

TRRS

THE RETAIL SUMMIT 2024

23-24 APRIL | DUBAI

SESSION SPOTLIGHT

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to celebrate the bold and the brave

BRICK & MORTAR || DIGITAL

THE MARKETPLACE EVOLUTION - TRANSFORMING THE ONLINE/OFFLINE EXPERIENCE

As inflation continues and real time wages drop, retailers are focused on enhancing brand experiences to transcend pricing. StockX, the world's first stock market for current culture, will dive into how it disrupted the multi-billion-dollar resale industry and provide insight into its global market leadership.

- Experimental retail and testing new capabilities in brick and mortar
- Bringing transparency to luxury and delivering a frictionless seller experience
- Delivering growth from strategic brand collaborations
- Adapting your brand strategy to engage with diverse demographics

DIGITAL || MACROECONOMICS

ADAPTING TO SHIFTING ECONOMIC TIDES – EVOLVING CONSUMER BEHAVIOURS AND DEMONSTRATING ECONOMIC RESILIENCE

Prepare to be inspired and re-build your purchasing power as you discover how JD Sports have remained resilient and triumphed over the recession. Discover the key to surviving adversity and dazzle consumers as you carve out your distinctive identity in an increasingly competitive marketplace.

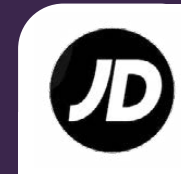
- The spike in costs, mitigating expenditure and justifying price increases
- Rewarding consumers to improve retention and using consumer data to refresh engagement strategies
- Developing an emotional connection with consumers to transcend pricing
- Building global brand propositions – strategies and tips

SCOTT CUTLER
CEO, StockX



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REGIS SCHULTZ
CEO, JD Sports



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GET IN TOUCH to see how we can help you be part of the future of retail

MACROECONOMICS

INFLATION, GEO-POLITICS, AND RETAIL IN 2024 - UNPACKING THE MACROECONOMIC LANDSCAPE

The global stage has been set ablaze with economic uncertainties and political drama - sending shockwaves through supply chains, shaking consumer confidence, and reshaping trade dynamics. Discover the strategies and innovations that empower retailers to thrive in these challenging times and emerge unscathed from the price hike battlefield.

- The impact of macroeconomic landscape on consumer spending
- Market statistics - exploring growth opportunities by market segments
- An exploration of case studies

NATALIA LECHMANOVA

Senior Economist, EUR/ MEA,
Mastercard Economics Institute



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MACROECONOMICS

CHAMPIONING RETAIL IN THE GCC – NAVIGATING MARKET EXPANSION AND AMPLIFYING INNOVATION

In a world where storms loom large, the GCC's retail sector continued to thrive in 2023. With the UAE Central Bank expecting the country's economy to grow by 4.3% in 2024, and GCC governments push for economic diversification, explore how global retailers are seizing opportunities amidst the flourishing landscape. This panel will explore how retailers are navigating the paradigm shift in retail, Vision 2030, opportunities for expansion and the role of governments and legislators in supporting international retailers.

RAMI ABU GHAZALEH

CEO, AlBaik

NEERAJ TECKCHANDANI

CEO, Apparel Group

ANASS BOUMEDIENE

Co-Founder & Co-CEO, eyewa



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and be a part of the TRS global community

BRICK & MORTAR || DIGITAL

EXPERIENTIAL RETAIL – DELIVERING AND ENHANCING THE PERSONALISED SHOPPING EXPERIENCE

As consumers become increasingly digitally native and shopping dynamics continue to shift, how can retailers redefine and distinguish their store experiences? We'll speak with Sharon Price John to hear how multinational sensation, Build-A-Bear, have defied convention and embarked on a creative journey to revolutionise consumer interactions.

