
Efficient Consumer Response (ECR) Singapore CEO Forum well received by retailers

If a packed NTUC Fairprice Auditorium was anything to go by, the 2016 ECR Singapore CEO Forum held on 25th May was clearly well-received and hugely successful.

Some 160 brand-owners, retailers, manufacturers and suppliers attended this year's ECR Singapore CEO forum, co-organised by ECR Singapore and GS1 Singapore. They were all keen to learn about the latest trends and the best industry practices that will enhance consumer shopping experiences, consumer safety and operational efficiency.



Delegates receiving goody bags upon registration

With the theme "Sustainability – Safety – Success", the forum featured five speakers each bringing different perspectives of the retail industry, including a keynote presentation by Mr Seah Kian Peng, CEO, NTUC Fairprice Co-operative Limited. Mr Alain Ong, Co-Chair, ECR Singapore and CEO of Pokka International Pte Ltd gave the opening address.

In his keynote presentation entitled "Drivers that Will Shape the Future Retail Landscape", Mr Seah highlighted that the Internet of Things is set to become the key driver in transforming the retail landscape, bringing about a world of connected devices. Using video clips, he shared with the audience how some of the brand-owners have been leveraging on key technologies such as RFID, Augmented Reality, Virtual Reality, Home Hub/Automation, Health Data Mining and Wearable Technology, to help reshape customer experience. He said that "technology should not replace the need for human touch, but should be used to provide a better customer experience, in terms of improved efficiency and lower costs."



Mr Seah Kian Peng receiving a token of appreciation, presented by Ms Joy Price

The exciting digital trends in retailing and the huge market potential of the Asia-Pacific market were covered by Mr Edward Stark, Managing Director, ASEAN Consumer Goods, Accenture Pte Ltd. In his presentation on "Across Digital Dimensions: Test and Learn to get Outcomes", Mr Stark indicated that in 2020, the modern consumer expects smart enhanced and seamless shopping experiences that save time and make life easier. These expectations are evolving in a dynamic new marketplace that creates a goldmine of opportunities worth US\$10 trillion for both consumer packaged goods companies and retailers. Examples of progressive retailers that have leveraged on new technologies include Coop Supermarket, Nike, Amazon, Coles, L'Oreal and Fast Retailing.

Mr Alvin Tan, Business Development Manager (APAC), DSI Holdings Pte Ltd, who spoke on the subject - "Game-Changing Trends in Supply Chain – Find Out New Ways to Reduce Supply Chain Costs", emphasized that the digital supply chain platform is key in helping the retailer to transform the retail business and to stay ahead of the curve.

Using technology for brand protection, anti-counterfeiting and customer engagement was the key takeaway from the presentation on “Widespread Problem of Combating Trade in Fake Goods – How can Brand Owners Increase Consumer Trust?” by Mr Chris Milliken, Founder & CEO, PengWine International Pte Ltd. The use of smart phone applications such as the Authenticateit module has enabled his company to effectively track, trace and deter counterfeits and instances of unauthorised distribution in a fast and convenient manner, while serving as a unique marketing tool to communicate additional information to consumers, as well as to capture product feedback and consumer behavior.

Dr Michael Teng, CEO, Singapore Innovation & Productivity Institute (SiPi), highlighted the importance of “Business Model Innovation (BMI)” as the way forward for retailers to capture, create, develop and deliver value to the customer and market. Dr Teng stressed that BMI is important for retailers as it helps them to be future-ready, achieve profitability with high compound annual growth rate and to deploy lean manpower. According to Dr Teng, research has shown that business model innovators outperform traditional innovators over time, and therefore retailers must review and revamp their business model in order to survive and thrive.

The forum ended with a panel discussion moderated by Mr Liew Wai Leong, CEO of GS1 Singapore.



Panel Moderator (1st from left): Mr Liew Wai Leong (GS1 SG)
Panel Speakers (starting 2nd from left): Mr Tng Ah Yiam (NTUC Fairprice), Mr Edward Stark (Accenture), Mr Alvin Tan (DSI), Mr Chris Milliken (PengWine) and Dr Michael Teng (SiPi)

ECR is a global initiative which began in the 1990s to cut unnecessary costs from the supply chain to bring value to consumers and encourage them to purchase. Started by Wal-Mart and Procter and Gamble in USA to stimulate consumer purchases, its success led other major retailers in USA and even spread to Europe and Asia as a way to help retailers and manufacturers to generate sales. ECR aims to serve consumers better, faster and at lower cost through the adoption of new principles and best practices of collaborative management along the supply chain especially between retailers and manufacturers, with the support of their trading partners, vendors and service providers etc.

In Singapore, ECR was formed in 1998, and the current members of ECR Singapore Council Board are representatives from the retailers, manufacturers, associations and government agencies.

GS1 Singapore, which is affiliated to Singapore Manufacturing Federation, is part of the not-for-profit Global Standards 1 (GS1) organisation based in Belgium, Brussels with offices in 115 countries. GS1 Singapore has close to 2,000 member companies across multiple sectors and is working with organisations and public agencies such as SPRING Singapore, iDA, CUSTOMS, HSA and e2i to promote and drive adoption of standards, thus helping Singapore companies to improve their competitiveness and operational efficiencies.



Ms Low Lee Keng and Mr Liew Wai Leong from GS1 Singapore, posing with Mr Alain Ong, Dr Michael Teng and Mr Tng Ah Yiam, all smiles after the successful closure of the ECR CEO Forum 2016

Gallery



1. Mr Alain Ong, Co-Chair ECR Singapore and CEO of Pokka International Pte Ltd, giving the opening speech for the forum
2. Mr Edward Stark, Managing Director, ASEAN Consumer Goods, Accenture Pte Ltd, presenting his analysis on how digitalisation will transform consumer behaviour
3. Mr Alvin Tan, Business Development Manager (APAC), DSI Holdings Pte Ltd, emphasising on how digital supply chain platform is key in the future
4. Mr Chris Milliken, Founder & CEO, PengWine International Pte Ltd, presenting passionately on his point as a Brand Owner
5. Dr Michael Teng, CEO, Singapore Innovation & Productivity Institute (SiPi), educating participants on the importance of innovation
6. Participants networking during tea-break
7. The GS1 Singapore Team posing for a team photo after a rewarding day