKEN Founder &	Craving authenticity: The rise of artisanal, craft and street labels RICHARD BURHOUSE Founder and Managing Director Magic Rock Brewing	Retailing in an increasingly uncertain world: Practical responses to today's macro challenges TOBIAS WASMUHT Managing	Remastering the art of fulfilment: Beyond drones, AI, blockchain (and even robots) TROY NORCROSS Co-Founder Blockchain Rookies ALEXEY GEVLICH Head of

DAY ONE CONTINUED

Harrison Group

Moderator: **JAMES RHEE**
Executive Chairman & CEO |
Ashley Stewart

CEO | Lionesses of Africa

Moderator: **SUZIE WOKABI**
Founder & Chief Creative Officer |
Suziebeauty

AMEDEO CLARIS Partner & Chief

Operating Officer | **Mercado**
Metropolitano
JONATHAN DOWNEY Founder |
Street Feast
JAEGA WISE Co-Founder & Head
Brewer | **Wild Card Brewery**
Moderator: **GLYNN DAVIS** Editor |
Retail Insider

Director | SPAR International

JAUME MIQUEL
Group CEO | **Tendam**
LALIT AGARWAL Chairman and
Managing Director | **V-Mart**
Moderator: **NAGA MUNCHETTY**
International Broadcast
Journalist

International Business

Development, **Bringly**, **Yandex**
Market **SOPHIE HOUTMEYERS**
VP Distribution Operations /
President Logistics in Wallonia |
Skechers
Moderator: **GEORGIA**
LEYBOURNE Senior Director
International Marketing |
Manhattan Associates

15:15 **START-UP TOUR**

15:15 **AFTERNOON REFRESHMENTS AND NETWORKING**

15:50 **Influencing consumer decision-making: The psychology of clicks, purchases and persuasion**

The average person views 30,000 brand impressions daily. How can you stand out in a saturated marketing and consumer experience environment? Renowned behavioural psychologist Michael Barbera will identify the persuasive and behavioural methods used to influence buying and engagement decisions.

Michael Barbera Chief Behavioural Officer | **Clicksuation Labs**

16:10 **Disrupt or be disrupted**

The rules of the game have changed and it's never been easier to win when it comes to shaking up an industry. Fresh new concepts and brands can scale, and quickly. How are they cutting through the noise and finding a niche? Innovating in product and supply chain? Using social media and partnerships? How do you stay a disruptor? They're doing things in ways you haven't thought of, and they're here to share their secrets to success.

MOLLY HOWARD Co-Founder & CEO | **La Ligne** **JENNIE BAIK** Co-Founder & CEO | **Orchard Mile** **ALEXANDRA WALDMAN** Co-Founder & CCO | **Universal Standard**
Moderator: **MARIGAY MCKEE** Founder & CEO | **MM Luxe**

The new luxury landscape: Balancing human and machine

AI, virtual reality and sophisticated logistics platforms are transforming the luxury customer experience. How do we balance those disruptions with the craftsmanship, beauty and sensory experiences that define luxury? How can we break down the false barriers between tech and creativity to find the right balance between Human and Machine?

FEDERICO MARCHETTI Chairman & Chief Executive Officer | **YOOX NET-A-PORTER**

17:10 **The culture of innovation**

DANIEL GRIEDER CEO | **Tommy Hilfiger Global and PVH Europe**

17:40 **WORLD RETAIL CONGRESS NETWORKING RECEPTION**

18:30 **VIP & SPEAKER DINNER** Sponsored by IBM (invitation-only)



be inspired
THE CONFERENCE

powered by
RetailWeek
in partnership with
accenture

WEDNESDAY 19TH JUNE
THE BREWERY, LONDON

**PROMOTING GENDER BALANCE
AT ALL LEVELS ACROSS RETAIL**

BOOK TODAY RETAILER TICKETS ARE **£199**

beinspired.retail-week.com

SCALE, PARTNERSHIPS AND NEW SERVICES KEY TO AHOLD DELHAIZE

In his first major interview since becoming Ahold Delhaize Europe and Indonesia CEO, Wouter Kolk explains why he is on a mission to redefine the grocery giant

With a new team at the helm of its European operations and the mega-merger of Royal Ahold and Delhaize fully complete, Europe and Indonesia CEO Wouter Kolk has his eyes on rapid change as the supermarket group rethinks how it takes the best from its stores base and online.

That approach has been at full throttle since the turn of the year, with an Amsterdam trial of foodservice delivery, the acquisition of nutrition start-up FoodFirst Network (FFN) and the pilot of a scanning app amid a restructuring of the stores estate, which will include expansion in Belgium, an ongoing shift away from non-food and development of more stores on smaller floorplates.

During his tenure at Albert Heijn, Kolk – who is speaking at 10.10am this morning – became known for his fast-paced innovation, but he remains committed to the group's long-term principles. "When it comes to visiting a supermarket, I believe most customers want ease and efficiency," he said. "So while you will see more fresh food, bakeries, fish and deli counters, I do not believe in experience through entertainment in supermarkets. People want greater choice and quality but they want it available efficiently."

This same approach is reflected in the acquisition of Dutch online start-up FFN this April. FFN provides paying subscribers with advice and tips from experts on nutrition, health, exercise and relaxation through various media and the purchase is part of an initiative to make these more central to the group's offer. Kolk says Ahold Delhaize intends to build up subscriptions and make services available to its Bonus loyalty card members, while the company is testing out foodservice delivery in Amsterdam.

"I am a believer that it's our role to provide people with help and information, not tell them what to eat," stressed Kolk. "While we need to take our responsibility and reduce sugar, salt and fat from our products, customers must have freedom of choice."