- Evolving for e-commerce and cultivating customer centricity across the omni-channel
- Transforming the customer experience with phygital retail
- Constructing experiences beyond retail to unlock brand value
- Brand storytelling and building an emotional connection with consumers

SHARON PRICE JOHN

President & CEO
Build-A-Bear Workshop



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SUSTAINABILITY & ETHICS || SUPPLY CHAIN

ALIGNING CONSUMER EXPECTATIONS FOR A BETTER WORLD – IMPROVING SUSTAINABLE PRACTICE WITHIN THE SUPPLY CHAIN

As ethics and sustainability reshape retail, join us on a journey through the transformative shifts driven by consumer demand. As retailers expand their sustainability horizons, this panel will delve into the innovative strategies diminishing environmental impact and explore how retailers embracing more ethical standards across their supply chains. Discover how retailers are using data to define and meet their carbon emission goals, embracing alternative energy sources and re-locating their factories to improve their environmental footprint.

ANDREA BALDO

CEO, Ganni



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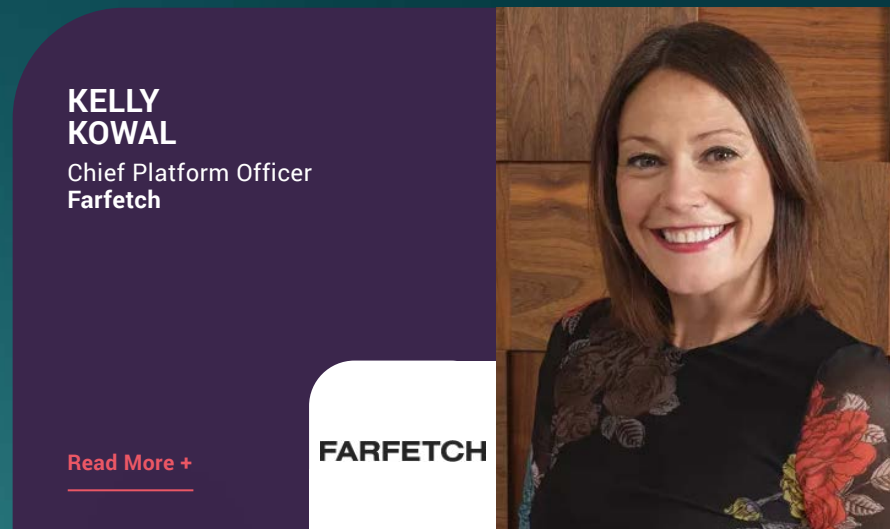
and secure your place at the pivotal industry gathering

DIGITAL || MACROECONOMICS

ONLINE LUXURY RETAIL - INSIGHTS FROM CHINA'S ECOMMERCE TRIUMPH

Generating just shy of 50% of the world's retail transactions, China remains a giant of the retail world. As China's e-commerce market continues to grow at an unprecedented rate, explore the ingredients needed to grow your e-commerce platform and achieve profitable growth.

- Prioritising a user-friendly experience - enhancing the customer journey through developing digital platforms
- Driving end-to-end innovation through emerging technologies including AI, big data and cloud computing
- The role of government policies in reviving retail sales and stabilising the economy
- International comparisons and advice for international retailers looking to expand into China



KELLY KOWAL
Chief Platform Officer
Farfetch

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FARFETCH

DIGITAL

ELEVATING DIGITAL TOUCHPOINTS - DELIVERING A BEST-IN-CLASS OMNICHANNEL EXPERIENCE

In the ever-evolving landscape of retail, the omni-channel experience has emerged as a game-changer. Delve into the core elements of a successful omni-channel strategy and unveil how brands are leveraging digital tools to seamlessly merge online and offline retail whilst solidifying their brand presence. Hear how brands are personalising their marketing campaigns to drive engagement, deliver seamless communication and stimulating customer frequency and spend. Our panellists will also discuss navigating data sensitivity and security concerns.



GIORGIO PRESCA
CEO, Furla

FABIO BARRETO
Group CEO, Farm Rio (Grupo Soma)

MATT HIGGINS
Co-Founder & CEO
RSE Ventures

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