

Organised by :

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EVENTS ■ HONG KONG

**RETAILASIA
EXPO 2012**
RETAIL
DESIGN & IN-STORE
MARKETING EXPO
RETAIL
TECHNOLOGY
EXPO
Hong Kong Convention & Exhibition Centre
12-14 June 2012



MULTI-CHANNEL RETAILING CONFERENCE

12-13 June 2012

Hong Kong Convention and Exhibition Centre



About the Conference

The rapid expansion of the internet together with the rise of the affluent and tech-savvy consumer in China and Asia promise huge opportunities for retailers. But reaching out to them and aligning an integrated strategy across different channels pose serious challenges.

This conference will explore best practices, new technologies and strategies in store design, e-tailing, social media, digital marketing, mobile apps, and more. What are the key successful factors to grow a profitable multi-channel retailing business in Asia-Pacific?

- ✓ **Do you ever wonder how to deal with social media?**
- ✓ **Do you worry about your online shopping set-up?**
- ✓ **How to be successful in e-commerce?**

Then you should attend this event and get insights, ideas and inspiration!

- *Learn about the profile of the new consumer in major Asian retail markets*
- *Find out if online shopping will complement or compete with brick and mortar stores*
- *Understand how to use the power of social media to your own advantage*
- *Get a preview on the latest developments in the web 2.0 and how it will affect your brand and sales*
- *Meet senior retail executives from the world's most dynamically growing markets*
- *Network with industry peers*
- *Take home inspirations and ideas for your day-to-day work*



Who will be there?

- | | |
|---------------------------------|--------------------------------------|
| ■ Marketing Director | ■ Creative Head |
| ■ Brand Manager | ■ Store Designer |
| ■ Visual Merchandiser | ■ Agency Leader |
| ■ Managing Director | ■ E-Commerce Manager |
| ■ Art Director | ■ Chief Information Officer |
| ■ IT-Specialist | ■ Head of Sales |
| ■ Corporate Strategy Specialist | ■ Corporate Communication Specialist |

It is a must-attend event for senior executives, marketers, strategic decision makers, and everyone who want to take their brand and retail operation the next step towards consumer engagement.

Speakers Profiles

For this event we have invited many experts who serve within the industry. They will provide their latest projects and insights. We will not only have retailers and brand owners, but also leading advisors to the industry including- *Target, Swarovski, New Balance* and more.



Countries and Regions Covered

Globalization is intensifying, but at the same time it is critical to localize your strategy and to tailor your approach to different markets. This is why our speakers will share their innovative ideas from markets such as:

- Australia
- China
- Hong Kong
- Japan
- Great Britain
- USA

And other places

Conference Highlight Digital Marketing and Social Media

The growth of e-commerce will outpace the growth in all other avenues of sale in the coming years. Particularly wealthy and affluent customers can be reached through their gadgets and computers. Social media is spreading rapidly. How can you use those channels to reach out to customers? Should you use them at all? Will you lose out if you do not? Marketers everywhere are worrying which approach to take. There are some success stories, but many companies had invested money and ended up losing reputation.



Great Networking Opportunities

Thanks to the co-located Retail Asia Expo, there will be a major gathering of retailers, brand owners and other industry peers at the Hong Kong Convention and Exhibition Centre. As participant of the conference, you may enjoy the exclusivity of the conference networking experience, mingle with many more people and meet many new business leads on the trade fair floor.

Your Benefits in Attending

It is an excellent opportunity for you to extend industry network and refresh existing contacts in the world's fastest growing retail markets. Over 200 top level representatives from the retail sector and its supporting industries in Asia-Pacific, Europe and the US will meet and exchange ideas.

World Class Speakers



Dene Rogers

Managing Director
Target
Australia

Dene Rogers was appointed Managing Director of Target Australia Pty Ltd in November 2011. Target is one of Australia's largest retailers of high quality, affordable fashion with annual sales of \$3.8 billion and 24,000 employees. The company has approximately 300 stores throughout Australia across three formats – Target, Target Country and Urban by Target – as well as online retailing via target.com.au.



