



13TH ECR ASIA PACIFIC CONFERENCE & EXHIBITION

15 May 2012 to 17 May 2012 (Tues to Thurs)

“Touching Lives, Improving Value”

Target Audience: This conference is organised by the Efficient Consumer Response (ECR) Asia Pacific Council. The target size of 380 participants will consist of CEOs, COOs, senior management staff, vendors, practitioners, consultants, government agencies, researchers from the FMCG retail, logistics, supply chain and manufacturing industries.

Objectives of Conference: The conference is a network session for the FMCG ECR community to touch base on the directions and advances in our industries. FMCG industry drives major economic growth touching each and every individual lives across the globe. At this conference we will examine how FMCG can improve consumers’ value as well.

15 May 2012 (Tues) : ECR AP COUNCIL MATTERS	
09:00 – 12:00	ECR Asia Pacific Executive Council Meeting
ERC AP COUNCIL-CEO SESSION	
12:00 – 13:00	ECR Asia Pacific Executive Council Lunch
PRE-CONFERENCE SITE VISIT / OPTIONAL TOUR	
09:00 – 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 the number of visitors per visit and therefore registration will be on a first come first serve 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
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 13th Annual ECR Asia Pacific Conference & Exhibition by Guest-of-Honour ECR Asia Pacific Co-Chairs – Alex von Behr & Anthony Rose ECR Singapore Co-Chair – Tng Ah Yiam Representative from Host GS1 Singapore
10:15 – 11:00	Visiting of Exhibition by Guest-of-Honour cum Networking Break
PLENARY 2 : WHAT IS UP THERE? Listen to CEOs share their thoughts and views of the FMCG industry.	
11:00 – 11:45	5 Pillars of Consumer Goods Forum (CGF) Jean-Marc Saubade, Managing Director, Consumer Goods Forum
11:45 – 12:30	CEOs' Panel Session – How Does FMCG Touches Lives and Improves Value? Scott Price, CEO, Walmart Asia Harish Manwani, COO, Unilever Seah Kian Peng, CEO, NTUC FairPrice Moderated by Chris Cave Jones, IBM Global Business Services
12:30 – 14:00	Luncheon & Exhibition
PLENARY 3 : CONSUMER TRENDS. Experts will share their research and survey findings on consumer behavior.	
14:00 – 14:40	Attracting The Next Generation of Asian Shoppers Seah Kian Peng, CEO, NTUC FairPrice Lies Ellison-Davis, Head of Shopper Marketing, Kantar Retail Asia
14:40 – 15:10	Marketing Officer Survey Patrick Medley, Global Lead Partner, IBM Global Business Services
15.10 – 15.40	Networking Break & Exhibition
15:40 – 16:20	Delivering the Goods: Technology Investments that Boost Consumer Packaged Goods Performance Terence Foo, Partner, Products Lead – Malaysia & Singapore, Accenture
16:20 – 16:30	Q & A, Closing Remarks
16.30 – 17.00	Networking Break

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

17:00 – 19:00	Joint Welcome Address by Tng Ah Yiam, Co-chair ECR Singapore & Sponsor Cocktail & Networking
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17 May 2012 (Thurs) - DAY 2 : PROGRAMME SCHEDULE		
PLENARY 4 : ECR AWARDS TOP 3 PRESENTATION. Hear how ECR members' projects help to realize benefits and contribute to the development of ECR.		
08:30 – 09:00	Registration & Exhibition	
09:00 – 09:30	Presentation 1	
09:30 – 10:00	Presentation 2	
10:00 – 10:30	Presentation 3	
10:30 – 11:00	Networking Break & Exhibition	
PLENARY 5 : SUSTAINABILITY. Learn how responsible manufacturers and retailers are examining the framework surrounding the principles of sustainability – specifically the environmental, economic and social aspects.		
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, Unilever	
12:00 – 12:30	Corporate Social Responsibility Rene Co, Procter & Gamble	
12:30 – 14:00	Luncheon & Exhibition	
PLENARY 6 : Concurrent Tracks		
	A - Supply Chain Track	B – ECR Committees & Project Work
14:00 – 14:30	Backhaul Green Logistics – Cost Win-Win Addy Chen, Director, Unilever China Ann Liu, Director, Walmart China	On Shelf Availability (OSA)
14:30 – 15:00	Last Mile of Distribution Nigel Branch, President of South East Asia, CHEP	Standardization & Implementation of Cold Chain Management Lawrence Low, Food Safety Director, Gourmet Food Safety Consultancy
15:00 – 15:30	Integrated Information Flow to Enhance Supply Chain Efficiency Metro Jinjiang Cash & Carry China	Score Card Chris Cave Jones, IBM Global Business Services
15:30 – 16:00	Networking Break & Exhibition	
PLENARY 7 : 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	