Digital is also playing an increasing role. Ahold Delhaize Belgium launched a mobile payment app at its Delhaize Fresh Atelier store at the Galerie Ravenstein in Brussels last month, which allows customers to scan



WOUTER KOLK

CEO Europe and Indonesia
AHOLD DELHAIZE

"IN THE FUTURE IT MAY BE LESS ABOUT CLASSICAL M&AS AND MORE ABOUT PARTNERING"

product barcodes with their smartphones and add the items to an electronic shopping basket before paying by app.

In addition, Bol.com, its online retailer based in the Netherlands, plans to open a branch office in Antwerp this month to better serve the 2,000 Belgian retailers who sell products on its platform and to create more opportunities to collaborate with local partners.

"Digital is crucial for our business because it gives us the chance to be more personal and to interact with our customers," said Kolk. "Right now many of the communications in Europe and the US are through paper vouchers, newsletters and so on. If you travel to Asia, then a lot more is on apps already. It also enables us to be genuinely omni-channel – to recognise a customer online and to recognise them in store."

In an increasingly complex world he also foresees more partnerships, both with retailers – Albert Heijn and Hema have plans to open two trial stores together later this year – and with digital players, leveraging global scale while remaining local.

"I don't think that retail has been as successful at scaling up as some other industries, such as technology," he said. "So in the future it may be less about classical M&As and more about partnering. We need to be global but still that neighbourhood store, with staff that customers recognise when they go in."

FOODSERVICE TRIALS IN AMSTERDAM



At the start of the year Albert Heijn unveiled its Allerhande Kookt service, offering home delivery of hot meals to customers in Amsterdam created using recipes from its omni-channel cooking platform, Allerhande (with 16,000 recipes and a circulation of 2m), delivered by Deliveroo and Thuisbezorgd. "It's a small trial from a dark kitchen, leveraging our data about the recipes and meals people like," said Kolk. "Foodservice is a 'blue ocean' of opportunity and something we believe could provide strong growth."

TOMMY HILFIGER DIGITISES FOR GLOBAL GROWTH



Innovation is reshaping the Tommy Hilfiger international business according to its global CEO Daniel Grieder, who says that change is the only constant

When the eponymous owner of iconic US fashion brand Tommy Hilfiger spoke at World Retail Congress in Dubai, the company's dramatic comeback had been predicated in part on its adoption of digital retailing. In particular, the company had successfully launched its Straight from the Runway initiative and had reaped the rewards of the instantaneous nature of social media.

Since then it has continued to redefine its omni-channel model, announcing in March a robust performance for 2018, including international sales up 7% year-on-year on a constant currency basis to \$721m, at the same time confirming that it is to exit its Fifth Avenue flagship and that PVH Corp is to buy back the Tommy Hilfiger licenses in Hong Kong, Macau, Singapore, Malaysia and Taiwan.

"Innovation is a mindset," said Daniel Grieder, CEO of Tommy Hilfiger Global and PVH Europe, who will discuss 'The Culture of Innovation' at 17:10 today. "This is embedded across our entire organisation. As I always say, what is good today might not be good tomorrow, and this inspires us to constantly look for new approaches and opportunities. We have made great steps in digitising our entire fashion value

chain, from 3D design to augmented reality, artificial intelligence and blockchain.

"Sustainability remains a key focus for us. We are embedding more sustainable practices into our business, and further exploring opportunities in circularity. There is nothing we are not looking at."

In announcing the departure from Fifth Avenue, New York, Grieder had said: "We are reshaping our retail landscape in North America" and described the US as a "lighthouse region". In a digital age, he said: "The future of brick-and-mortar is in modular, flexible, constantly changing, and digitally-infused spaces. It is as much about experiences and social time as it is about browsing product."

Away from its domestic market, the company is going more hands-on in China and South East Asia, taking back direct control of a number of its franchise agreements.

"Asia Pacific is our highest growth potential region," affirmed Grieder. "Reacquiring direct control of our operations in the region will enable us to capitalise on expansion. We will introduce a wider range of product lines and offer consumers a more immersive and elevated brand experience."

CELEBRATING AND CONNECTING WOMEN IN RETAIL

Building on our Women in Retail programme, now in its 5th year, the Congress introduces a breakfast on the morning of day one to help attendees meet and network straightaway. Kicking the programme off is Tatiana Bakalchuk, Founder & CEO of Wildberries, Russia's first self-made female billionaire, who will be granting her second only public interview ever. The breakfast is open to all women attending the Congress.

Tuesday 14th May 07:45-08:35, Lab C

This will be followed by the Women in Retail reception, bringing together top female retail executives to celebrate and champion the achievements of women in the industry.

Featuring insights from:

CHRISSIE RUCKER, OBE

Founder & CEO | **The White Company**

DAME TWIGGY LAWSON, DBE

CARLA BUZASI

Managing Director | **WGSN**

Wednesday 15th May 18.30-20.00

Intercontinental Amstel Hotel (invitation-only)



**WOMEN
IN RETAIL**

COULD NEW YORK IPO BOOST AFRICAN RETAIL?

Africa remains largely off the radar, but Jumia's listing on the New York stock exchange just might kick-start the market

Shares in Africa's largest e-commerce firm Jumia debuted on the New York stock market, last month, the first tech start-up from Africa to float on Wall Street.

The so-called 'African Amazon' has four million customers on a continent where just 1% of retail sales are made online and Juliet Anammah, CEO, Jumia Nigeria will be one member of a panel this afternoon discussing retail on the continent in a session entitled 'The African retail phoenix'.

Jumia was founded in Lagos, Nigeria by two French entrepreneurs in 2012 and now

offers services to most of the African population, in countries such as South Africa, Tanzania, Egypt and Ivory Coast. Its largest shareholder is MTN, Africa's biggest telecoms company.

Jumia operates in 14 countries, including Kenya, Ghana, Algeria, Angola, and Senegal. The website sells everything from electronics to clothes, and there is a hotel and flight booking site, and a takeaway food delivery platform. In Kenya, Jumia has teamed up with French supermarket giant Carrefour to offer online deliveries.