John E. Osborne II

General Manager, Research & Development and O.R.,
The Kroger Co
USA

John E. Osborne II came to The Kroger Co. in August 1997, and is currently the General Manager of Research & Development. Previously, he had held positions within Kroger as Senior Manager of Information Systems and Technical Manager of the Kroger Manufacturing division. He also worked for Star Bank, Champion International Paper, and as a consultant for both General Electric Aircraft Engines and Westinghouse. Osborne's expertise is in computer sciences combined with business management, negotiation, and purchasing disciplines. In his career he has been responsible for several enterprise-wide operational and technical projects with capital and annual budgets worth millions of dollars. He also has a number of patents pending. He has been invited to speak at several conferences.



Shanthi Flynn

Vice President, HR,
Walmart
Asia

Shanthi Flynn had worked at Ford Motor Company in the UK for 10 years and focused on succession planning, organization development, and union negotiations. Shanthi then moved on to the Boots Company for seven years as Director of HR - International. She then served as Group International HR Director for A. S. Watson Group in Hong Kong for three years. In 2006, she started her own HR Consultancy for three years to give her more time at home with her three children. Shanthi joined Walmart in 2010 heading up the Talent initiatives for Walmart Asia and was promoted to her current role last September.



Ian Bellhouse

Managing Director,
SE Asia & Greater China,
Fitch
Singapore

Ian Bellhouse is currently running the FITCH SE Asia and Greater China region. He had spent over 11 years with Fitch in London, where he focused in strategic brand management, communications, environments, product development and digital design for clients such as HSBC, ING Bank, ICI, Mazda, McLaren, Mars, Unilever, British Telecom and Reebok. Ian moved to Singapore to start his own design consultancy in Singapore, which was later acquired by WPP on behalf of FITCH. His clients include Dell, Nokia, Kodak, P&G, Coke, The Body Shop, Timberland, DFS, Banyan Tree, Visa and DBS. He has written articles on brand management, focusing on 'seamless' or 'multi-channel' retailing. He has run MBA seminars for the London School of Economics, London University, Lünd University in Sweden and National University of Singapore (NUS).



Ross McDonald

Industry Leader, Local & Retail
GOOGLE
Australia

Ross McDonald has a deep understanding of shopper behaviour, marketing and retail strategy. At Google, Ross has been responsible for commissioning ground-breaking studies into Australian consumers and their interaction online with retailers and brands. He regularly consults with Australia's largest retailers to develop their marketing and online strategies.



David Hamaty

Senior Partner,
Managing Director, Asia-Pacific
Kurt Salmon
Japan

David Hamaty leads Kurt Salmon's Retail and Consumer Products Group in the Asia-Pacific region. He has more than 15 years of experience in Japan and Asia and is an expert in retail strategy and operations. During his time in Asia, he has worked with clients in most retail channels including food, general merchandise, luxury & sports brands, electronics, direct marketing, specialty apparel and department stores. His areas of expertise include strategic planning, supply chain, merchandising operations and market entry.



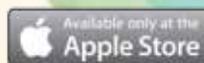
Bob Neville

Global Retail Creative Director
New Balance
Hong Kong

Bob Neville is a product and three dimensional designer by training and profession who has through practical experience become a Global Retail Expert. His experience is extensive across retail management, strategy, concept development and implementation, visual presentation, retail marketing, retail operations, product merchandising, consumer service and Geo Marketing through owned, franchise and wholesale channels.

