



# RETAIL SUMMIT 香港零售高峰會 2021

# THE RISE OF NEW RETAIL NORMAL: RECOVER AND REVITALIZE UNDER ADVERSITY

## 香港零售新常態：「疫」境新動力



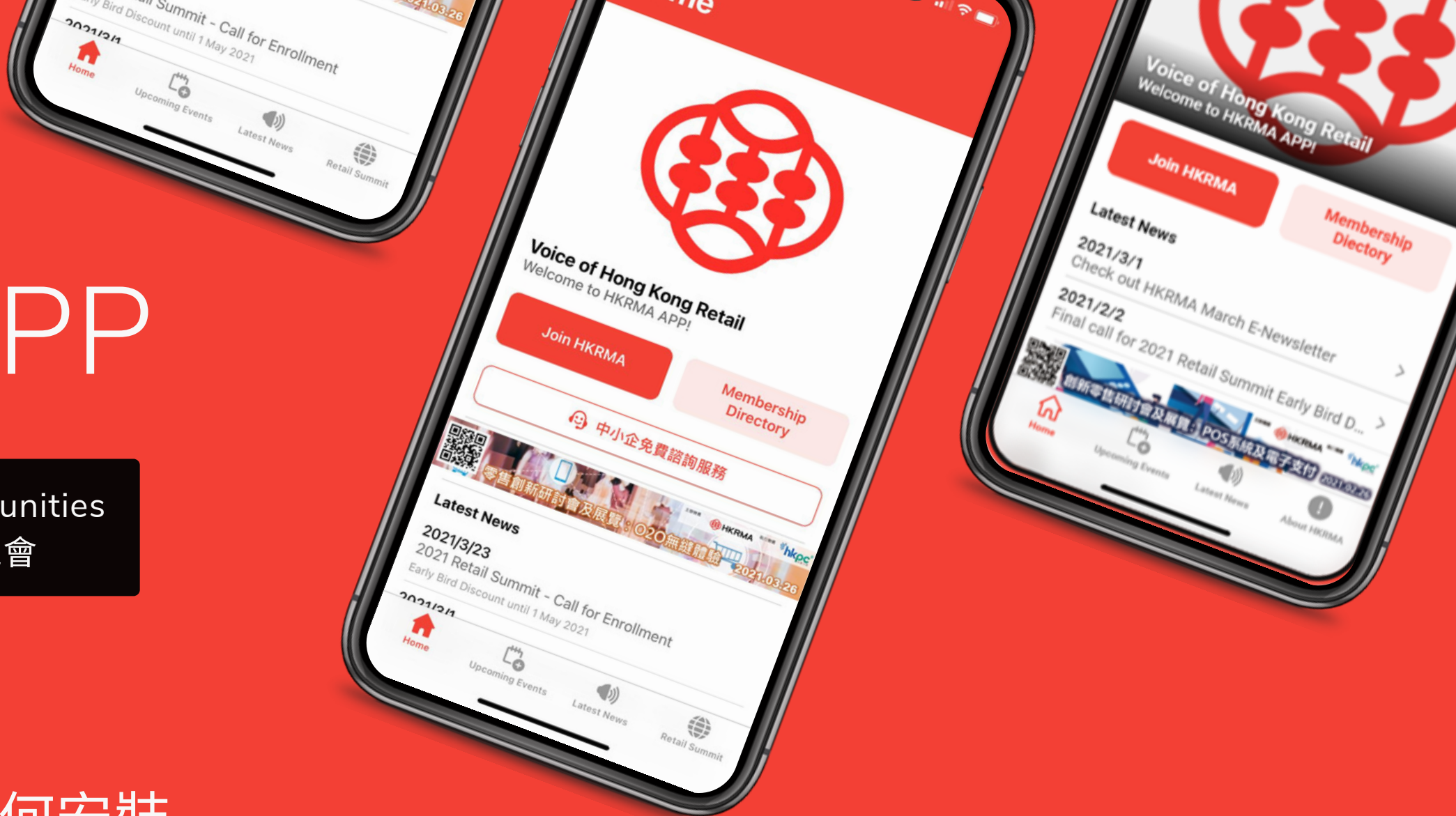
**4/F, HKPC, KOWLOON TONG WITH ONLINE LIVE STREAMING**  
**九龍塘香港生產力促進局4樓同時網上直播**