JULIET ANAMMAH

**CEO
JUMIA NIGERIA**

About Tencent and Tencent Smart Retail

Tencent, one of China's most influential integrated internet service providers, is virtually a digital content platform, a tech enabler and a connector as exemplified by WeChat, its most popular social product that intimately connects brands and services to over one billion active users, promising a new era of omni-channel possibilities for the retail industry and beyond.

And Tencent Smart Retail as a game-changer leverages the exceptional "connecting" capabilities of the Tencent ecosystem to assist retail brands in reaching and engaging with their customers in a low-cost, highly-efficient, and personalized manner, helping them realize sales & profit growth through:

- ① Digitalization of customer's existing business
- ② The new ".com 2.0" retail model within the WeChat eco-system, featuring a private domain, omni-channel and mass applications for sustainable growths via WeChat Mini-Programs Flagship Stores, official shopping assistants or social groups and social sharing etc.



Low-cost

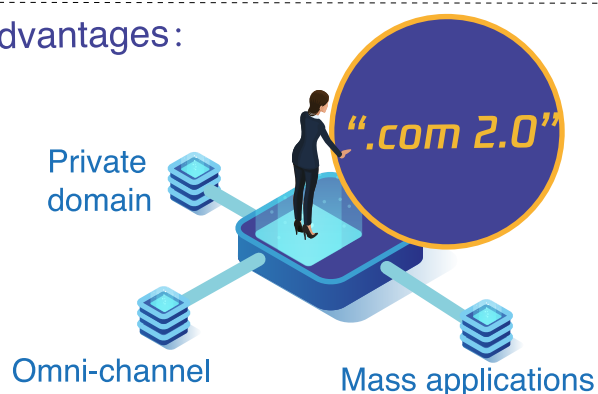


Highly-efficient



Personalized

Advantages:



.com 2.0 Storefronts:



Mini-Programs
Flagship Stores



Official shop-
ping assistants



Social groups and
social sharing

In 2018, Tencent Smart Retail has helped clients to achieve up to 10% sales growth



Join us at our Fireside Chat and at the Social Lounge by Tencent and WRC



Fireside Chat

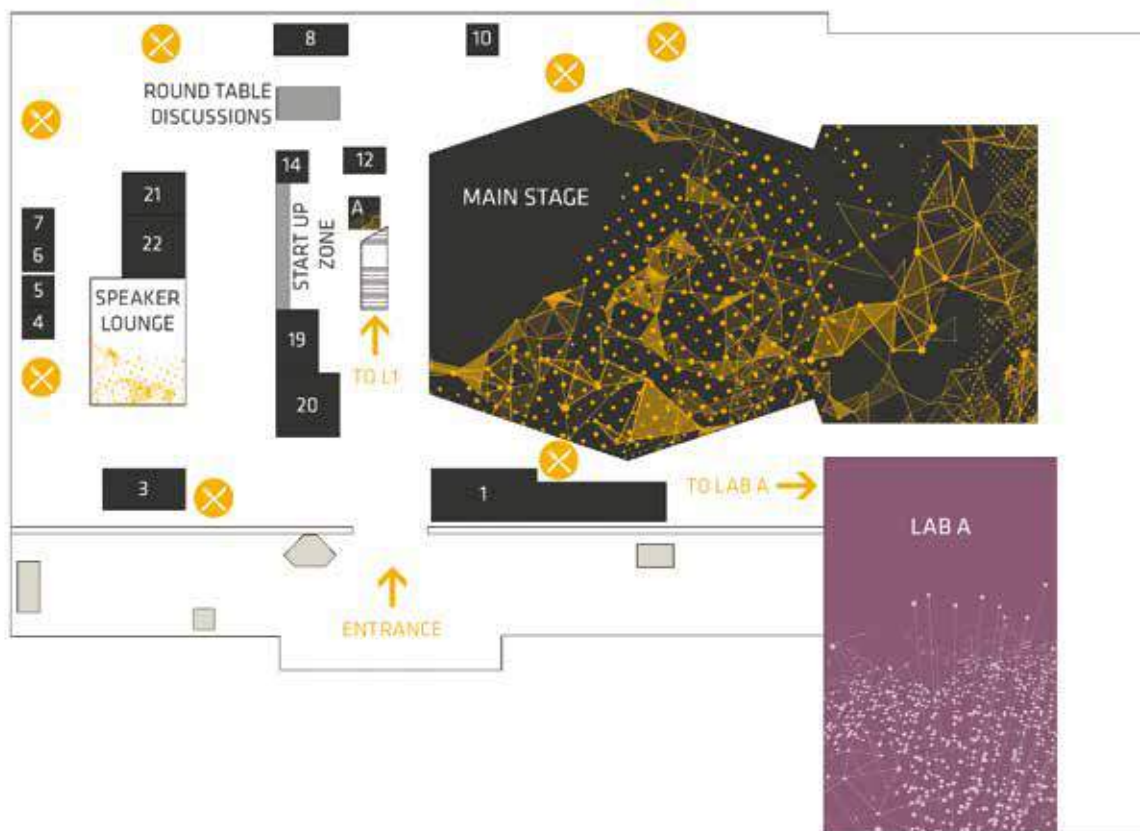
Cecilia Tian, GM of Tencent Smart Retail, hosted by Naga Munchetty

- 🕒 Time: 10:30 - 10:50 a.m, May 16th
- 📍 Location: Main Stage

Social Lounge by Tencent and WRC

- 🕒 Time: full day open from May 14th to 16th
- 📍 Location: Main Networking Hall

FLOOR PLAN



GROUND FLOOR Exhibition

- | | |
|----------------------------|---------------------------------------|
| 1 Tencent Social Lounge | 12 Gibam |
| 3 Future Brands: UXUS | 14 Vistex |
| 4 IBM | 19 JD.com, Inc |
| 5 First Insight | 20 Edinburgh St James |
| 6 Stora Enso | 21 Ascential |
| 7 Actua | 22 Department for International Trade |
| 8 Altierre | |
| 10 VR Showcase - WPP | |
| 11 Round table discussions | |