For further details on
Speakers' Profiles
Apps available

Retail Asia Expo



Day 1 Programme *Tuesday 12 June 2012*

09:00 Opening Remarks by Chairman ▼

How do large retailers see the future of retailing? What are the trends and prospects in major markets across the regions? Which developments will affect your business and how can you benefit from upcoming changes? In this session, thought leaders and major retailers will explore trends forming the future of the industry. Get strategic insights into industry mega trends and consumer changes. The consumers in Asia are rapidly becoming affluent and sophisticated. How can you benefit from their increasing spending power?

09:05 Keynote Presentation:

Retailing in Australia: Bringing Target to New Levels of Customer Value and Satisfaction



Dene Rogers,
Managing Director,
Target, Australia

09:35 From POS to POC (Point of Contact): Capturing the Sophisticated Asian Consumer in a Multichannel Environment



David Hamaty,
Senior Partner,
Managing Director, Asia-Pacific,
Kurt Salmon, Japan

10:10 Networking Break

10:30 A Technology Era of Changing Retail Consumer Trends

The digital landscape is dynamic and constantly evolving. More than ever before, deep changes are continuously taking place with respect to how consumers watch and interact. In this session, you will gain insights into the digital consumer marketplace including consumer technology, changing online consumer behavior, cross media and cross platform usage, online and social media activities and how global consumer retailing trends has evolved such as shopping pattern and spending, store selection criteria and sensitivity to promotions.



Oliver Rust,
Managing Director,
Nielsen, Hong Kong

11:00 Implementing Multi-Channel Across the Organization: the Human Resources Perspective



Shanthi Flynn,
Vice President, HR,
Walmart, Asia

11:20 Hysan Place: a High-Rise Mall for High-Spirited Shoppers



Cissy Chan, Director,
Retail Portfolio and Marketing,
Hysan Development Co Ltd, Hong Kong

11:30 Panel Discussion: Luxury and Fashion Retailing in Hong Kong

This session will take a close look at latest trends in Hong Kong's retail scene, one of the world's most dynamic and demanding. The opening of Hysan Place is eagerly anticipated by shoppers. Get a preview on exciting features of the latest addition to the retail buzz in Causeway Bay. New retailers are making their debut in Hong Kong, and new flagship stores are making headlines. Hear what our experts say on the trends of the trade and how to capture the attention of customers.

Panelists:

Cissy Chan, Director, Retail Portfolio and Marketing,
Hysan Development Co Ltd, Hong Kong
Mark Parker, President, Jack Wills, Asia (invited)

12:10 Networking Luncheon, with VIP guest speakers

Case Studies on Successful Execution of Multi-Channel Retailing Strategy

With technology providing many exciting services, how do retailers still own customer relationship? How can you integrate stores and digital experience? We have invited experts from the US to share their experiences and case studies, as well as looking at solutions tailored for Asia.

14:00 A Diverging Retailer in a Converging World

Today's consumers demand personalised and unique experiences across a variety of retail channels with technology playing a central role. But as retailers face the converged world they must keep a close eye on how technology companies are trying to own and control the customer relationship. Retailers need to maintain the balance of power in their favour and remain in control of customer relationships



John E. Osborne II.,
General Manager R&D,
The Kroger Co., USA

Volker Wietschel, Global Practice Lead Retail
Consulting & Integrated Solutions,
Wincor Nixdorf International GmbH, Germany

14:30 The Best Practice of Merchant-Centric Transaction Processing



Ajmal Samuel,
CEO,
ASAP Transaction Processing, Hong Kong

15:00 Creating the Unified Customer Experience - The Fusion of Store Design with Technology



James Farnell,
Director of Design, Retail,
Little, USA



Jim Crawford,
Executive Director, Global Retail Executive Council,
Principal, Taberna Retail, USA

15:40 Networking Coffee Break

16:00 The Next Generation Retail



Chris O'Malley, Director of Retail Marketing,
Embedded & Communications Group,
Intel Corporation, USA

16:25 Seamless Retail...Joining the Dots Between Channels



Ian Bellhouse, Managing Director,
SE Asia & Greater China,
FITCH, Singapore

16:55 Closing Discussion

17:30 End of Day 1 Cocktails (Followed by Gala Dinner)