THURSDAY, 17 JUNE 2021  
2:15 PM - 5:15 PM

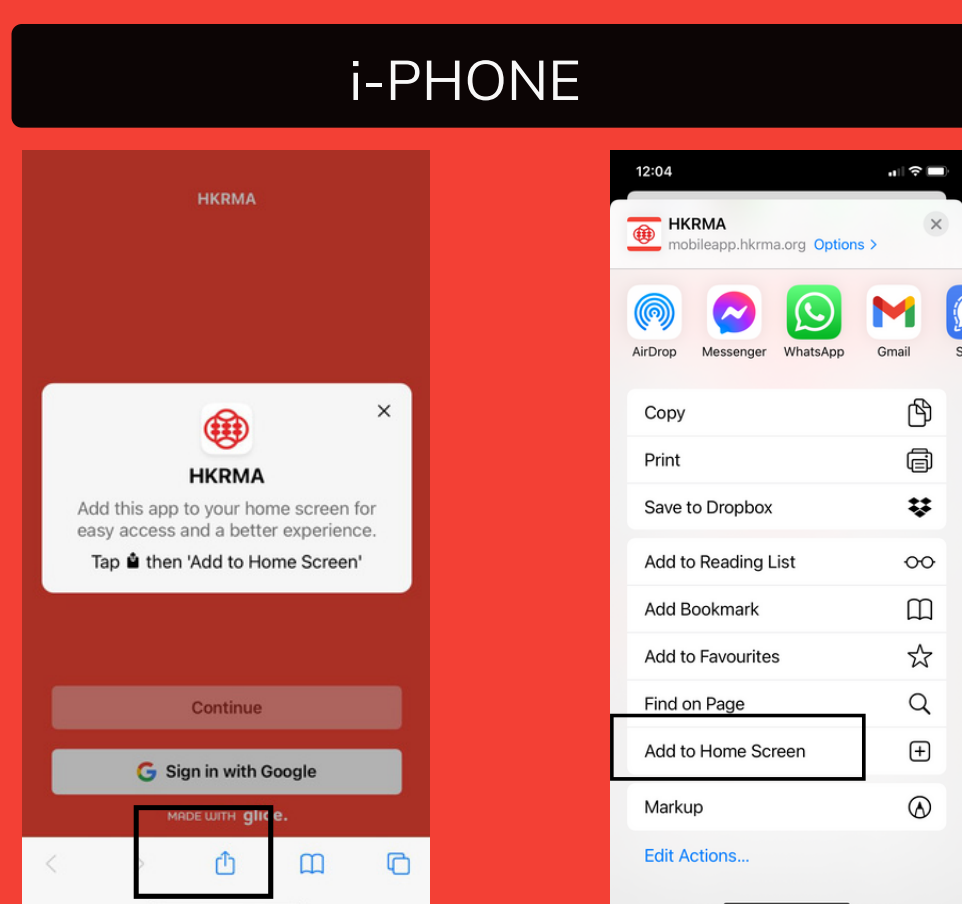


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# RETAIL SUMMIT 香港零售高峰會 2021

The business landscape has changed drastically due to COVID-19, and the retail industry is at the forefront of this transformation. At this Summit, inspiring entrepreneurs, corporate leaders and smart retail experts will shed light on how retailers should adapt to the new normal of pandemic impact, including how 5G technology can help expand retail business, innovative retail solutions to solve business challenges, and new service concepts in the changing customer journey.

新冠疫情令全球營商環境急劇轉變，零售業更加是首當其衝。2021香港零售高峰會邀請多位企業家、零售業界領袖以及科技專家將會分享疫情之下香港零售業如何「疫」境突圍，包括5G科技協助零售商開創新商機、創新零售技術方案解決業務轉型的挑戰、以及疫情過後的新零售服務理念。

## 會議流程 PROGRAMME RUNDOWN

### 致歡迎辭 Welcome Remarks



#### Mrs. Annie Yau Tse

Chairman & CEO, Tse Sui Luen Jewellery Co Ltd  
謝瑞麟珠寶（國際）有限公司 主席及行政總裁

#### Profile 簡歷

謝邱安儀女士於 2008 年晉身謝瑞麟集團主席，帶領和推動管理層沿著公司的願景和使命邁進，讓集團攀上新的高峯。集團總部設於香港，在大中華地區 130 多個主要城市及馬來西亞經營超過 450 間珠寶分店。在加入集團初期，謝太致力開拓集團企業資源規劃及透過業務流程再造帶動公司之管理達致現代化。加入謝瑞麟集團前，她曾於美國和香港資訊科技界的跨國企業工作。謝太畢業於美國波士頓大學，持有理學士學位，主修電腦工程。謝太是現任香港零售管理協會主席，現時亦為香港貨品編碼協會董事、香港品牌發展局理事會派任理事、珠寶業行業培訓諮詢委員會成員、及香港貿易發展局珠寶業諮詢委員會成員。自 2012 年以來，謝太多次獲頒領導榮譽，被公認為傑出的女性企業家，成就廣受各界肯定。

Mrs. Annie Yau Tse has been the governing leader of TSL Group since 2008. Through steering all senior executives towards the Company's vision and mission, she has brought the Group to new heights with currently over 450 jewellery boutiques spanning over 130 cities in the Greater China region and Malaysia, with the headquarters established in Hong Kong. In the early years at the Company, she pioneered the Group's Jewellery ERP discipline and modernised the Company's management through business process re-engineering. Prior to joining the Group, she worked for multi-national companies in the I.T. field of the USA and Hong Kong. She graduated from Boston University, USA and holds a Bachelor of Science degree in Computer Engineering. She is currently the Chairman of Hong Kong Retail Management Association, Director of GS1 Hong Kong, Nominated Member of Hong Kong Brand Development Council, Member of the Jewellery Industry Training Advisory Committee, and Member of HKTDC Jewellery Advisory Committee. She has won a number of leadership awards since 2012 and gained public recognitions as an outstanding female entrepreneur.



牛奶國際是亞洲領先的零售集團。  
秉承着凡事以顧客為先的精神，  
透過我們眾多深受信賴的品牌，  
致力為亞洲各地的顧客提供優質及  
超值的產品和服務，成為他們信任的店舖。



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THE DELICATESSEN



7-ELEVEN



MANNINGS



IKEA



GNC



yuu

\* The Dairy Farm Company, Limited 牛奶有限公司旗下Mannings Plus、Mannings Baby及GNC分別獲得香港零售管理協會「2020 最佳優質服務零售商 - 個人護理產品組別」、  
「2020 最佳優質服務零售商 - 嬰兒及兒童商品組別」及「2020 最佳優質服務零售商 - 健康產品組別」



