



# RETAIL & FASHION CUSTOMER FORUM

3 September 2019

9:00 a.m. to 5:10 p.m.

**Ballroom – 3/F**

**Sheraton Hong Kong Hotel & Towers**

**DHL**





# IS YOUR BUSINESS READY FOR THE **NEXT SHOPPING TRENDS?**

Today's Retail & Fashion industry will continue to experience ongoing changes driven by digitalization & e-commerce trends. Many companies are having to rethink their traditional supply chain strategies and create new business models. To discuss those complexities and share leadership knowledge, DHL is pleased to host a forum of Retail & Fashion supply chain experts to discuss major developments in Retail and Fashion supply chains. We intend to provide a platform to discuss trends, macro developments and delve deeper into innovation and sustainable supply chains. The forum aims to provide an unparalleled environment for networking, learning and sharing of best practices.

Some of the key takeaways from the event:

- Discuss the key Global, Regional and China specific Retail & Fashion industry trends.
- What are the key challenges in the Asia-Pacific market supply chain and how to address them including new distribution models
- How the industry can adapt to prevailing digital transformation and innovation
- Find out what DHL and other companies are doing about Sustainability and what the future looks like
- Learn about supply chain best practices of global Retail & Fashion companies



# AGENDA

3 Retail and Fashion Customer Forum

TIME	TOPIC
09:00 – 09:30	<b>Registration</b>
09:30 – 09:40	<b>Opening</b> <b>Mary Oxley</b> Regional Sector Head, Consumer & Retail, DHL Global Forwarding Asia Pacific
09:40 – 09:55	<b>Welcome</b> <b>Dr. Kelvin Leung</b> CEO, DHL Global Forwarding Asia Pacific
09:55 – 10:20	<b>Key Trends Shaping the Retail &amp; Fashion Industry</b> <b>Swati Wig</b> Vice President DHL Consulting Asia Pacific
10:20 – 10:50	<b>Are you Focused on the Textile Industry's New Key Differentiators?</b> <b>Bill Watson</b> Managing Director, Coats Phong Phu Co. Ltd. – Vietnam Cluster
10:50 – 11:15	<b>Coffee Break</b>
11:15 – 11:50	<b>Sustainable Supply Chains: Transitioning to a Low Carbon Future</b> <b>Kathrin Brost</b> Vice President, Global Head of GoGreen Program & Customer Intelligence DHL Global Forwarding <b>H&amp;M – Our Sustainability Vision</b> <b>Eaton Law</b> Distribution Centre Manager – Hong Kong H&M
11:50 – 12:50	<b>Breakout Workshop I *</b> <b>1. How to Bring Innovation to your Organization</b> <b>Celeste Abarentos</b> Senior Customer Engagement Manager, DHL Asia Pacific Innovation Center <b>2. Key Logistics Hubs for Fashion &amp; Retail in APAC - The Rise of Alternative Stars</b> <b>Swati Wig</b> Vice President, DHL Consulting Asia Pacific <b>3. The Evolution of Retail &amp; Fashion Supply Chains</b> <b>SH Tan</b> Director, Customer Solutions & Design, DHL Global Forwarding Asia Pacific





# AGENDA

4 Retail and Fashion Customer Forum

TIME	TOPIC
12:50 – 14:05	<b>Lunch</b>
14:05 – 15:05	<b>Choppy Waters: Assessing Asia's Economic Performance &amp; Outlooks</b> Robert Koepp Director, The Economist Corporate Network
15:05 – 16:05	<b>Breakout Workshop II *</b>
16:05 – 16:20	Coffee Break
16:20 – 17:05	<b>Shark Tank</b> <b>Innovative Ideas: Leading Young Entrepreneurs from the Industry</b> <b>Moderator:</b> <b>Make Slade</b> Managing Director, DHL Global Forwarding Hong Kong and Macau <b>Judges:</b> <b>Pierre Desnottes</b> Regional Logistics Director, Christian Louboutin <b>Ping Chan</b> Vice President Asia Pacific Logistics Operations, Ralph Lauren <b>Nikola Hagleitner</b> Global CEO Industrial Projects & EVP Marketing & Sales DHL Global Forwarding <b>Startups:</b> <b>unspun</b> <b>StyleClueless</b> <b>HAI ROBOTICS</b> <b>actimirror</b>
17:05 – 17:10	<b>Closing Session</b> Piak Hwee Tan Senior Vice President and Head, Marketing & Sales DHL Global Forwarding Asia Pacific and China
1710	<b>End</b>