Day 2 Programme *Wednesday 13 June 2012*

Success Factors for E-Tailing ▼

In 2015 more than 10% of Asia's retail sales will be online. E-tailing is experiencing stellar growth and you cannot afford to miss out. This session will enable you to adjust your e-commerce strategy and link between channels to allow client telling services. With many concerns about security and fraud, it is crucial to ensure authenticity in e-tailing. If your website has convinced customers, your operations must deliver. How to align your operations? It is crucial to improve your inventory and visibility. What are the success factors for e-commerce and m-commerce? How can marketers deal with changed online search consumer needs?

Store Design and Store Expansion ▼

Retail sales in Hong Kong are booming and the value of transactions is rising. "The value of total retail sales in February 2012, provisionally estimated at \$33.8 billion, increased by 15.7% over a year earlier". The influx of mainland tourists continues to spur growth. But which store will buyers choose? How can you generate sales in your stores? What are the upcoming design trends? How can your visual merchandising design stand out? Get ideas and inspiration from leading designers. Make it happen across a network of stores. Localize your global strategy. Venture overseas with your brands. Find your way to creating great designs.

09:00 Welcome Remarks by Session Chairman

09:05 Components of a Success E-Commerce Strategy



Ray Hom,
Senior Director-Retail Industry,
RedPrairie Asia, Singapore

09:05 Case Study on a Chinese Brand Growing Overseas

Invited Overseas Speaker

09:25 Authenticity in E-Commerce – a Case Study



Timothy Lu,
Director of Market Management and Communications,
Element Business Swarovski, Hong Kong

09:25 Interior Design; Experience Design; Value Design



Wesley Liu,
Creative/Managing Director,
PplusP Designers Ltd, Hong Kong

09:45 E-Commerce: Integration Across Channels: Case Study from Major Consumer Goods Retailer (tbc)

Procter & Gamble (invited)

09:45 Design Trends for Retailing S/S 13



Dr. Valerie Wilson Trower,
Creative Consultant,
Blue Mount, Hong Kong

10:15 Coffee Break

10:30 Luxury Retailing on the Web (tbc)

10:30 Successful Roll Out of Global Campaign



Bob Neville,
Global Retail Creative Director,
New Balance, Hong Kong

11:00 Zero Moment of Truth: Building Digital into Winning Retail Strategies



Ross McDonald,
Industry Leader, Local & Retail
GOOGLE, Australia

The way we shop is changing and marketing strategies are simply not keeping pace. Whether we're shopping for cereals, detergent or a pair of jeans, the Internet has changed how we decide what to buy. Today we're all digital explorers, seeking out online ratings, social media-based peer reviews, videos, and in-depth product details as we move down the path to purchase. Marketing has evolved and retailer strategies have to evolve with the changing shape of shopping and purchase decision making. At Google, we call this online decision-making moment the Zero Moment of Truth – or simply ZMOT - and will discuss how brands can integrate ZMOT into their retail and customer service strategies.

10:50 From the Nose to the Heart: Why You Should Get Emotional About In-Store Scenting



Marijn Kortekaas,
Director, Business Development, Asia Pacific,
Prolitec, Australia

- Scent Marketing 101 : learn about scent marketing and why it is one of the most powerful in-store marketing tools available
- Be inspired by some of the best executed in-store scent marketing initiatives
- Learn how to implement your own in-store scent marketing program

11:30 Panel Discussion: Making Profits with Digital Marketing and E-tailing

Panelists:
Morning Speakers and Invited Retailers



Moderator :
David Ketchum,
Chairman, Asia Digital Marketing Association, Asia Pacific,
President, Bite Communications, Hong Kong Ltd

