



World Retail Congress Leadership Programme

The World Retail Congress launched a special programme in 2015 for CEOs. This was produced following guidance from our Advisory Board and aims to enhance the experience of the top retail leaders attending the Congress. Following its success last year, these CEOs will be invited to participate in special workshops, private discussion sessions and exclusive meetings with leading speakers across the three days.

The 2016 CEO programme (Murjaan Ballroom):

Tuesday April 12th

International Directors' meeting

Following on from the successful first meeting in 2015 aimed specifically at International Directors or those interested in the challenges and opportunities of expanding into new markets, this private but interactive session will enable International Directors to exchange their experiences and debate with fellow retailers about key markets. Chatham House rule applies.

John Scott, Director of International Business Development, Debenhams

Dr Ira Kalish, Chief Global Economist, Deloitte

Alex Cara, Senior Vice President for Group Retail, Pandora

Bart Denolf, Head of Franchise, Sacoor Brothers

Innovation Lab – exclusive special preview

Last year's inaugural World Retail Congress Innovation Lab brought together some of the newest retail technology start-ups. For 2016, the Lab will be built around a special display area which is curated and themed to bring alive technologies and solutions across different aspects of retail. Those attending will have the opportunity to be shown around by experts who will explain the new technology and their implications for retail.

World Retail Congress VIP dinner supported by IBM

This exclusive dinner for retail CEOs, speakers and other VIPs will be taking place at the stunning Burj al Arab. An established part of the Congress programme, this will allow retail leaders to network and meet fellow attendees.

Wednesday April 13th

The cutting/bleeding-edge technologies you need to know about: A special, invitation-only session led by Google

This special session will be taken by Eric Tholomé, Google's Product Management Director. Participants will be required to sign a Non-Disclosure Agreement given the sensitive and exclusive nature of the developments that Eric will cover. This popular session provides CEOs with an early-alert to the next wave of technological developments coming out Silicon Valley and other leading centres for R&D.

Private session with Tommy Hilfiger

An exclusive opportunity to hear from international fashion icon Tommy Hilfiger, the morning's keynote speaker and 2016 inductee into the World Retail Hall of Fame.

For all Leadership Programme enquiries please contact Anthony Balarkas, Congress VIP Executive on +44 (0) 203 033 2053 or Anthony.Balarkas@i2ieventsgroup.com



TENTH EDITION

**WORLD RETAIL
CONGRESS**

IN PARTNERSHIP WITH



ماجد الفطيم
MAJID AL FUTTAIM

12 - 14 APRIL 2016
MADINAT JUMEIRAH | DUBAI

How to understand your customers – a CEO masterclass in today's consumer research techniques

Having a personal connection with consumers is a vital skill for any CEO. A leading consultant will give deliver best-practice insights for those wishing to understand the modern consumer by conducting their own ongoing 'quick hit' trend research.

*Sean Pillot de Chenecey, Founder, **Brand Positive***

Thursday April 14th

Leadership programme led by Oxford University Saïd Business School: "What type of organisation and leadership skills are needed in the new retail landscape".

A two hour workshop led by the global retail experts at Oxford University that will explore through a mix of case studies, panel discussion and interaction the following key topics:

- Changed organisational structures
- Changed relative importance of functional areas
- How 'old world' retailers can retain their relevance
- Changed leadership requirements
- The need to re-visit ownership models / expectations of external stakeholders

*Dr Jonathan Reynolds, Academic Director, **Oxford Institute of Retail Management**, Associate Professor in Retail Marketing, Deputy Dean, **Saïd Business School***

*Dr Alan Treadgold, Board Member, Saïd Business School, **Oxford Institute of Retail Management***

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