

13TH ECR ASIA PACIFIC CONFERENCE & EXHIBITION

2012

15 -17 MAY 2012
THE RITZ-CARLTON, MILLENIA SINGAPORE
WWW.GS1.ORG.SG/ECR_AP2012.ASP



TOUCHING LIVES, IMPROVING VALUE

CO-ORGANISED BY:



Message from ECR Asia Pacific Co-Chairs, Alex von Behr & Anthony Rose

Asia-Pacific's most important gathering of Suppliers, Retailers, Manufacturers & Distributors will be in

Singapore 15 – 17 May 2012

Dear Delegates,

It is a great honour to invite you to participate in the 13th ECR Asia Pacific Conference & Exhibition, which will take place in Singapore from 15 to 17 May 2012. The ECR movement in Asia has gained significant momentum over the past 13 years as suppliers, manufacturers and retailers seek to increase collaboration across the entire value chain.

The conference will focus on sharing best practice experiences around the region, and will enable you to interact with the ECR community to engage on the directions and advances in the FMCG industry. Through a combination of CEOs' session, plenary presentations, break-out sessions, panel discussions and a marketplace exhibition, we are confident that the conference will also provide you with a platform to explore ideas and learn about the industry trends and supply chain technologies that will revolutionise the industry as we seek to touch lives and increase the value we deliver to our consumers.

We look forward to seeing you in May 2012.

Venue Information:



THE RITZ-CARLTON®
MILLENIA SINGAPORE

The Ritz-Carlton, Millenia Singapore
7 Raffles Avenue, Singapore 039799
Visit www.ritzcarlton.com/hotels/singapore



The 13th ECR Asia Pacific Conference & Exhibition will be held at Singapore's most distinctive hotel. Located in Singapore's new largest & fastest growing business and commercial centre, the hotel is a five-minute walk from the MRT (public transportation) and a 20-minute drive from Changi International Airport. The 32-storey Ritz Carlton Hotel is a seven acre garden oasis, strategically located in the heart of Marina Centre offering a mix of commercial, retail, entertainment and recreational facilities.



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15 - 17 May 2012

Touching Lives, Improving Value

15 May 2012 (Tue) : ECR AP COUNCIL MATTERS (BY INVITATION ONLY)	
15:00 – 18:00	ECR Asia Pacific Executive Council Meeting <i>(for Council Members only)</i>
ERC AP COUNCIL DINNER	
18:00 – 20:00	ECR Asia Pacific Executive Council Dinner <i>(for Council Members only)</i>

PRE-CONFERENCE SITE VISIT / OPTIONAL TOUR (PRE-REGISTRATION REQUIRED)	
13:00 – 17:00	Conference Pre-Registration
13:30 – 14:00	Site Visit / Optional Tour Registration
14:00 – 17:00	Site Visit / Optional Tour

Site Visit

- PSA Port Tour
- Asia Pacific Breweries Plant Tour
- WLNA Cold Distribution Centre Facility Tour

Optional Tours

- City Sightseeing Singapore Tour
- Duck & Singapore Flyer Tour
- Bukit Timah Nature Walk

NOTE: All site visits and optional tours are chargeable and require pre-registration and payment. For PSA Port Tour, participants are required to provide Full Name and Passport ID one month prior to site visit date for authority's approval. There is a strict constraint for number of visitors per visit and therefore registration will be on a first come first served basis.

16 May 2012 (Wed) - DAY 1 : PROGRAMME SCHEDULE	
08:30 – 09:00	Registration
PLENARY 1 : OFFICIAL OPENING OF CONFERENCE	
09:00 – 09:20	Joint Welcome Address – ECR Asia Pacific Vision Alex von Behr & Anthony Rose , Co-Chairs of ECR Asia Pacific Tetsu Tomonaga , General Manager of The Consumer Goods Forum
09:20 – 09:30	Opening Address by Guest-of-Honour (GOH)
09:30 – 10:10	Joint Keynote Address Scott Price , CEO, Walmart Asia Harish Manwani , COO, Unilever
10:10 – 10:15	Official Opening of the 13th ECR Asia Pacific Conference & Exhibition by Guest-of-Honour Alex von Behr and Anthony Rose , Co-Chairs of ECR Asia Pacific Tng Ah Yiam , Co-Chair of ECR Singapore GS1 Singapore



16 May 2012 (Wed) - DAY 1 : PROGRAMME SCHEDULE

PLENARY 2 : WHAT IS UP THERE?