11:30 Wayfinding Design for Retail: New Perspective on Shopping Experience

Alisa Sheinson,
Wayfinding Consultant & Founder,
Alisas Design, Israel

11:50 Panel Discussion: What Matters in Retail Design

12:15 Networking Luncheon

(afternoon session) Next page

Day 2 Programme *Wednesday 13 June 2012*

Digital Marketing & Social Media in Retailing ▼

Can you make friends and money at the same time? Do consumers want to engage with brands and retailers in a social media environment? How can and should you use those emerging channels? Gone are the days of one-way communication. How can you engage with your customers online? Group buying is becoming more and more popular. If you cannot fight it, how can you benefit from it, how can you actually mine your customers' ideas and thoughts to improve your products and services? Capitalize on gadgets and thoughts: Take loyalty to a new level. Reach out for consumers at their specific location. With so many new avenues of interaction emerging, how to spend your marketing budget most effectively?

14:00 Social Media & Retail – Hope or Hype?



Bernice Klaassen,
APAC Regional Director, Digital,
Ipsos, Singapore

14:30 Harbour City SNS Journey



Karen Tam, Assistant General Manager,
Promotions and Marketing,
Harbour City Estates Ltd, Hong Kong

14:50 The Power of Group Buying: How Can Retailers and Brand Owners Engage With it?



Dr. Christian Macht,
Director of the Board,
Gaopeng (Groupon/Tencent JV), China

15:10 Location Based Services (LBS) Campaigns in China: What Brand Partnerships Can Achieve with Innovative Mobile Apps



Dennis Chin,
Co-head of Jiebang
Jiebang, Hong Kong

15:30 Coffee Break

15:45 2020 – Top 10 Predictions for Loyalty Marketing and Tomorrow's Consumer

Michael Greenberg, Director,
Loyalty Strategy – Loyalty Lab,
TIBCO Software Inc., USA

How will customer loyalty be cultivated in the year 2020? This presentation will share 10 trends in marketing that will shape tomorrow's customer experience. From big data to real-time predictive analytics, new POS to mobile, social to location - what will drive customer loyalty? Attend this forward looking session and find out.

16:05 Beyond Twitter and Facebook : Empower Your Customers to Build Your Social CRM Strategy



Florian Champagne,
Product Manager,
TalkSpirit, Hong Kong

16:35 Building Essential Connections



Jayne Leung, Director North Asia,
facebook, North Asia

16:45 Closing Session: Social Media and the Retail World: Divining Fads from Facts

Panelists

Bernice Klaassen, APAC Regional Director, Digital, Ipsos, Singapore
Karen Tam, Assistant General Manager,
Promotions and Marketing, Harbour City Estates Ltd, Hong Kong
Jayne Leung, Director North Asia, facebook, North Asia
Dr. Christian Macht, Director of the Board,
Gaopeng (Groupon/Tencent JV), China

Closing of Conference

Gala Dinner *Tuesday 12 June 2012* 17:30

**Time : 6:15 p.m., Cocktail
7:00 p.m., Gala Dinner**

Venue : Chancellor Room, HKCEC

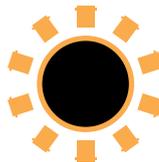
As the celebration event for retail trade in Asia-Pacific, it is only fitting for a Gala Dinner to be held at the conclusion of the first day of Retail Asia Expo 2012.

We have invited our past three years of advisory board members to honour their contribution in the growing success of the Retail Asia Expo.

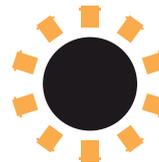
Given the contributions of our past and present Retail Technology and Retail Asia Executive Committee advisory members have made to the retail industry, the Gala Dinner will recognize the achievements of several of these key retailers.

Come and be a part of this dynamic industry Gala Dinner (2012 committee listed opposite).

