

MRCA RETAIL CONFERENCE 2022

15 JULY 2022
8.00AM - 6.30PM
LEVEL 3, KLCC

X CROSSING THE DIGITAL LINE

eXplore eXchange eXcel

Reinvent Retail Through Digilisation

ORGANISED BY:



CORPORATE PATRONS:

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RHB 

EXECUTIVE SUMMARY

Title Title: *Xcrossing The Digital Line*

Key pillars: *eXplore* *eXchange* *eXcel*

Functional Tagline: “*Reinvent Retail Through Technology*”

An organisation or the workforce will never know or experience the digital journey unless they cross the digital lines to eXplore the emerging and available technologies to engage, exploit, envisage, experiment, educate, enhance, and seek opportunities, make changes, and take chances to exploit in the digital opportunities.

It's been said in the past and true to its standing that “*Technology*” is the “Enabler” in business, however, this notion or saying has taken a different perspective today, in that, technology is no longer the enabler, but “*Technology is the Business*”

Business Processes with that of IT Processes must be coupled or embedded for it to be completely aligned and needs the agility to have the capacity and capability to scale covering new business strategies in new uncharted territories or frontiers to stay ahead of the curve, especially in a multichannel environment offering products and services through the omnichannel.

Today businesses can no longer afford to be dormant to stay with the conventional or tradition manner to function and operate to stagger along in hoping to make good and healthy profits as previously achieved. The business landscape has changed and is ever changing with the emerging new technologies, and this will continue its path to disrupt businesses and if no attempt is made to adapt and adopt new and enhanced ways to conduct and run good and sound business processes, one will be left behind or simply will fade overtime due to the rising competition. More importantly, customer demands will vary and with it comes the customer engagements, service complexities to sustain and win the customers over for the long haul.

Organisations must evolve to innovate using every available option and opportunity otherwise even the most popular and best-selling item will lose its grip and recognition from customers who once valued the item to be the best they ever have purchased as it has a shelf-live.

Innovation will also mean doing it through the eyes of the customer touch points and data points gathered rather than simply following trends which may not work, as one idea or size does not fit all.

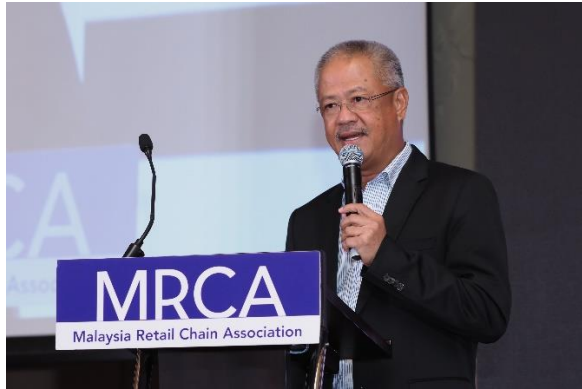
Business Processes and IT Processes must be embedded in the eco-system of the organisation so that there is the reliable and dependable data gathering initiative, process, and information eXchange policies set at various levels of management and workforce to align and stay with the “single” truth of the outcome.

All in all, business systems must capture all transactional and movements from all data points. In some businesses, there are also the so-called third-party engagement strategies to share data at the right level and with the right external party to keep them selective inclusive within the organisational eco-system, example of this is, customers, suppliers and so on. And so, this must be governed by the organisational Data Policies and so on.

Emerging technologies will provide organisations the opportunities to exploit in new ways to conducting business to eXcel and experience breakthroughs and bring current business strategies to new levels and be the game changer. When you make changes there must also be anticipated business and operational risks which must be mitigated in protecting the organization’s eco-system, inclusive of Data, Processes, People Identity, Business Systems and Appliances to protect and monitor so that organisations can operate and conduct all businesses in a safe environment, especially with cyber hacking which is on the rise.

Against this background we have aligned the respective topics listed below where the respective speakers will do knowledge sharing, and provide vital information pertaining to conducting business when you cross the digital lines, and we firmly believe that you will gain insights and perhaps revisit, restart or even reboot your business strategies to take advantage and reinvent your retailing business and experiences to sustain and perhaps break new grounds to reach greater heights in the new format, or exists in a hybrid model and be very competitive while mitigating business and digital risks that may arise.