START-UP ZONE

- | |
|----------------|
| 1 Aifora |
| 2 Fashwire |
| 3 Intelocate |
| 4 Hero |
| 5 Yoobic |
| 6 Personify XP |
| 7 Syte |
| 8 SuperUp |



**WORLD RETAIL
CONGRESS**
BY ASCENTIAL



LEVEL ONE

- 1 dunnhumby
- 2 Revionics
- 3 MO
- 4 RetailNext, Inc.
- 5 Google Cloud
- 6 The Retail Exchange

*Correct at time of print

DAY TWO

THE BUSINESS OF RETAIL

08:00 **BREAKFAST BRIEFING** The E-shopper barometer: Inside European online shopping habits. Lab C

YVES DELMAS Chief Operating Officer Europe | **DPDgroup** *exclusive research

08:00 **BREAKFAST BRIEFING** Join Google Cloud to discuss how technology can enable retailers to evolve and thrive in today's fast changing landscape. Lab D

NICK MARTIN Head of Google Cloud for Retail | **Google** Congress Chair: **NAGA MUNCHETTY** International Broadcast Journalist

PLENARY

09:00 **Global Economics Update**

Two of the world's top economic insiders delve into today's key economic challenges – and outline how they impact your forward business planning.

DR IRA KALISH Chief Global Economist | **Deloitte** **MARTIN WOLF**, **CBE** Associate Editor and Chief Economics Commentator | **Financial Times**

09:45 **Redefining the future: How to take the best of the past to create a dynamic future**

Customisation, personalisation, speed, innovation and sustainability are at the heart of this 166-year-old brand's strategy to meet the needs of its customers. In his keynote address, Levi's Executive Vice President and President of Direct-to-Consumer, Marc Rosen, will set out the radical and fundamental changes now being implemented across the business to set it up for the next 166 years.

MARC ROSEN Executive Vice President and President of Direct-to-Consumer (DTC) | **Levi's**

10:05 **Inclusive leadership: The new retail norm**

Gender, disability, ethnicity, age, sexual orientation. As retail consumers become more diverse, so must its talent and leadership. Boards and senior individuals throughout organisations must be brutally honest with themselves in reviewing how they search and recruit externally and empower internally – making the necessary changes to reflect the world we live in today. How do you balance the need for the right talents with diversity? What are other companies doing – what's worked for them and what hasn't?

SINÉAD BURKE, Academic, Writer & Advocate **ELAINE BOWERS** Coventry, Incoming Chief Customer and Commercial Officer | **Coca-Cola**

Moderator: **TREVOR PHILLIPS**, **OBE** Chair | **Green Park**; Deputy Chair | **National Equality Standard**

10:45 **LEADERSHIP PROGRAMME SESSION** (invitation-only) Lab F

In conversation with: **DR IRA KALISH** Chief Global Economist | **Deloitte** **MARTIN WOLF**, **CBE** Associate Editor and Chief Economics Commentator | **Financial Times**

Moderator: **PAUL CHARRON** Director | **Escada**

10:45 **MORNING BREAK AND NETWORKING**

11:15 **The brave debate: Retailers answer the tough questions**

In this debate, retailers are challenged to share their views on the difficult issues facing the industry. In preparation they were given a long list, including: slavery in the supply chain, the living wage, overuse of packaging, overproduction of product and its environmental impact and the changing face of retail leadership. They are unaware of which will be selected on stage by the moderator and the most popular questions submitted from the audience via Sli.do will also be asked.

JAMES RHEE Founder | **FirePine Group**; Executive Chairman & CEO | **Ashley Stewart** **NEELA MONTGOMERY** CEO | **Crate and Barrel**

11:55 **Fireside Chat: CHRISTOPHER DE LAPUENTE** CEO | **Sephora**

12:15 **What philosophy has to teach us about managing change**

History shows that as societies become more affluent, people want to buy less tangible things. They start off wanting goods, then they want services. Increasingly they are attracted by brands, which are yet more intangible than services. Where does this logic go next? As people become satiated with 'stuff' and disillusioned with brands, the appetite will grow for things that remind them of their humanity: things such as meaning, narrative, and ideas. How do industries manage this transition?

ROBERT ROWLAND SMITH Philosopher

12:40 **CONGRESS LUNCH AND NETWORKING**

12:45 **LUNCH BRIEFING** Building new retail revenues: Monetising data and media (invitation-only) Lab B

GUILLAUME BACUVIER CEO | **dunnhumby**

12:45 **LUNCH BRIEFING** AI adoption in retail: How to deliver real results (invitation-only) Lab D

PROF. DR. MICHAEL FEINDT Founder | **Blue Yonder**

12:45 **LUNCH BRIEFING** How technology is driving faster, more effective and sustainable supply chains (invitation-only) Lab E

DR. VICTOR FUNG Chairman | **Fung Group** **MARC COMPAGNON** Senior Advisor | **Fung Group**; NED | **Li & Fung**