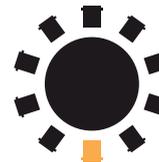
Participation Fee



- Premium Table -
HK\$13,000 per table
(of 10 persons)

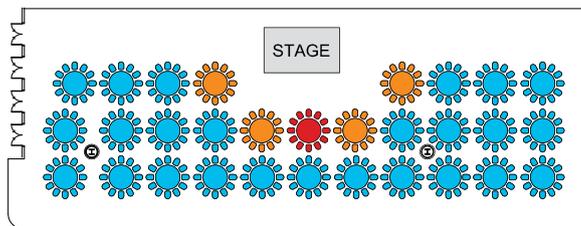


- Regular Table -
HK\$10,000 per table
(of 10 persons)



- Ticket -
HK \$1,200
per person

Floor Plan



- Head Table
- Regular Table
- Premium Table
(The chance to sit with 5 advisory committee members)

Travel Info

- Official Hotels : The Grand Hyatt Hong Kong

To enjoy your exclusive room rates as a Retail Asia Expo exhibitor and visitor.

- Official Travel Agent : Westminster Travel

- Special Airfares from Cathay Pacific and Dragonair

* Please visit www.retailasiaexpo.com or contact us by email: alison@retailasiaexpo.com.



Concurrent Event - 4th Retail Asia Expo 2012

Over 250 leading multi-national companies will showcase their latest products and services to more than 8,000 retail operators including major chain-stores, multi-national brand owners, advertising agencies, IT Directors, system integrators, architects, interior designers, visual merchandisers and more from across Asia Pacific.

2012 Industry Advisory Committee

The event has strong support from an Advisory Committee consisting of leading retail operators and specialists, plus the Hong Kong Retail Management Association as well as numerous other professional associations and media from around the region. Their ideas contribute to the growing event which continues to meet retailers challenges and buying needs.



Retail Design Advisory Committee



Michael Ng
 Director, Maxector Retail Services & Management Ltd



Dr. Valerie Wilson Trower
 Creative Consultant
 Blue Mount



Karen Yeung
 Manager, Asia Society of Visual Merchandisers



Caroline Aubanton
 Architect,
 Van Cleef & Arpels



Wesley Liu
 Creative/Managing Director,
 PplusP Designers Ltd



Jerry Gelsomino
 Director, Futurebest



Francis Leung
 VM Manager, Swank



Samuele Martelli
 MSc, Architect – Director,
 OOBIO Architects



Pierre Martin
 Store Design Manager,
 Swatch Group

Retail Asia Executive Committee



KT Poon
 Director of Corporate Communications,
 The Link Management Ltd



Anna Lin
 CEO
 GS1



Charles Tang
 Executive Director,
 Hong Kong Security Association



Oliver Rust
 Managing Director,
 The Nielsen Company



Jaime Wong
 General Manager, Wai Yuen
 Tong Medicine Co., Ltd



Lick Tin Ho
 General Manager, Sun
 Hung Kai Real Estate Agency Ltd



Regine Tin
 Retail Marketing Manager -
 Asia Pacific
 New Balance



Sharon Wood
 Vice President, China Ting
 Group Holdings Ltd



Richard Wong
 Group Director of Human Resources, 3D-Gold
 Jewellery HK Ltd



Joel Eriksson
 Global Product Manager,
 H&M



Peter Kwan
 Regional IT and Service
 Manager Asia-Pacific,
 LVMH Asia Pacific Ltd



John Lee
 CEO, Tom Lee Music



Katherine Li
 Deputy General Manager,
 China Resources Vanguard
 (Hong Kong) Co Ltd



Ruth Yu
 Executive Director,
 Hong Kong Retail
 Management Association



Xiao Rong Ye
 Supervisor, Shenzhen
 Retail Association



Jun Huang
 Chief Officer, Shenzhen
 Retail Association



PM Lai
 Chairman, Hong Kong
 Retail Technology
 Industry Association

What's new for 2012?

