



RETAIL CONGRESS ASIA PACIFIC

10-11 OCTOBER 2017
KERRY HOTEL | HONG KONG

Immediate Release

Retail Congress Asia Pacific Returns To Hong Kong With More Insights To Offer



HONG KONG, 7 September 2017 - Retail Congress Asia Pacific, Asia's leading annual retail event, returns to Hong Kong for the first time since 2011. Organised by World Retail Congress, the seventh Retail Congress Asia Pacific edition will be held on 10 and 11 October 2017 at the Kerry Hotel in Hong Kong, bringing together prominent retail leaders from across the region.

Themed “**Reshaping retail in Asia Pacific: Transform and Prosper**”, the two-day Congress features some of the brightest minds across the retail industry to discuss, debate and deliberate the critical issues that have been brought about by the rapid consumer adoption of digital and mobile channels at a speed and scale not seen anywhere else in the world. Like-minded delegates will further be inspired by thought-provoking keynotes from speakers including Guru Gowrappan, Global Managing Director of Alibaba Group, and José María Folache, CEO of Tous, Dustin Jones, Executive Vice President and Managing Director of Macy's China Limited, Frank Cancelloni, President – Asia Pacific of PVH Corporation and Sylvain Michel, Vice President Customer Experience of Lane Crawford.

“We are delighted to bring Retail Congress Asia Pacific 2017 back to Hong Kong after seven years. Hong Kong has a fantastic appeal for retailers across not only Asia Pacific but around the world too and our return to the city has already been very well received. This year's Retail Congress Asia Pacific programme has brought together some truly outstanding speakers who will be able to focus on the real issues facing retailers in this incredibly dynamic and fast-moving retail landscape,” said Ian McGarrigle, Chairman of World Retail Congress Global Series.

He continued, “Keeping abreast of the ever-changing retail market, Retail Congress Asia Pacific constantly evolves to help the industry better navigate this disruptive landscape. From insightful ideas and sharing on the intricacies of the Asia's rising retail business contributed by our stellar speakers, to the premium networking opportunities with fellow retailers and solution



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providers around the world, delegates will be guaranteed a highly valuable and enjoyable two days.”

The diverse, informative and thought-provoking Retail Congress Asia Pacific 2017 is fast approaching, so be sure to save the date and secure your place now. Stay tuned for event updates at <https://www.retailcongressasia.com/>.

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About Retail Congress Asia Pacific

Retail Congress Asia Pacific is the premier information and networking event for retail leaders in the region. Returning to Hong Kong for the first time since its launch in 2011, the Congress has since been to Beijing, Singapore and Kuala Lumpur. The 2017 Retail Congress Asia Pacific will engage more than 300 senior attendees who will play an active role in depicting a fresh direction for the retail market. CEOs and directors, innovation drivers and new industry disruptors are encouraged to market their knowledge and expertise.

This press release is distributed by 11K Consulting on behalf of Retail Congress Asia Pacific. For media enquiries, please contact:

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