

DATA ANALYTICS FOR RETAIL @ ECR SINGAPORE CEO FORUM 2018

In a world where digital information is easily available to consumers, business owners no longer have the upper hand in their interactions with buyers.

Singapore Manufacturing Federation (SMF)'s business unit, GS1 Singapore organised the **ECR Singapore CEO Forum 2018** on 26 July 2018. Themed "**Business no longer as usual: Acquire & Retain Customers + Minimise Supply Chain Costs in the Age of the Connected Consumer**", the forum was presented by the Efficient Consumer Response (ECR) Singapore Council. The aim is to help businesses involving in the retail industry, be able to enhance consumer buying experience and improve supply chain efficiency through the effective use of data analytics.



Mr Seah Kian Peng, CEO of NTUC FairPrice Co-operative Limited, delivering his keynote speech to more 160 brand owners, suppliers, retailers, e-Tailers, solution providers and supply chain professionals

Attracting more than 160 brand owners, suppliers, retailers, e-Tailers, solution providers and supply chain professionals, the participants came with the hope of gaining more knowledge from industry experts. One of

them was POKKA International Pte Ltd, a company that manufactures and markets a wide range of beverages and one of their key brands is “POKKA”. Having attended the event for a third year running, the Product Manager from the Marketing Division of POKKA International Pte Ltd, Mr. Jeremy Yeo said that he has “gain a lot of knowledge every session from the keynote speakers.” He further added, “The forum has very specific topics that enable us to understand the market better year-on-year. We look forward to attend the forum every year so that we are updated with the latest market trends, and what our industry partners are doing so that we can better prepare for the future.”



Delegate getting to know GS1 Singapore’s latest Digital Content Creation for products, [The DNA Hub](#)

Lucky draw sponsored by Shping

Industry experts from Google, Shping™, OpenText, SingTel, FrieslandCampina, NTUC FairPrice, and GS1 Singapore shared their expertise, products, markets trends and different perspectives in the user experience and how to connect to the consumers. OpenText for example,

shared that businesses must be mindful of the supply chain as it also plays a key part in the user experience. “There are three things that plays a part in the user experience; whether the product is in stock, the packaging, and the delivery.” Said Ms. Janet Chong, Customer Manager of OpenText (Asia) Pte Ltd., “If any of these points are not met, consumers will be disappointed. Therefore, we need to build a customer-centric supply chain.”



The team from Opentext with GS1 Singapore’s CEO Mr. Liew Wai Leong



Mr Luc Wong Lun-Hing during the Q&A session

Another industry expert from FrieslandCampina (Singapore) Pte Ltd, the Head of E-Commerce Mr. Luc Wong Lun-Hing shared his experience on building the e-Commerce business for Dutch Lady and Friso. He further shared how through data, business owners will be able to cater to the consumers' needs and build their branding in the process. "I

am very honoured to be invited to be presenting amongst such highly respected speakers, especially since I have only been in Singapore for the past four months" said Mr. Wong, "I really support this kind of forums because it gets people and businesses together. I especially agree with the CEO of NTUC FairPrice, Mr. Seah Kian Peng that through these forums, it will spark new ideas and insights. So I really hope that through my presentation, I may also contribute to sharing new ideas to the people."

This is the fourth year that GS1 Singapore, Secretariat of the ECR Singapore Council, organised the ECR Singapore CEO Forum. Every year, the forum covers different topics that are key to the retail industry. Last year, the forum covered on the future of value chain in the connected marketplace for the connected consumers.



Launch of Shping Solution at the Forum



The speakers at the forum together with the ECR Singapore Co-Chairs Mr. Tng Ah Yiam (extreme left) and Mr. Alain Ong (3rd from right) and GS1 Singapore CEO, Mr. Liew Wai Leong (extreme right). Speakers from left to right: Mr. Andy Siow (Manager, Technical Services and Operations, GS1 Singapore), Mr. Luc Wong Lun-Hing (Head of E-Commerce, FrieslandCampina (Singapore) Pte Ltd), Mr. Seah Kian Peng (CEO, NTUC FairPrice Co-operative Limited), Ms. Catherine Candano (Head, Data Platforms (South East Asia), Google Analytics 360 Suite), Mr. Gennady Volchek (Founder and CEO, Shping™ Singapore Pte Ltd) and Ms. Janet Chong (Customer Manager, OpenText (Asia) Pte Ltd).