\* Guest will join only 2 breakout sessions out of the 3 topics. Pre-registration is required

# OPENING & WELCOME

## OPENING



**Mary Oxley**

Regional Sector Head, Consumer & Retail  
DHL Global Forwarding Asia Pacific

Based out of Singapore, Mary leads DHL's Consumer & Retail Sectors across Asia Pacific and brings over 18 years' experience in business development, logistics & supply chain, strategy development, and sales management.

Having joined DHL in 2000, Mary spent 16 years working out of Sydney, Australia in a number of sales and trade lane management roles, before transitioning to SE Asia region, where she now oversees the management of the freight forwarding and logistics requirements for DHL's major MNC retail and consumer clients across the Asia Pacific region.

Mary has a passion for fashion and retail, and is focussed on ensuring that DHL remains at the forefront of the logistics and supply chain market, in this fast changing landscape, being driven by digitalisation and ever-changing consumer demands.

## WELCOME



**Dr. Kelvin Leung**

CEO  
DHL Global Forwarding Asia Pacific

Dr. Kelvin Leung is the Chief Executive Officer of DHL Global Forwarding in Asia Pacific, and is responsible for managing and directing the business' activities across the region. He joined the company (previously known as Danzas AEI) in 2002, and had previously helmed various positions within the region. Prior to joining DHL Global Forwarding, Kelvin started his career with Cathay Pacific Airways in 1989.

Kelvin holds a number of important positions in local and international organizations as well as the public and private sector, including:

- Member of the Town Planning Appeal Board Panel (Appointed by the Chief Executive of the Hong Kong Government)
- Advisory Board of Hong Kong Credit Insurance Corporation (Appointed by the Chief Executive of the Hong Kong Government)
- Vice Chairman of GS1 Hong Kong
- Vice President of the Chartered Institute of Logistics and Transport
- Member of the Division Committee for the Logistics and Transportation of the Hong Kong Institution of Engineers

Kelvin graduated from the University of Cambridge, Magdalene College, with a Masters in General Engineering Science. He received his doctorate in business administration at the Hong Kong Polytechnic University. His hobbies include philosophy, reading and sports.

# SPEAKERS & TOPICS

## Presentation Topic – Key Trends Shaping the Retail & Fashion Industry

The speed of change in the retail industry is unprecedented, now so more than ever. Changing customer expectations, changing customer buying behaviour, changing customer spending power; what impact are they having here in Hong Kong and in Asia Pacific? This presentation will address some of these regional trends, and give examples of how retailers are harnessing new ideas, partnerships and technology to keep pace with the consumers.



**Swati Wig**  
Vice President  
DHL Consulting Asia Pacific

Swati Wig is Vice President & Head of DHL Consulting Asia-Pacific, where she heads DHL's neutral & independent consulting team providing management consulting to all of DHL's businesses, and supply chain consulting to leading organizations. Swati's past experience includes heading DHL Consulting's supply chain consulting practice, and global leadership for Consumer & Retail, Digitalization & eCommerce / Omnichannel. Her experience with DHL spans all the DHL businesses, multiple sectors and multiple markets including South & Southeast Asia, Greater China, Germany, UK, Middle East, Japan & Korea.