# HKRMA 旗艦活動

由於數碼化、電子商貿和全渠道零售的快速發展，零售市場正急速地轉型和改革。  
協會透過舉辦不同旗艦活動推動香港零售業在智能零售方面轉型。

## 線上線下業務認證



### 優質服務認證

表揚及認證具優質服務的零售店舖 -  
新會員 50% OFF 優惠！



### 優質網店認證

認證優質網店以加強消費者於香港網店購物的信心  
(特設十大優質網店大獎) - 新會員 50% OFF 優惠！



### 網店服務供應商認證

認證優質網店服務供應商及釐定優質網店的指標  
助零售商發展網上零售業務



### 店舖防疫措施認證

認證於店舖實施防疫措施的零售品牌  
(特設抗疫措施表揚獎)

## 獎項及比賽



### 優質服務計劃

原名為神秘顧客計劃，是最佳評估店舖服務工具  
2021年7-9月季度評審現正接受報名



香港工商業獎  
2021-22  
HONG KONG  
AWARDS FOR  
INDUSTRIES

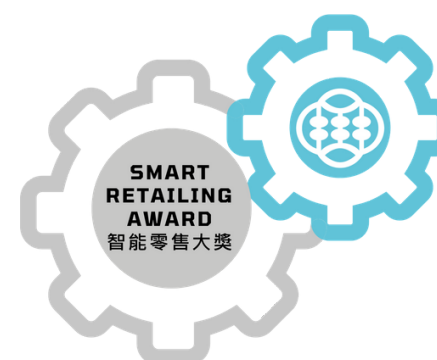
### 香港工商業獎 - 顧客服務

表揚提供優質顧客服務的機構  
現正接受報名 8月6日截止



### 傑出服務獎

激勵團隊和培養優質服務文化的零售業界比賽  
現正接受報名 8月2日截止



### 智能零售大獎

表揚具有前瞻性、智能及創新的理念及項目  
以助解決行業痛點及提升顧客體驗



# 第一節

## Session A

# Opportunities and Challenges brought by COVID-19

## 新冠疫情帶來的機遇及挑戰

This session will focus on the macro perspective about the opportunities and challenges of the retail industry under the impact of COVID-19 pandemic, and how retailers should equip and prepare for a very different new normal.

本環節將集中討論在新冠疫情全球大流行下，零售業的機遇和挑戰，零售商應如何裝備以應對完全不同的新常態。

**Keynote Speaker**  
主講及討論環節嘉賓



### Mr. Rune Jacobsen

*Managing Director & Senior Partner,  
Boston Consulting Group (BCG)*

*Boston Consulting Group (BCG)  
董事總經理、全球資深合夥人*

Profile  
簡歷

Rune Jacobsen is a Managing Director and Senior Partner leading the Hong Kong and Shenzhen office of the Boston Consulting Group. He has been with BCG since 1999 and has been specialized in Consumer & Retail since 2001. He was the founder of the Consumer and Retail Sector in BCG and was the European leader until 2008. From 2009, he led the Consumer and Retail Sector globally to become the largest and most specialized sector in BCG. In 2017, he stepped out of this role, moved to Hong Kong and took leadership of BCG in the Greater Bay Area.

Since 2018, Rune has taken BCG from 65 to more than 200 employees in the Greater Bay Area and established BCG's globally leading Digital Center in Shenzhen.

Rune specializes in the leadership and transformation of very large consumer and retail companies and has deep client experience from within the fashion & luxury, grocery, electronics, DIY and sporting goods sectors. Rune has extensive experience in leadership and change management, brand building, marketing, digital ecosystems, numerous digital use cases, and commercial and operational topics related to consumer and retail.

Prior to joining BCG, Rune Jacobsen, a graduate from Norwegian School of Management with Honors, worked as an Associate Director for Arkwright Ltd and as a Director for the Norwegian Centre for Media Economics (Research Centre BI). He received the Yankelovich Student of the Year Award at Norwegian School of Management in 1995 and spent one semester in Japan under the Mitsui Scholarship program.

Rune has a true passion for sailing and represented Norway in the Olympics in Barcelona in 1992.

Rune Jacobsen先生是BCG董事總經理兼全球資深合夥人，負責領導香港和深圳辦公室。他於1999年加入BCG，自2001年以來專注於消費品和零售行業。他創立了BCG消費品與零售專項，並於此後擔任該專項歐洲區負責人直至2008年卸任。自2009年起，他成為該專項的全球負責人，將其成功打造成BCG專業度最高的專項。2017年，他移居香港，轉而負責BCG大灣區的領導工作。

2018年以來，Jacobsen先生將BCG大灣區員工人數由65人擴增至200餘人，並在深圳成立全球領先的數字化中心。

他專攻大型消費品和零售企業的領導和轉型，客戶橫跨時尚和奢侈品、生鮮雜貨、電子設備、DIY和體育用品行業，深度了解領導力和變革管理、品牌建設、市場營銷、數字化生態、數字化應用場景以及其他與消費品和零售相關的商務和運營專題。

Jacobsen先生以優異成績畢業於挪威管理學院。加入BCG之前，他曾擔任Arkwright諮詢公司副董事、挪威傳媒經濟學中心（挪威管理學院下屬研究中心）主管。他於1995年榮獲挪威管理學院Yankelovich年度優秀學生獎，並在三井獎學金的贊助下赴日留學一學期。

Jacobsen先生熱愛帆船運動，曾於1992年代表挪威出戰巴塞隆拿奧運會。

#### Redefining the future of Hong Kong retail

Hong Kong has long remained a retail safe haven, thriving on abundant local wealth and a large tourism industry. However, the protests followed by COVID-19 have resulted in an urgent need for transformation and innovation. Rune Jacobsen, Senior Partner and Managing Director and former Global Head of Retail of BCG, will share his perspective on how, in the wake of the pandemic, Hong Kong's retailers should adapt to redefine the future of Hong Kong retail.