A ROUNDTABLES/ DEBATES	B CONTENT/ CONNECTION	C THE EXPERIENCE ECONOMY	D NEW WORLD ORDER	E FUTURE RETAIL CHALLENGE
13:50- 14:30 Real estate reinvention ROGER WADE Founder & CEO Boxpark WILLIAM KISTLER Executive Vice President & Managing Director – EMEA International Council of Shopping Centers BRIAN HARPER CEO RPT Realty Moderator: ANDREA WEISS Founder O Alliance Independent Director Bed, Bath & Beyond	Lessons for retailers from the world's most effective advertising SEAN PERON , Head of Marketing Ace and Tate MEREL WERNERS , Marketing Director, EMEA Havaianas Moderator: LUCY AITKEN , Managing Editor WARC *exclusive research	Think different: Creating spaces that resonate with customers NEELENDRA SINGH Senior Vice President Global DTC & Franchise adidas GEORGE GOTTL , Co-Founder Chief Creative Officer FutureBrand UXUS Moderator: MELISSA GONZALEZ Founder & CEO Lionesque Group; host of #RetailWithMelissa	Circling the 'Self-Centric Consumer' KELLY GALLAGHER Global Trend Strategist Shiseido ADAM HOLYK Senior Vice President, Chief Marketing Officer Walgreens CAROL HAMILTON Group President L'Oréal USA Moderator: MATT HAMORY Managing Director AlixPartners *exclusive research	Judges: DAME TWIGGY LAWSON, DBE CATHERINE MAHUGU Founder Chiswara BERNIE BROOKES Former CEO Edcon ANTONIS KYPRIANOU General Manager, Franchising Tendram
F LEADERSHIP PROGRAMME (Invitation-only sessions)				
14:35- 15:15 Future living + future cities = future retail DR MARC PONS Director Andorra Innovation Hub DR STEPHAN FANDERL CEO Karstadt KAAVE POUR Co-Founder & MD SPACE10 ALICE HAUGH Futurist, Architect UNStudio Moderator: PHIL WAHBA Senior Writer Fortune	Mass advertising is dead. Long live personalised content LIDIJA ABU GHAZALEH Founder Lidija's Kitchen KAREN BLACKETT UK Country Manager WPP Moderator: JULIE JEANCOLAS Global Head of Media Partnerships dunnhumby	Food: The next battleground ATA KÖSEOĞLU Chairman Carrefour Turkey JOHN KENNEDY President of Europe, Turkey & India Diageo MICHAEL LØVE Group CEO Netto MICHEL MULLER Co-Founder Picnic Moderator: JENNIFER CREEVY Content Director Retail Week	Sustainability show and tell: One real problem, one real solution JULIE MATHERS Founder & CEO Flora & Fauna ALFRED VERNIS Academic Sustainability Director Inditex GILLES VAN NIEUWENHUYZEN Executive Vice President & Head Packaging Solutions Division Stora Enso Moderator: STÉPHANIE LUONG Vice President - Public Affairs amfori	Beyond different: Understanding the strategies needed to navigate China as a retailer AMORY KELIE Global Director, Traffic Growth adidas CINDY WEI Head of China Yext VIVIEN CHEUNG Director, Greater China Yext Moderator: JON BUSS Managing Director Yext
The psychology of "clicksuation" – creating loyal, engaged customers Michael Barbera Chief Behavioural Officer Clicksuation Labs				

15:20 START-UP TOUR

15:20 AFTERNOON BREAK AND NETWORKING

RETAIL MASTERCLASSES

Interactive, practical and comprehensive sessions that fuse learning, teamwork and debate - shaping real-world outcomes that you can take back and incorporate into your business. Chatham House rule applies.

A LEADERSHIP, CULTURE & PEOPLE	B BUSINESS TRANSFORMATION	C PARTNERSHIPS	D SOCIAL PURPOSE	E TECH WITH HUMANITY Powered by Tech
PHILIP MOUNTFORD CEO Hunkemöller ANDREAS SJÖLUND Chief Revenue Officer Quinix PETER WILLIAMS Chairman Superdry Moderator: JACQUELINE KING Chief Operations Officer DLA Piper	MUKAL BAFANA CEO Arvind Internet ROBERT ROWLAND SMITH Philosopher Moderator: KIRSTY GINMAN NED & Retail Consultant	HARSH SHAH Co-Founder Fynd BELEN SIENKNECHT Head of Partner Program Zalando Moderator: PHIL WAHBA Senior Writer Fortune	AMY HALL VP, Social Consciousness Eileen Fisher TJEERD JEGEN CEO HEMA ELEN MACASKILL Global Customer Director The Body Shop ELIO LEONI SCETI Co-Founder & Chief Crafter The Craftory Moderator: DILYS MALTBY Founder and CEO Circus	KENT WONG Managing Director Chow Tai Fook EOIN HARRINGTON Former SVP Innovation Restoration Hardware DANIIL KOLESNIKOV Head of VA Alice Yandex Moderator: DEBORAH WEINSWIG Founder & CEO Coresight Research

17:00 SPECIAL GUEST ADDRESS

MARK RUTTE Prime Minister of The Netherlands **DICK BOER** Former President & CEO | **Ahold Delhaize** **TJEERD JEGEN** CEO | **HEMA**
Moderator: **NAGA MUNCHETTY** International Broadcast Journalist

17:20 END OF DAY TWO

18:30 WOMEN IN RETAIL RECEPTION (invitation-only)

CHRISSIE RUCKER, OBE Founder & CEO | **The White Company** **DAME TWIGGY LAWSON, DBE** Moderator: **CARLA BUZASI** Managing Director | **WGSN**

19:30 HALL OF FAME DINNER (invitation-only)

Q&A: CECILIA TIAN, TENCENT SMART RETAIL

In conversation with the Tencent Smart Retail general manager, Cecilia Tian, who talks the convergence of consumers, products and contexts, plus why retailers need to dance to a new tune

WHERE AND HOW DO YOU SEE CHECKOUT-LESS PAYMENT DEVELOPING?