10:15 – 11:00	CEOs' Panel Session – How Does FMCG Touch Lives and Improve Value? Scott Price, CEO, Walmart Asia, Harish Manwani, COO, Unilever, Seah Kian Peng, CEO, NTUC FairPrice Moderator: Chris Cave Jones, IBM Global Business Services
11:00 – 11:45	Visiting of Exhibition by Guest-of-Honour Cum Networking Break

PLENARY 3 : CUSTOMER VALUE

11:45 – 12:15	 Creating Customer Value through Operational Excellence Paul Gallagher, Supply Chain Director Asia Pacific, DIAGEO
12:15 – 12:45	Improving Customer Value for Touching Lives through Local Food Management Dr. Ahn Jae-Myung, CEO, RetailTech Co. Ltd
12:45 – 13:15	<RESERVED>
13:15 – 14:30	Luncheon & Exhibition

PLENARY 4 : CONSUMER TRENDS

14:30 – 15:15	  Attracting The Next Generation of Asian Shoppers - The latest study of the Coca-Cola Retailing Research Council Asia Seah Kian Peng, CEO, NTUC FairPrice Lies Ellison-Davis, Head of Shopper Marketing, Kantar Retail Asia
15:15 – 15:45	 Marketing Officer Survey Patrick Medley, Global Lead Partner, IBM Global Business Services
15:45 – 16:15	Networking Break & Exhibition
16:15 – 16:45	 Delivering the Goods: Technology Investments that Boost Consumer Packaged Goods Performance Terence Foo, Partner, Products Lead - Malaysia & Singapore, Accenture
16:45 – 17:00	Q & A, Closing Remarks

16 May 2012 (Wed) - DAY 1 : WELCOME COCKTAIL

17:00 – 19:00	 Welcome Address by Tng Ah Yiam, Co-chair of ECR Singapore Cocktail & Networking
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17 May 2012 (Thu) - DAY 2 : PROGRAMME SCHEDULE




PLENARY 5 : ECR AWARDS TOP 3 PRESENTATION

08:30 – 09:00	Registration & Exhibition
09:00 – 10:30	Top 3 ECR Award Presentation
10:30 - 11:00	Networking Break & Exhibition






17 May 2012 (Thu) - DAY 2 : PROGRAMME SCHEDULE

PLENARY 6 : SUSTAINABILITY

11:00 – 11:30	Sustainability Performance Management : How CFOs can unlock value? Paul Prendergast , Partner, Consumer Goods & Services Lead - Asean, Accenture
	
11:30 – 12:00	Sustainability – The Need For Collaboration Nigel Bagley , Director of Industry Affairs, Global Consumer Development, Unilever
	
12:00 – 12:30	Growing Responsibly – How to Turn CSR into A Platform for Business Partner and Employee Engagement Rene T. Co , General Manager of External Relations, Procter & Gamble
	
12:30 – 14:00	Luncheon & Exhibition

PLENARY 7 : CONCURRENT TRACKS

A - Supply Chain Track		B –Project Work	
14:00 – 14:30	Backhaul Green Logistics – Cost Win-Win David Ingram , Supply Chain Vice-President North Asia, Unilever	 	On Shelf Availability (OSA) Ian Williamson , Managing Consultant-Consumer Products, Accenture Singapore Alfons Van-Woerkom , Customer Service Director Asia/AMET/Russia Unilever Jeffrey Jotie , Head Regional Customer Service & Supply Chain Capability, DIAGEO
14:30 – 15:00	Last Mile of Distribution Toby Black , Senior Vice-President Customer Solutions and Strategy, CHEP		Standard-Based Cold Chain Management Lawrence Low , Food Safety Director Gourmet Food Safety Consultancy
14:30 – 15:30	Integrated Information Flow to Enhance Supply Chain Efficiency Denny Yang , Head of Supply Chain Management & Logistics, METRO China		Global Consumer Goods Forum's Annual Compliance Survey Chris Cave Jones , Director of Consumer Products Industry Centre of Competence IBM Global Business Services
15:30 – 16:00	Networking Break & Exhibition		

PLENARY 8 : ECR ASIA PACIFIC AWARD 2012

16:00 – 16:30	Judges' Summary & Results followed by ECR Award Presentation
ECR ASIA PACIFIC CONFERENCE & EXHIBITION CLOSING CEREMONY	
16:30 – 16:45	Closing Speech by ECR AP Co-Chairs and hand-over ceremony to the next hosting country for the 14th ECR Asia Pacific Conference ECR Asia Pacific Co-Chairs & next hosting country representative
16:45 – 16:55	Speech by next hosting country & video presentation
16:55 – 17:00	End of Conference



13th ECR Asia Pacific Conference & Exhibition

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REGISTRATION FORM

* Please complete this form clearly and e-mail or fax it to the ECR Singapore Secretariat by **30 April 2012**
 * A confirmation letter will be sent by e-mail or fax upon receipt of your duly completed registration form and payment.