#### 重塑香港零售願景

香港一直以來是零售行業的避風港，盡享居民富足，旅遊興盛之利。然而，在社會運動和新冠疫情的雙重衝擊下，轉化和創新勢在必行。波士頓諮詢公司（BCG）董事總經理，全球資深合夥人兼零售專項前全球負責人Rune Jacobsen先生將分享見解，揭秘疫情之下香港零售界“疫”境突圍，制勝未來的破局之道。

Topic  
摘要  
Synopsis

**Keynote Speaker**  
主講及討論環節嘉賓



### Ms. Christina Wang

*General Manager, OnTheList*

Profile  
簡歷

Christina Wang is the General Manager for OnTheList Hong Kong, a pioneer luxury and lifestyle flash / friends & family sales start-up founded in Hong Kong in 2016, with presence across China, Singapore, Taiwan, Korea and Australia. She is leading OnTheList's scaling efforts and managing the company's presence in Hong Kong, growing and diversifying the brand portfolio as well as bringing innovative partnerships and collaborations.

Prior to joining OnTheList, Christina was the Head of APAC at Wolford AG where she oversaw the strategic development of the brand in Asia, successfully leading its expansion in Hong Kong, Macau, Korea and Japan. Christina has also served brands such as Givenchy for LVMH Group and Dunhill for Richemont Group where she managed wholesale development for the APAC region. Having over 15 years of experience in the luxury and technology space, Christina started her career with IBM in Beijing before attending ESSEC MBA in 2010 to follow her passion for luxury & fashion.

Christina Wang是初創企業尚列（OnTheList）香港區的總經理。尚列OnTheList是一家分設於香港，中國大陸，新加坡，台灣，韓國和澳大利亞的亞洲首家會員製品牌快閃優惠以及friends & family的銷售平台。Christina負責香港市場並致力於拓展尚列OnTheList的品牌佈局，創新和品牌的合作。

在加入尚列OnTheList之前，Christina是奧地利品牌Wolford亞太區市場負責人，負責亞太區的戰略發展其中成功拓展了香港、澳門、韓國和日本等市場的直營以及分銷網絡。Christina曾負責LVMH集團紀梵希品牌和歷峰集團登喜路品牌的亞太區批發貿易。Christina在奢侈品和科技行業有超過15年的豐富工作經驗。她的職業生涯始於

#### Turning Inventories into Opportunities

OnTheList, a startup company founded in 2016 offering Members-Only Flash Sales with both online and offline channel, was initially severely impacted by the hit of Covid 19. With OnTheList's unique culture established by its founders, OnTheList was able to identify business opportunities and swiftly expand product categories from fashion, beauty, lifestyle etc. into experience and services, accelerate e-commerce tremendously and continue to evolve its business model to offer extremely flexible solutions which focused on sustainability to its brand partners. In OnTheList, unconventional company culture led to unparalleled speed under difficult times, OnTheList has quickly become one of the most loved brands in Hong Kong and Asia.

#### 化庫存為機遇

OnTheList是一間由2016年於香港創立的初創公司，首個會員制快閃優惠線上線下同步的平臺。由創始人所帶來的獨特的企業文化，OnTheList能夠在疫情下發掘商機，迅速把產品類別從時尚，美容，酒等品牌擴展到體驗和服務，加速電子商務的發展，並利用電子購物的特點為不同的品牌合作夥伴提供靈活和主張可持續的解決方案。OnTheList獨特的企業文化令其在當前困境中仍能保持較快的發展速度，令其成為了香港和亞洲最受歡迎的品牌之一。

Topic  
摘要  
Synopsis



# 第一節 Session A

## Opportunities and Challenges brought by COVID-19 新冠疫情帶來的機遇及挑戰

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Panel Discussion Moderator  
討論環節主持人



**Mr. Andrew Yu**  
余偉傑先生

Vice Chairman, HKRMA &  
Director, Yue Hwa Chinese  
Products Emporium Ltd

香港零售管理協會副主席 及  
裕華國產百貨有限公司董事總監

Profile  
簡歷

Mr. Andrew Yu is Director of Yue Hwa Chinese Products Emporium Ltd. ("Yue Hwa"). He currently manages the group's retail operations, real estate investments and financial investments. Founded in 1959, Yue Hwa is a Chinese lifestyle department store chain that is committed to supply consumers with high quality Chinese products ranging from exquisite Chinese arts and crafts, traditional Chinese medicine, to daily necessities such as garments, clothing and foodstuffs. After joining his family business in 2013, Mr. Yu worked on brand remodeling, IT system and online store upgrades and O2O business transformation, endeavoring to drive Yue Hwa into a modern omnichannel international retail enterprise and platform.

Prior to joining Yue Hwa, Mr. Yu worked in Singapore's sovereign wealth fund, the Government of Singapore Investment Corporation Pte. Ltd., where he managed real estate investments in South East Asia and China for the fund from 2007 to 2012.

Mr. Yu graduated from Trinity College, University of Cambridge in 2007 with a Bachelor of Arts degree in Economics and was subsequently conferred the degree of Master of Arts (Cantab) in 2011. Mr. Yu earned his CFA Charter in 2011.