CT: "Consumers these days are less patient during the shopping process. With the advent of checkout-less payment, they can save quite a lot time, which is why it has become increasingly important. As for development trends, firstly, with the rapid development of mobile payment, customers can now make payments anytime, anywhere at their fingertips. It is particularly so in China, where consumers tend to bring not their wallets but their smart phones to stores. Secondly, mobile payment also provides a great chance for retailers to know more about the shoppers, which is an important step in the digitalisation of their existing businesses. For example, Walmart, joined with Tencent Smart Retail to create its Scan and Go app in China, which allows shoppers to scan the QR codes at its stores and pay through a WeChat mini-program with no need to queue for check-out. The app has since been adopted by more than 400 stores in 180 cities. More than 20 million customers have tried this service."

A LOT OF YOUR RETAIL/BRAND PARTNERSHIP ACTIVITY HAS BEEN WITH ESTABLISHED BRANDS – HOW DO YOU FEEL BRANDS CAN BEST CONNECT WITH THEIR SHOPPERS AWAY FROM STORES?

CT: "The boundary between online and offline has disappeared with the help of WeChat, through which sellers can reach consumers directly. Gradually, consumers, products and contexts are converging. For example, shopping assistants can reach customers through WeChat or via WeChat Moments and get the business done online. In this way, people become a new context, meaning that contexts are no longer constrained to stores. For example, Tencent Smart Retail and Bestseller have jointly developed WeMall, a mini-program specifically for its shopping assistants who can now connect to customers on social networks. The shopping assistants

could provide one-to-one or more personalised services and selling guidance to customers out of the stores. The mini-program has now been used by over 40,000 shopping assistants in more than 7,000 stores. Based on such concepts, we see this as 'dotcom 2.0', meaning that the goal of the upgraded official websites is to help brands realise future growth targets. It features three aspects: a private domain, omni-channels and mass applications. We believe that more storefronts will be added to this model, and help shape the future of retail."

LOOKING AT THE OPPORTUNITIES AROUND DIGITAL INNOVATION, WHAT NEXT FOR STORES?

CT: "No matter the era, enterprises must do their best to meet the needs of their customers. It is changes by the customers that are driving the evolution of enterprises. On the one hand, consumer behaviour is becoming fragmented, complicated and omni-channel. On the other, the mobile Internet is deeply integrated with the real economy. All behaviours during the consumer journey may be integrated into the entire eco-system and users are comprehensively digital. Enterprises must evolve and dance to this new tune."

Cecilia Tian will discuss:
'Digital transformation in the era of mobile internet' at 10.30am on 16 May.



CECILIA TIAN

**General Manager
TENCENT SMART RETAIL**

THIS TIME IT'S PERSONAL SAYS LEVI'S EVP



MARC ROSEN

**Executive vice president and
president of direct-to-consumer (DTC)
LEVI'S**

Levi's EVP talks AI-powered Ask Indigo, Pinterest, Snapchat and making personal connections

Levi's has committed to using technology to enhance consumer relationships, embracing personalisation and connection, says Marc Rosen, executive vice president and president of direct-to-consumer (DTC), Levi's.

"AI can take our connection with the consumer to the next level. It can help us recognise what they've made, understand what inspires them, and even predict what they might want to make next," he said. "It's a two-way relationship. When we set up Ask Indigo, we couldn't lose the authenticity and human essence of our brand."

Levi's has also busied itself developing partnerships with social media giants like Pinterest and Snapchat.

"Social media is where our consumers live their lives today, and we have to be right there with them," said Rosen. "Consumers are looking for one-on-one, authentic relationships with brands and are interacting with us in new ways like never before; using new technologies like visual search and augmented reality, using new devices like voice assistants and wearables, and on large social platforms like Pinterest and Snap."

"Working with a platform like Pinterest makes so much sense. Consumers can get style and outfitting recommendations based on their input and network activity. Fashion and shopping are both visual and social, so creating an experience with a visual social platform like Pinterest deepens our relationship with consumers."

AMSTERDAM LOOKS TO CAPITALISE ON ITS LIFESTYLE AND LOCATION APPEAL

World Retail Congress host city Amsterdam has seen a number of key retailers open and depart

The Dutch capital has long been synonymous with fashion brands and has been one of the cities to most benefit from the impact of Brexit uncertainty on London, attracting increased investment in its offices and industrial markets.

Retail has enjoyed a mixed 12 months, with Japanese fast fashion retailer Uniqlo debuting in the in Amsterdam in October, taking over the former flagship of departed Forever 21.

The retailer unveiled a 2,040 sq m shop, which marks Uniqlo's largest brick-and-mortar outlet in the Benelux. The three-storey building is located on the Netherlands' busiest shopping street, Kalverstraat, across from Hudson's Bay, which has announced the Dutch departure of Saks Off Fifth Avenue, while the future of Hudson's Bay in the Netherlands remains in question.

Taku Morikawa, Uniqlo Europe CEO, said of the Dutch debut: "The people of Amsterdam like to wear functional but well-designed and high-quality clothing. At Uniqlo we share the same values."

Arket, H&M Group's newest retail concept, also opened its first store in the Netherlands last year, located in Amsterdam. Arket managing director, Lars Axelsson, said: "As a large European city, Amsterdam is important in the overall expansion of Arket. The strategy for

Arket is to be where our customers are and Amsterdam is such a city."

Meanwhile, Tommy Hilfiger has re-opened its Premium concept store on Amsterdam's Hoofstraat. The premises has undergone a dramatic evolution as part of a two-phase delivery of the progression of the retailer's Sportswear 16 concept.

Under Armour has opened its new EMEA headquarters in Amsterdam's Olympic District, housing 200 employees as well as showrooms for retail partners. The brand says the move reflects its commitment to continued growth in the region. Revenues were up 25% in 2018.

Retail development has been comparatively quiet but Neptune, a joint venture between Neinver and Nuveen Real Estate, has acquired a plot at Sugar City in Halfweg for Amsterdam The Style Outlets, which is expected to open in autumn 2020 with around 115 stores set across 19,000 sq m.