Previous Event Photos



MRCA Retail Conference 2022: Xcrossing The Digital Line

15th July 2022, Friday | 8.00am – 6.30pm

Ballroom 1, Level 3, Kuala Lumpur Convention Centre



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Time	Program
08.00am – 09.00am	Arrival of Guests, Registration & Breakfast
09.00am – 09.05am	Emcee Welcome Remarks
09.05am – 09.25am	Speech by Organizing Chairperson Mr. Stan Singh
09.25am – 9.35am	Speech by MRCA President Mr. Sharan Valiram
9.35am – 10.20am	Keynote Session 1 Digital Retail Business – The Current State of Affairs Speaker: Dato’ Dan E Khoo, CEO of WITSA <ul style="list-style-type: none"> ➤ What’s Happening In Retail On The Emerging Technologies? ➤ Where Are We & Where is Malaysia Heading on the World Stage? ➤ Current Trends & What’s Up Next?
10.20am – 10.50am	Keynote Session 2 Global Trends Speaker: Mr. Dharmaraj Sivalingam, Senior Research Manager of IDC <ul style="list-style-type: none"> ➤ Where is Retail Heading Today? ➤ Challenges for Retailers ➤ Silver Lining Post Pandemic
10.50am – 11.35am	Technologies Breakthrough & Trends Speakers: 1. Ms. Catherine Lian, Managing Director of IBM 2. Mr. Gopi Ganesalingam, Senior Vice President of MDEC 3. Pointstar Moderator: Mr. Stan Singh <ul style="list-style-type: none"> ➤ Unlock This Mystery To Apply In Your Business ➤ Global Trends, Follow Or Don’t, Or Be Left Behind ➤ Retail vs Technology, Can Mix?

Time	Program
11.35am – 12.05pm	<p>eCommerce Exchange – Online & Offline Speakers: 1. Mr. Lim Ben Jie, <i>Group Head of Delivery of Airasia</i> 2. Mr. David Wong, <i>CEO of SNT Global</i> Moderator: Mr. Stan Singh</p> <ul style="list-style-type: none"> ➤ eCommerce, Are You Ready? ➤ O2O Insights & Pitfalls, Do you Know? ➤ Too Little. Too Late To Start?
12.05pm – 12.50pm	<p>Cybersecurity in Retail Business Speakers: 1. Mr. Clement Arul, <i>CEO of Cybertronium</i> 2. Veeam</p> <ul style="list-style-type: none"> ➤ Is Retail Cyberspace Secure To Operate? ➤ What Are The Dangers & Pitfalls? ➤ Understanding Hacker’s Mindset
12.50pm – 02.00pm	<p>Lunch</p>
02.00pm – 02.40pm	<p>Franchise Strategies Speaker: Mr. Albert Kong, <i>CEO of Asiawide Franchise Consultants</i></p> <ul style="list-style-type: none"> ➤ I Want To Expand My Business, how? ➤ Doing Business Beyond Borders, how? ➤ Get It, Start It, How, Where & Who?
02.40pm – 03.20pm	<p>Corporate Liability: If your Businesses at Risk? Speaker: Mr. Eddie Chuah, <i>Dispute Resolution Partner of Wong & Partners</i> Moderator: Dr. Afendi Dahlan</p> <ul style="list-style-type: none"> ➤ Where are the Pitfalls? ➤ What you know about the risk under Malaysian Anti-Corruption Commission Act? ➤ What must be done to mitigate against the risk?
03.20pm – 04.35pm	<p>5G In Retailing Speakers: 1. Mr. Fariz Hanapiah, <i>Creative Director of Experiential Design Team</i> 2. Mr. Wing K Lee, <i>CEO of YTL Communications</i> 3. Mr. Anthony Raja, <i>Managing Director of Korn Ferry</i> 4. Honeywell Productivity Solutions & Services Moderator: Mr. Stan Singh</p> <ul style="list-style-type: none"> ➤ Are We Ready and What to Expect? ➤ I Have Already Invested Using Current Technologies, So How? ➤ Is Malaysia’s Talent Ready for 5G Retailing?

Time	Program
04.35pm – 05.15pm	“Kill” The Copy Cat Speaker: Ms. Geetha Kandiah., Director of KASS International Moderator: Dr. Afendi Dahlan <ul style="list-style-type: none"> ➤ Don't let the Cat “Meow” ➤ Hazard to Pitfalls ➤ Winning Strategies
05.15pm – 05.45pm	Retailing Success Journey
05.45pm – 06.00pm	Recognition and Appreciation to Sponsors
06.00pm – 06.30pm	Tea Break
06.30pm – 06.45pm	Lucky Draw
06.45pm	Closing Remarks & End

Last Update: 14062022 (Subject to change)