余偉傑先生，1986年出生於香港，祖籍廣東梅州。2007年畢業於英國劍橋大學三一學院，獲經濟科碩士學位。

畢業後，余先生遠赴新加坡，在2007年7月至2012年10月，擔任新加坡主權基金，即新加坡政府投資有限公司(GIC Pte. Ltd.)助理副總裁一職，曾在美國矽谷負責該司的北美創業基金投資、在新加坡負責該司的東南亞地產投資和在上海負責中國大陸的地產投資。現為特許金融分析師。

2013年2月，余先生回港加入家族生意裕華國產百貨有限公司，現任董事總監。回公司後，除了負責集團的日常運作、地產和金融投資之外，還開始了裕華國貨的品牌重塑、集團電腦系統升級及線上線下業務的重整，努力將裕華國貨打造成現代宣揚中華文化的國際O2O零售企業和平台。



2021

# 2021 傑出服務獎 現正接受報名

## 年度零售奧斯卡 萬勿錯過！

# 「疫」

# 轉服務新常態







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iAudience



iAccess



iNights



iActivate



ismartgo



iFANS INFLUENCER



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WeChat



Red



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Bilibili



Yizhibo



Kuaishou



iClick Interactive Asia Group Limited  
NASDAQ: ICLK  
www.i-Click.com  
sales\_hk@i-click.com



**iCLICK**  
INTERACTIVE

\*Source: In terms of gross billings in 2018, according to a report commissioned by us and prepared by Frost & Sullivan.



# 第二節 Session B

## New Retail Transformation 新零售轉型

This session will demonstrate innovative concepts on retail technology solutions, which could assist big and small retailers to solve business pain points and challenges amid transformation which is very much needed.

本環節將展示有關零售技術方案的創新概念，如何幫助大小型零售商解決轉型過程中的業務難題和挑戰。

**Keynote Speaker &  
Panel Discussion Moderator**  
主講及討論環節主持人



**Mr. Bruce Lam**  
林國誠先生

*Ex-Co Member, HKRMA &  
Managing Director, Consumer  
Mobile, CSL Mobile Ltd*

香港零售管理協會執委會成員 及  
CSL Mobile Ltd 董事總經理

### Profile 簡歷

林國誠擁有超過20年的電訊經驗，於2011年加入香港電訊，擔任CSL Mobile Limited董事總經理，負責香港電訊無線業務的整體策略規劃和企業決策，管理整個電訊無線業務銷售和營銷成效，以及帶領團隊制訂具創意及創新服務體驗。在他的領導下，CSL現在為香港市場佔有率最大的電訊商，並保持HKT在香港5G發展中的領導地位。

林國誠於2016年至2019年期間還兼任The Club HKT Limited的行政總裁，帶領The Club與數百家商戶夥伴合作，並運用大數據技術，令The Club在短時間內成為香港最傑出的會員獎賞計劃。

在加入HKT之前，林國誠是諾基亞香港和澳門區總經理，負責銷售和市場營銷、業務發展、傳訊、客戶服務、客戶關係管理及零售策略。

Lam Kwok Shing, Bruce, holds more than 20 years' experience in telecommunications and joined HKT in 2011, as the Managing Director of CSL Mobile Limited. He is responsible for the overall strategic planning and corporate decisions in HKT's wireless business, with key focus in sales and marketing performance. Under his watch, CSL now commands the largest market share in Hong Kong's telecommunications industry, and maintains HKT's leadership in the Hong Kong 5G development.

Lam also served as Chief Executive Officer of Club HKT Limited between 2016 and 2019. During his tenure, The Club applied the latest big data technologies to everyday operations and collaborated with hundreds of merchant partners to become the most prominent loyalty program in Hong Kong.

Before joining HKT, Lam was the General Manager for Nokia covering Hong Kong and Macau, and was responsible for sales & marketing, business development, communications, customer care and relationship management, as well as retail strategies.

**Panel Speaker 討論環節嘉賓**  
(2020 HKRMA Smart Retailing Award Winner「2020 HKRMA智能零售大獎」得主)



**Mr. Taurus Cheung** 張立志先生

*Co-founder & Director, Appcider Ltd – ShipAny  
Appcider Ltd – ShipAny 聯合創辦人*

ShipAny logistic platform supports multiple online stores and E-Commerce platform systems, addressing online stores' strong demand for logistic services.

ShipAny物流平台支援多個網店及電子商貿平台系統，讓中小企網店的網站直接與物流公司聯繫，為網店解決物流上的痛點。



**Mr. Keith Lee** 李敬峰先生

*Co-founder, Wee Creation Company Ltd – Mobile.Cards  
Wee Creation Company Ltd – Mobile.Cards 聯合創辦人*

Mobile.Cards provides a simple to manage membership system with sophisticated features. It also covers multiple aspects of loyalty programmes, addressing retailers' concerns on financial, operational, and functional standpoints.

Mobile.Cards按不同商戶經營模式及需求，推出會員積分、獎賞優惠、手機外賣落單及個人化電子券等手機應用程式。



**Mr. Patrick Tu** 屠厚鈞先生

*Co-founder & CEO, Dayta AI  
Dayta AI 聯合創辦人及行政總裁*

Dayta AI offers a cloud-based AI solution "Cyclops" that can connect most video cameras to acquire, evaluate and interpret in-store data, providing retailers with the most-needed customer intelligence to enhance the in-store shopping journey.

Dayta AI 推出"Cyclops"雲端人工智能分析方案，利用現有監控鏡頭錄像進行分析，其自動化收集數據功能，為零售商提供有用的顧客數據分析，藉此提升店鋪購物體驗。





三藩市式手藝批  
HAND CRAFTED



Pizza Hut三藩市式手藝批，受三藩市特色麵糰啟發，採用長時間低溫發酵，令麵糰充滿氣孔，加上獨特的搓壓技巧，做出批底鬆脆的外層與內裡綿密細緻的質感。

Pizza Hut's Hand Crafted Pizza is inspired by San Francisco-style sourdough. This pizza is made to order with low temperature fermentation and skillful, artisanal kneading techniques, it's crusty and bubbly, outside - airy and light, inside.