"THE STRATEGY FOR ARKET IS TO BE WHERE OUR CUSTOMERS ARE"

ALL BETS OFF WITH AI READY FOR TAKE OFF



HOD LIPSON

Professor of Mechanical Engineering and Data Science
COLUMBIA UNIVERSITY, NEW YORK

Forget what you know about artificial intelligence, the revolution is more profound than you can imagine

Artificial intelligence (AI) has reached a "turning point" and is no longer the "AI of hype and disappointment", according to Hod Lipson, professor of Mechanical Engineering and Data Science at Columbia University, New York. Advances are accelerating at such a speed that developments are outpacing "even those in academia, specialising in the subject" he said, ahead of his address, When Robots Rule the Retail World, at 9am on Thursday.

Lipson believes that to embrace AI, retailers need to completely recalibrate their mindset to technology development and run lots of tests.

"Most companies tend to develop AI in order to solve existing problems or to automate in order to reduce the time or cost of a process," said Lipson. "That's understandable, lateral thinking. But the real advances come from testing ideas that can go anywhere. The advantage is trials are cheap and quick but need to run in parallel, as something will work. If you run them sequentially, you'll probably be sacked after the third unsuccessful trial!"

This approach also means that companies need to accept that there is not an established formula for success and that they will not know where experimentation will take them, he said.

"The potential of AI is so vast, it's beyond comprehension," he said. "The good news is that the tools to develop it, such as technology, computer power and talent, are commoditised, and also this is hard for everybody, no-one has an advantage. So it's a level playing field."



Tommy Hilfiger has reopened with a new and improved format in the city

HALL OF FAME INDUCTEES 2019

The World Retail Hall of Fame recognises and celebrates retail's most influential representatives. Each year, the Congress inducts three to four new members, recognising the achievement of individuals whose ideas have shaped retailing through the businesses and brands they have created, or by their skills in running the retail industry's giants. Join us in congratulating the 2019 Inductees:



CHADATIP CHUTRAKUL

CEO
SIAM PIWAT

Striving to innovate retail as we know it through her pioneering leadership, Chadatip has been transforming Siam Piwat into the apex of creative and unique shopping destinations over 30 years, earning her and the company international recognition and acclaim.



DICK BOER

Former CEO & Chairman
AHOLD DELHAIZE

Dick Boer is a hugely respected figure in not just Dutch grocery retail but internationally, having led Albert Heijn then Ahold through major transformation and mergers to become one of the world's biggest food retailers. His contribution goes beyond the company to the global food industry, where he was Co-Chair of the Consumer Goods Forum.



RODNEY MCMULLEN

CEO & Chairman
KROGER

From part-time stock clerk to CEO, Rodney McMullen has spent 40 years at Kroger, helping to shape the retail landscape we know today. Under his leadership and vision, Kroger is seen as one of the most progressive food retailers operating today.



CATH KIDSTON

Founder
CATH KIDSTON

Cath Kidston is known the world over as "The Queen of Print", having created a world-renowned retail brand that is instantly recognisable. Cath opened her first shop in 1993 with just £15,000 and has turned that into a multi-million pound business.



Put the Shopper at the Center of Every Decision

Precima's Total Store Optimization approach uses machine learning to optimize merchandising and marketing decisions across the entire store for all categories simultaneously, the same way your customers shop the store.

We work with retailers to deliver and implement this strategic approach – *beyond category management* – to position your organization for the shopper of today and the future.

Precima Solutions include:

- Assortment Optimization
- Total Store Price Optimization
- Promotion Optimization
- Personalized Marketing
- Supplier Collaboration
- Category and Shopper Insights

To get started, visit precima.com
or email us at inquiries@precima.com for more information.



Transformative solutions,
powered by insights.

DAY THREE

FUTURE FOCUS

08:00 **BREAKFAST BRIEFING: The voice of an industry** Lab B

LUCY WU Vice Chairlady | **China Chain Store & Franchise Association** **CHRISTIAN VERSCHUEREN** Director-General | **Eurocommerce**
MATTHEW SHAY President & CEO | **National Retail Federation** Moderator: **HELEN DICKINSON** CEO | **British Retail Consortium**

PLENARY

09:00 **When robots rule the retail world**

With robots and Artificial Intelligence already having an impact on retail, where will this ultimately take us and what will it mean for retailers, their customers and the people that work in the industry? Professor Hod Lipson is one of the world's leading scientists and lecturers in robotics and AI, and one of the few who can answer these questions. In his powerful and thought-provoking keynote, hear how these new technologies will help re-shape retailing in ways you could never imagine both in the near-future and beyond.

HOD LIPSON Professor of Engineering and Data Science | **Columbia University**

09:20 **Transforming with a purpose**

In this presentation, Ingka (formerly IKEA) discusses leading through times of change, views on the future of retail, and the importance of making a better business, price point and planet for consumers around the world.

BARBARA MARTIN COPPOLA Chief Digital Officer | **Ingka Group**

09:40 **The future of ecommerce: Lessons from China**

The world's second largest economy is changing the way consumers at home and abroad shop online. This fireside chat will shine a light on what's on the horizon for retail in this region – from technology to social responsibility – and how it impacts the global industry.

CHENKAI LING Vice President of Corporate Strategy & Investment | **JD.com**

10:00 **Brain shopping: The next customer frontier**

What makes people do what they do? How do you really understand how people shop, engage, or choose one product, design or store over another? How can you influence those consumer decisions? Sociologists, anthropologists and neuroscientists come together to give you cutting-edge insights into the field of behavioural retailing – and how people make the decisions that create business growth.

DR BEAU LOTTO Founder & CEO | **Lab of Misfits** Moderator: **DAVID KEPRON** Vice President of Global Design Strategies | **Marriott International**

10:30 **Digital retail transformation in the era of mobile internet**

Cecilia will share her insights on the most significant changes sweeping the mindset and habits of Chinese consumers today, as well as industry best practices that showcase the possibilities of digital retail transformation.