"Senses Generate Sales" Designer Showcase

Bronze sponsor :

"Senses Generate Sales" will form the centre piece of **Retail Asia Expo 2012** which demonstrates how retailers can use sight, sound, smell, taste and touch to generate more business. Over 8,000 leading retailers from Asia-Pacific will be invited to witness this first-ever designer showcase to **FEEL** the powerful impact of sensory marketing.



Innovative Design Material Gallery

Tired of using conventional materials for your store design? Joined forces with Materia from the Netherlands, we bring you a gallery of inspirational and sustainable materials for walls, ceiling, floors, fixtures, furniture, and everything you need including the exterior façade of the store.



Gold sponsor



Session partner



Supporting associations & media partners



12 - 14 June 2012

Hong Kong Convention & Exhibition Centre



**VISITOR REGISTRATION
 NOW OPEN**
 at www.retailasiaexpo.com



MULTI-CHANNEL RETAILING CONFERENCE

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alison@retailasiaexpo.com

Address:

Web:
www.retailasiaexpo.com

2104-5, 21/F, Island Place Tower
Island Place, 510 King's Road
North Point, Hong Kong

12-13 June 2012 Hong Kong Convention and Exhibition Centre

I will attend :

MULTI-CHANNEL RETAILING CONFERENCE (Please "✓" where appropriate)

Group registration	Standard rate	Early Bird offers before 4 May 2012 (per person)	No. of people	Total
1-3 people	HKD\$15,000	<input type="checkbox"/> HKD\$11,250 25% off	X	HKD\$
4-9 people		<input type="checkbox"/> HKD\$10,500 30% off	X	HKD\$
over 10 people		<input type="checkbox"/> HKD\$9,000 40% off	X	HKD\$

*Early bird rates are contingent upon payment being received within 14 days from the registration date.

OPTIONAL - GALA DINNER (Please "✓" where appropriate)

Gala Dinner (original price)	Special offer for conference attendee (per person)	No. of people	Total
HKD\$1,200	<input type="checkbox"/> HKD\$900 25% off	X	HKD\$

Hotel Information

Official Hotel : Grand Hyatt Hong Kong Contact us by Email : alison@retailasiaexpo.com

Total : HKD\$

COMPANY DETAILS

Company _____ Tel (+) _____

Address _____

City _____ Country _____ Fax No. (+) _____ Web site _____

DELEGATE 1

Dr / Mr / Mrs / Ms First Name _____ Last Name _____

Job Title _____ Dir (+) _____

Email Address _____ Mobile _____

DELEGATE 2

Dr / Mr / Mrs / Ms First Name _____ Last Name _____

Job Title _____ Dir (+) _____

Email Address _____ Mobile _____

METHOD OF PAYMENT

a. By Cheque

We/I enclose a cheque for the sum of HKD\$ _____ made payable to Diversified Events Hong Kong, LLC

* Payment by crossed cheque payable to "Diversified Events Hong Kong, LLC" with registration form mail to 2104-5, 21/F, Island Place Tower, Island Place, 510 King's Road, North Point, Hong Kong

b. By Bank Transfer

We/I transfer the sum of HKD\$ _____ through _____ (bank name) to the following account:

Bank: HSBC

Branch: 1 Queen's Road Central, Hong Kong

Account Name: Diversified Events Hong Kong, LLC

Swift Code: HSBCHKHKKH Bank Code: 004

Account number: 400-604625-838 (Hong Kong Dollars)

* To ensure that your payment is easily identified, please indicate the name of your company and forward a copy of the bank-in slip with registration form to us by fax: (+852)3105-3974 or email: alison@retailasiaexpo.com

REMARKS

a.Registration is on a first-come-first-served basis. Official registration confirmation will be sent to the delegate's company by email or fax. Registration will be confirmed only on receipt of full payment.
b.The booking is non-cancellable and all fees paid are non-refundable. c.The organisers reserve the right to approve all registrations. d.Should you be unable to attend, a substitute delegate is always welcome at no extra charge.

We agree to abide by the remarks stated above.