訂餐 order [www.pizzahut.com.hk](http://www.pizzahut.com.hk)



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Pizza Hut HK

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# 第三節 Survival of the Fittest - Innovative Retail Concepts

## Session C 汰弱留強 - 創新零售概念

In view of the unprecedented COVID-19 pandemic, this session will invite omni-channel retailers to share their innovative service concepts and successful examples in their journey of transformation especially facing the new normal of pandemic impact.

鑑於新冠疫情改變全球營商生態，本環節將邀請全渠道零售商分享其創新服務理念以及如何成功轉型，尤其是面對疫情過後的新常態。

**Keynote Speaker & Panel Speaker**  
主講及討論環節嘉賓



**Mr. Surrey Pau**  
包建豪先生

*Deputy General Manager,  
Smart Retail Department of  
China Operation and  
Management Center,  
Chow Tai Fook Jewellery  
Group*

周大福珠寶集團有限公司  
中國營運管理中心智慧零售部  
副總經理

Profile  
簡歷

講題摘要  
Synopsis

包建豪先生畢業於香港中文大學，於 2005 年加入周大福珠寶集團並服務至今，期間曾被派駐中國台灣、馬來西亞以及中國大陸華西區等地負責市場拓展、營運 及行政管理工作。現為本集團中國營運管理中心智慧零售部副總經理，負責集團創新項目及智慧零售管理工作。包建豪先生為法國巴黎高等商學院碩士（創新及企業家精神）。

Mr. Surrey Pau graduated from The Chinese University of Hong Kong and joined Chow Tai Fook Jewellery Group in 2005. In 2021 Surrey was appointed as Deputy General Manager in Smart Retail Department of China Operation and Management Center. He is responsible for innovation projects and smart retail management. For the past 15 years, he has stationed in Taiwan, Malaysia and the Western China Region for market expansion and operation. Surrey obtained an MSc of Innovation and Entrepreneurship at HEC Paris.

踏入“數據賦能”時代，智慧零售已成為未來零售行業的主要趨勢。遇上疫情，周大福加速了構建全渠道的零售業務體系，更了解社交網絡不單是線上購物的新動力，同時是零售商與顧客保持聯繫的強大渠道。

科技賦能對我們業務的未來至關重要。我們不斷提升 O2O 零售能力，並開拓顧客主導製造（「C2M」）的個性化生產業務模式，不斷改進雲櫃台、O2O 銷售渠道「雲商 365」及 D-ONE 珠寶定制線上平台等嶄新銷售概念，以臻完善。接下來我希望帶大家認識這些以科技推動的創新方案，隨著數碼化轉型，如何引領集團進入業務增長、效益提升的新時代。

Entering the new era of a Data-Driven mindset, ‘Smart Retail’ that converges digital and offline experiences is blossoming, offering an entirely new shopping experience without boundaries, and ultimately, to become insight-rich. With challenges arising from the evolving situation of COVID-19, Chow Tai Fook have quickly adjusted and adapted our business models to further enhance our omni-channel capabilities and to sharpen our focus on online-to offline (O2O) retailing. Social networking is a new driver of e-shopping nowadays and a powerful channel for retailers to stay connected with their customers, knowing that this genuine goodwill will prepare and keep your customers ready for a full return to business.

Secondly, digital empowerment is critical to the future of our business. Upgrading our O2O retailing capability with the Consumer to Manufactory (C2M) focus allows us to hone exciting concepts and sales such as Cloud Kiosk, O2O sales channel ‘CloudSales 365’ and D-ONE platform to perfection. In my session, I would like to walk you through our digital transformation solutions, and how they have sparked a new era of growth and efficiency for our business.

Clarice Au is the Managing Director of FORTRESS, the leading consumer electronics and home appliances retailer in Hong Kong, and a member of the A.S. Watson Group.

Clarice joined A.S. Watson Group in 1998 in its travel retail business Nuance-Watson (HK) for over 15 years of experience in the industry. She was appointed as the Managing Director of FORTRESS in 2018 and led the digital transformation of the business to become a lifestyle technology solution and service focused retailer.

FORTRESS was founded in 1975 as a Hong Kong Electricity Group tariff collection, promotion and sales centre. Today it has grown into the leading retailer of consumer electronics and home appliances in Hong Kong and Macau with over 70 retail outlets as well as online store. FORTRESS keeps evolving its business model to excite the customers. FORTRESS has launched new concepts and product experience zones in recent years, including TechLife concept store featuring smart and innovative products, Premium Living Zone, GameZ and Beauty Lab. Fortress has established Pro-Team to offer professional after-sales service with one-to-one personal consultations and experience workshops. It is also one of the first group of retailers that introduced Qualification Framework programme to provide accredited talent development programme for retail staff since 2013.

Clarice graduated with an MBA degree from the University of Bradford in the United Kingdom and Bachelor degree from the University of Hong Kong.