CECILIA TIAN General Manager, Smart Retail | **Tencent**

10:50 **MORNING BREAK AND NETWORKING**

11:20 **The beauty of brands**

Carol Hamilton has been described as the “grande dame” of the beauty industry with over 30 years' experience with L'Oréal USA. She is passionate about brands and has an instinctive belief in what makes them connect with customers and remain relevant. In this special presentation, Carol will share her insights on brands, today's retail landscape and why the next generation of beauty brands will shake-up the sector.

CAROL HAMILTON Group President | **L'Oréal USA**

11:40 **Fireside Chat** **LORD STUART ROSE** Non-Executive Director | **Majid al Futtaim, Woolworths South Africa**

12:00 **The future of food – the societal and industry impact**

Meatless meat. The rise in alternative dairy, organic and vegan. Consumer habits are changing and they want more options and better quality. How does this impact grocers, F&B and the retail industry as a whole? What trends are out there and how must retailers adapt as a result?

GUY SINGH-WATSON Founder | **Riverford** **SHIR FRIEDMAN** Co-Founder & CCO | **SuperMeat**

12:30 **The future of plastics**

Plastic. A dirty word, floating in our oceans, but also a vital component to retail, particularly in the age of ecommerce and delivery. This session will explore cutting-edge innovations in plastic which could transform the industry. Do you want to be at the forefront of a revolution? Only the bold need apply.

ARTHUR HUANG Founder & CEO | **Miniwiz**

12:50 CONGRESS LUNCH AND NETWORKING Lab B

12:50 The D2C dilemma: Should you launch direct-to-consumer ecommerce?

SANTIAGO NAVARRO Co-Founder & CEO | Garçon Wines CHRIS PERRY VP Global Executive Education | Ascential™

12:50 AWARDS SHORTLIST CELEBRATION LUNCH Lab A

13:50 World Retail Hack: This is the future of retail

An exclusive look at the outcomes from the inaugural Congress Hack, which took place over the course of the event. Hear how major global retailers in the room worked with renowned experts to hack some of the industry's biggest challenges – and what they – and you – can bring back to their companies.

ANDREW COSGROVE Global Consumer Products Advisory Leader | EY SAHER SIDHOM Founder | Hackmasters

14:20 The new retail challenge: How to stop selling product and start serving lifestyles

Retail leaders are spearheading the transformation and reinvention of their businesses to be able to win market share, fight-back against new disruptive competitors and embrace new technologies. But the real challenge is in serving the new consumer who is more fragmented than ever before. It means the shift from a mentality of selling product to a focus on targeting consumers by life experiences. This panel will explore the strategies they are pursuing, share their experience and learning, and make a few predictions about what is yet to come.

GIOVANNI COLAUTO CEO | De Bijenkorf STEPHEN BORCHERT CEO | Grand Vision DEBBIE KLEIN CEO | Leen Bakker

Moderator: STEVE LAUGHLIN Vice President & General Manager, Global Consumer Industry | IBM

15:00 Fireside Chat RODNEY MCMULLEN Chairman & CEO | Kroger TIM STEINER CEO | Ocado Moderator: IAN MCGARRIGLE Chairman | World Retail Congress

15:35 Staying ahead of the curve: The journey to becoming a high velocity retailer

This session will look at how Carrefour has taken advantage of the power of the Cloud.

RENAUD DE BARBUAT CIO | Carrefour RON BODKIN Technical Director | Google Cloud

15:55 END OF CONGRESS

18:30 AWARDS DRINKS RECEPTION

19:30 WORLD RETAIL CONGRESS GALA AND AWARDS

22:30 AWARDS AFTER-PARTY



Tech.
TRANSFORMING COMMERCE TOGETHER

Brought to you by
RetailWeek
BY ASCENTIAL
WORLD RETAIL CONGRESS
BY ASCENTIAL

2-3 OCTOBER 2019
PRINTWORKS, LONDON

**WE PUT THE MOST
DISRUPTIVE THINKERS
UNDER THE SPOTLIGHT**

Hear from the companies that are revolutionising their industries,
and meet the tech firms creating the most innovative products.

BOOK ONLINE
TECH-FESTIVAL.COM

FIVE STAR SPONSOR
Sorted.

FOUR STAR SPONSORS
propeller
rackspace
REPLY

THREE STAR SPONSOR
brightcove

RETAIL PARTNERS
Argos
Coca-Cola
MediaMarktSaturn
picnic
SHOP DIRECT

THANK YOU TO OUR PARTNERS AND SPONSORS

RETAIL PARTNERS



5 STAR SPONSORS



4 STAR PARTNERS & SPONSORS



3 STAR SPONSORS



2 STAR SPONSORS



1 STAR SPONSORS



Connected stores, delivered.

Altierre's industry leading Electronic Shelf Labels have been deployed for a decade by the world's largest retailers. With Altierre's Connected Store infrastructure and locationing capabilities (powered by Sirqul), Altierre shelf labels give retailers the ability to deliver individual promotional messages directly to shoppers, as well as drive value and reduce operational cost.

Meet us at WRC 2019, or visit www.altierre.com



WORLD RETAIL CONGRESS 2020

21-23 APRIL 2020 AMSTERDAM

Join us for our annual global gathering of the retail industry as the Congress returns to Amsterdam on the 21-23 April 2020.

Experience three unforgettable days of retail ideas, innovation and inspiration and learn from the giants, the disruptors and the gamechangers of the industry. Secure your place today and benefit from the lowest rate for the 2020 Congress.

Visit worldretailcongress.com to purchase your pass.

WORLD RETAIL CONGRESS **WHERE IDEAS GO GLOBAL**



**WORLD RETAIL
CONGRESS** [^]
BY [^]ASCENTIAL