PART 1 : PERSONAL INFORMATION (Fields marked with asterisks(*) are mandatory)

* Title Mr. <input type="checkbox"/> Ms. <input type="checkbox"/>	Preferred Name for Badge
* First Name	* Last Name
* Company / Organization	Job Title
* E-mail	* Telephone (Country code) – (Area code) – ()
Mobile (Country code) – (Area code) – ()	Fax (Country code) – (Area code) – ()
* Mailing Address	
* Postal Code	* Country

PART 2 : REGISTRATION FEE SELECTION

2-Day Conference Fees (per delegate based on single room rate with breakfast)	Early Bird from now till 31 Mar 2012*			Regular from 1 Apr 2012 onwards		
	Conference Only	Conference + 1N hotel stay	Conference + 2N hotel stay	Conference Only	Conference + 1N hotel stay	Conference + 2N hotel stay
ECR / GS1 / SMA Members	SGD700.00 <input type="checkbox"/>	SGD1,150.00 <input type="checkbox"/>	SGD1,600.00 <input type="checkbox"/>	SGD800.00 <input type="checkbox"/>	SGD1,255.00 <input type="checkbox"/>	SGD1,715.00 <input type="checkbox"/>
Non Member	SGD800.00 <input type="checkbox"/>	SGD1,260.00 <input type="checkbox"/>	SGD1,710.00 <input type="checkbox"/>	SGD910.00 <input type="checkbox"/>	SGD1,365.00 <input type="checkbox"/>	SGD1,815.00 <input type="checkbox"/>
Date & Time	(Please choose only one activity x)					
15 May 13:30 – 17:00	PSA Port Tour	<input type="checkbox"/> SGD30.00				
	Asia Pacific Breweries Plant Tour	<input type="checkbox"/> SGD30.00				
	WLNA Distribution Centre Facility Tour	<input type="checkbox"/> SGD30.00				
	City Sightseeing (Bus Tour + Boat Cruise)	<input type="checkbox"/> SGD33.00 (per adult)				
	DUCK with Flyer (DUCK Tour + Singapore Flyer)	<input type="checkbox"/> SGD49.00 (per adult)				
	Bukit Timah Nature Walk	<input type="checkbox"/> SGD30.00				
Total Amount (Registration Fee + 7% Goods & Services Tax)	SGD _____					

NOTE : The rates all inclusive of 10% service charge (room only) + 7% GST.
 Group registration from the same company of minimum 3 delegates enjoys 10% discount off the conference fee.
 (not applicable to early bird special rate)

* Early Bird payment must be received by 31 March 2012



PART 3 : PAYMENT METHOD (Please tick the relevant payment option)

Bank Transfer <input type="checkbox"/>	<ul style="list-style-type: none"> • Bank Name : The Hong Kong and Shanghai Banking Corporation Limited • Account No.: 7232-041-690751-001 • Account Name: GS1 Singapore Limited • Swift Code: HSBCSGSG • Bank Address: 21 Collyer Quay #01-01, Singapore 049320
	<p>* Please send a copy of bank transfer receipt along with the completed registration form to the secretariat by fax or e-mail. The participant's name must be indicated on the receipt.</p> <p>* Please ensure that the exact total amount (excluding bank charges) of your registration fee is transferred into the account above.</p> <p>* All bank charges for transferring the fee must be paid by registrant.</p>
Bank Drafts <input type="checkbox"/>	<p>* Crossed cheque, bank draft or money order, payable to 'GS1 Singapore Limited' and submitted attached with this form to – 2 Bukit Merah Central #03-00, SPRING Singapore Building, Singapore 159835</p>
Credit Card <input type="checkbox"/>	<p>Please charge my credit card account for the amount S\$ _____</p> <p>Card Type: <input type="checkbox"/> Visa <input type="checkbox"/> MasterCard</p> <p>Card number: _____</p> <p>Name on card: _____</p> <p>Expiry: _____ / _____ Authorised signature: _____</p>

PART 4 : OFFICIAL PROGRAMME

Date & Time	Program	Attendance
16 May 17:00–19:00	Welcome Cocktail	<input type="checkbox"/> Yes <input type="checkbox"/> No
Special Dietary Requirement	<input type="checkbox"/> Vegetarian <input type="checkbox"/> Muslim	

PART 5 : ONE-TO-ONE SESSION (Please tick)

<input type="checkbox"/>	I would like to speak to a SAP representative to explore potential solutions for my organisation. Please contact me for the schedule.
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CANCELLATION POLICY

No cancellation will be allowed upon registration, but attendance by a replacement delegate from your company is allowed. We regret that no refund will be made for cancellation or non-attendance.

CONTACT

The ECR Singapore Secretariat, 2 Bukit Merah Central #03-00, SPRING Singapore Building, Singapore 159835
 Tel: + 65-68263 082 / + 65-68263 081 Fax: +65-68263 070 Email: ecr-ap2012@gs1.org.sg
 Website: www.gs1.org.sg/ECR_AP2012.asp
 Please contact Nancy Quek / Andy Siow



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