區文慧女士任職豐澤董事總經理。豐澤是全港最具規模電子產品及家庭電器連鎖店，為屈臣氏集團的零售業務之一。

區女士於1998年加入屈臣氏集團，擁有逾15年管理旅遊零售品牌Nuance-Watson (HK) 的豐富經驗。她於2018年委任為豐澤董事總經理一職，領導業務加速數碼轉型，成為以生活科技方案及服務為中心的零售商。

豐澤創立於1975年，當時為香港電力集團托收關稅的推廣銷售中心。現已於香港及澳門發展成為消費電子產品及家庭電器零售市場上的領導者，擁有逾70家零售專門店及eShop網店。豐澤不斷革新業務概念，務求為顧客帶來精彩購物體驗。最近，豐澤推出提供潮流智能產品的全新TechLife概念店，還有Premium Living專區、GameZ電競專區，以及Beauty Lab電子美容專區。此外，豐澤亦設立Pro-Team，為顧客提供專業的售後支援服務，包括「1對1實戰指導」及「功能體驗工作坊」。自2013年以來，豐澤更是首批引入資歷架構課程的零售商之一，為員工提供經認可的人才培訓課程。

區女士畢業於香港大學取得學士學位，並於英國的布拉福大學取得工商管理碩士學位。

Profile  
簡歷

講題摘要  
Synopsis

**豐澤開創O + O線下及線上零售新標準**

疫情持續，令各行各業尤其零售業帶來翻天覆地的改變，顧客的消費模式亦有所轉變。在新常態下，豐澤緊貼顧客需要，領先一步帶領行業開創O+O線下及線上零售新標準。豐澤董事總經理區文慧小姐將分享如何帶領團隊於「疫」境中靈活變通，與顧客緊密連繫，為他們帶來優質無縫的O+O購物體驗。

**FORTRESS Eyes O+O as the New Standard for Retail**

The ongoing COVID-19 pandemic has turned all industries especially retail sector upside down and changed the customer behaviors. In new normal, FORTRESS as the market leader eyes O+O (Offline plus Online) as the new standard for retail to serve customers’ needs. Ms. Clarice Au, Managing Director of FORTRESS, will share her perspective on how she leads the team to stay agile and connected with customers amid pandemic, delivering O+O shopping experience with excellence.

**Keynote Speaker & Panel Speaker**  
主講及討論環節嘉賓



**Ms. Clarice Au**  
區文慧女士

*Ex-Co Member, HKRMA &  
Managing Director,  
Fortress*

香港零售管理協會執委會成員  
豐澤董事總經理



# 第三節 Session C

## Survival of the Fittest - Innovative Retail Concepts 汰弱留強 - 創新零售概念

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**Keynote Speaker & Panel Speaker**  
主講及討論環節嘉賓



**Mr. Ryan Lai**

*Managing Director,  
foodpanda Hong Kong*

*foodpanda 香港  
董事總經理*

Profile  
簡歷

Ryan Lai is the Managing Director of foodpanda Hong Kong, overseeing the market's business operations. With extensive experience in big data and tech innovation, Ryan leads the growth and strategic development of Hong Kong's leading online food delivery platform. Prior to foodpanda, Ryan was Head of South East Asia and Head of Category Management of Automotive in Greater China at eBay, where he had successfully built the cross-border commerce ecosystem in Asia, enabling thousands of traditional retailers, distributors, and traders in Hong Kong, Taiwan, China and Southeast Asia to reach and connect with an unprecedented global audience. Ryan also channeled his passion and lent his expertise to building and coaching multiple incubated start-ups at the Hong Kong Science & Technology Park on key areas such as omni-channel commerce, big data and micro-influencer marketing.

賴偉昕先生為foodpanda香港董事總經理，負責區內整體業務營運。賴先生於大數據及科技創新領域經驗豐富，帶領香港具領導地位的外送平台不斷增長及策略性發展。加入foodpanda之前，賴先生為eBay東南亞區總經理及大中華區汽車分類總經理，任內成功打造亞洲跨區域商貿生態圈，讓數以千計在香港、台灣、中國及東南亞的傳統零售商、分銷商和貿易商，可以接觸和連結全球顧客。賴先生亦運用其專業知識和熱情，協助多個香港科學園區的多間初創企業發展，為他們提供全渠道零售、大數據、及微意見領袖行銷等主要範疇的指導。

講題摘要  
Synopsis

COVID-19 has the world navigating unprecedented waters and businesses have had to rethink strategies, stay agile and maintain relevance in order to break through the noise of the pandemic. I am excited to join this panel to discuss how foodpanda Hong Kong has been steering the course with the help of data and insights, technological innovation and sheer dedication, to grow our business beyond just food delivery. Leveraging existing capabilities, we have been working hard to stay ahead of the ever-changing environment, expanding our shops vertical and q-commerce focus to deliver whatever Hong Kong citizens want to their doorsteps in as fast as 20 minutes - from foodpanda mall which features many well-loved retail brands, to our own online store pandamart, offering thousands of groceries, daily necessities and more.

面對這前所未見的新冠肺炎疫情，世界各國都正想盡辦法，希望能夠早日渡過難關；商業機構亦同樣需重新擬訂策略、保持靈活性和緊貼社會狀況，才可在疫情期間保持優勢。我感到非常榮幸，能夠參與這次的專題討論小組，和大家分享foodpanda香港如何利用數據及相關分析、技術創新和投入，訂立發展方向，不斷擴展外賣送遞及其他業務。我們充份利用公司的條件和實力，在瞬息萬變的環境中保持領先，並集中於快商務模式，能夠最快20分鐘將顧客所需送達府上，比如foodpanda mall為顧客帶來各種受香港人歡迎的零售品牌，而pandamart則為我們自家的網上商店，提供即時便利的送遞服務，為香港人提供生活所需。

**Panel Discussion Moderator**  
討論環節主持人



**Mr. Ricky Szeto**

**司徒永富先生  
FCPA(Aust.), PhD, M.Th, MBA**

*Ex-Co Member, HKRMA &  
CEO & ED, Hung Fook Tong  
Holdings Ltd*

*香港零售管理協會執委會成員及  
鴻福堂集團控股有限公司  
行政總裁兼執行董事*

Profile  
簡歷

司徒永富博士於1999年起出任鴻福堂集團控股有限公司行政總裁兼執行董事。司徒博士現任香港理工大學會計及金融學院實務教授，並曾榮獲多項獎勵和名譽，包括「資本傑出領袖大獎2007」，2008年被評為「第八屆中國企業最具創新力十大領軍人物」、「中國最具社會責任感企業家」、亞洲企業商會「卓越企業家大獎2012」以及獲亞洲品牌協會頒發「亞洲品牌盛典2015中國（行業）品牌十大創新人物」。司徒博士獲政府委任多項公職，包括「伙伴倡自強」社區協作計劃諮詢委員會、整筆撥款督導委員會會員、促進殘疾人士就業諮詢委員會會員、香港旅遊發展局成員、社會福利諮詢委員會、零售業行業培訓諮詢委員會等公職，亦是現任香港零售業管理協會執委、香港復康會執行委員會副主席，以及香港專業人才服務機構主席。

Dr. SZETO Wing-fu Ricky FCPA(Aust.), PhD, M.Th, MBA

Dr. Szeto Wing-fu Ricky has been the Chief Executive Officer and Executive Director of Hung Fook Tong Group Holdings Limited since 1999. Dr. Szeto is currently a Practice Professor of the School of Accounting and Finance, the Hong Kong Polytechnic University.

Dr. Szeto has won numerous accolades during his career, including a Capital Leaders of Excellence 2007 Award, and was named the 2008 Top Ten Chinese Enterprise Creative Leader, and the China Social Responsibility Entrepreneur 2008, Enterprise Asia Outstanding Entrepreneurship Awards 2012 and Top Ten (Industry) Innovation Personality Award 2015 by Asia Brand Association. He is appointed by the government and its agencies to serve a member of various public service committees, including the Advisory Committee on the Enhancing Self-Reliance Through District Partnership Programme (ESRAC), the Committee on Lump Sum Grant Steering, the Advisory Committee on Enhancing Employment of People with Disabilities, the Committee on Hong Kong Tourism Board, the Social Welfare Advisory Committee and Industry Training Advisory Committee. Dr. Szeto is currently the Executive Committee of Hong Kong Retail Management Association and the Vice-Chairman of the Executive Committee of The Hong Kong Society for Rehabilitation. He is also the chairman of the Hong Kong Professional and Educational Service (HKPES).





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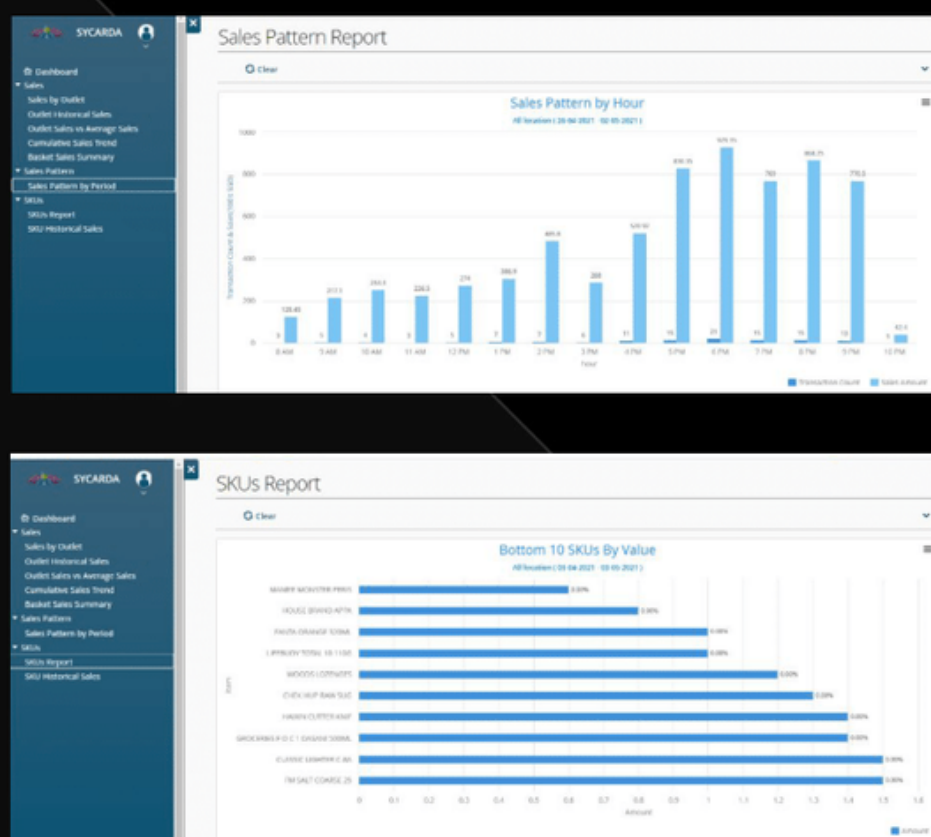
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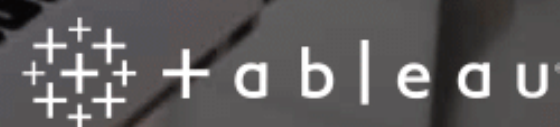
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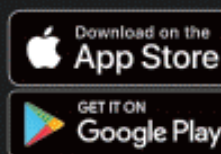


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