Prior to DHL Consulting, Swati was VP at HSBC with stints in Trade Finance, Corporate Banking, Risk Management and the CEO's office. Swati also has experience in Marketing & Branding with PepsiCo, IT Consulting with Accenture and market research at Frost & Sullivan.

Swati has an MBA from INSEAD and an undergraduate degree in Computer Engineering from the National University of Singapore.

# SPEAKERS & TOPICS

## Presentation Topic – Driving Innovation Across the Retail Industry



**Bill Watson**

Managing Director

Coats Phong Phu Co. Ltd. – Vietnam Cluster

Coats has a rich heritage dating back to the 1750s, and is the world's leading industrial thread manufacturer. Headquartered in the UK, Coats employs 19,000 employees in over 60 countries across 6 continents around the world. Bill is the Managing Director of Coats Group's Vietnam Cluster, which includes manufacturing operations in Vietnam, Thailand and Indonesia, and business operations in Cambodia, Malaysia, Myanmar, and ANZ.

Bill has a degree in Chemistry from the University of North Carolina at Chapel Hill, USA, and first came to Asia with Milliken Chemical, div of Milliken & Co in 1994 to set up their specialty chemical business in Asia. With extensive experience in manufacturing, commercial and general management, Bill has led multicultural, diverse teams for over 25 years in Asia, and has specific expertise in change management, culture building and leadership, teamwork, risk management and compliance. In his current role at Coats he leads 3000 people and is responsible for the business which includes 5 manufacturing operations across South East Asia.

Outside of work, Bill is a kid at heart and enjoys golf, playing games, hanging out with family and friends, and making people laugh.



# SPEAKERS & TOPICS

## Presentation Topic – Enabling Innovation & Sustainability Across the Retail Supply Chain



**Kathrin Brost**

Vice President

Global Head of GoGreen Program & Customer Intelligence  
DHL Global Forwarding

Kathrin Brost has been leading DHL Global Forwarding's GoGreen department with its environmental protection program GoGreen since 2009.

In this role, she has developed and implemented the division's GoGreen strategy, emission & efficiency reporting, carrier evaluation & awards as well as employee awareness & engagement activities. Her core competence is consulting customers how to improve the sustainability of their supply chains and leverage business benefits at the same time. Kathrin Brost has been instrumental in the development of several GoGreen customer offerings such as the Carbon Dashboard, Green Danmar and other transparency solutions.

Since 2012, Kathrin is also responsible for DHL Global Forwarding's Customer Intelligence Program that aims to regularly measure customer satisfaction and identify improvement areas to drive customer loyalty.

In her previous role as project manager for DHL Consulting - the internal management consultancy of Deutsche Post DHL - Kathrin worked in international projects in the area of performance improvement, customer service, strategy and business development.

Kathrin holds a M.Sc. in Geology from the University of Hanover (Germany) and a M.Sc. in Environmental Management Practice from Durham University (UK).



# SPEAKERS & TOPICS

## Presentation Topic – China and Asia: Trade and Consumption Matters



**Robert Koepp**

Director, Hong Kong

**Specialist subjects:**

China, Japan, Asia, technology, creative industries, finance, media, corporate strategy

**Robert Koepp** is Director of The Economist Corporate Network in Hong Kong. He has led research on the Network's Asia Business Outlook Survey, China's "One Belt, One Road" initiative, China's sports industry, and the digital transformation of Asian economies. Rob's previous executive positions include serving as a Senior Vice President based in Beijing at ICR, a Wall Street investor relations firm, and as Managing Director at a Sino-foreign joint-venture of the CITIC Group. Earlier positions include roles as a Research Fellow at the Milken Institute and as a World Bank-sponsored advisor to China's Ministry of Science and Technology on technology cluster development. An active television commentator and writer, Rob has authored the books *Betting on China: Chinese Stocks, American Stock Markets*, and *the Wagers on a New Dynamic in Global Capitalism* and *Clusters of Creativity: Enduring Lessons on Innovation and Entrepreneurship from Silicon Valley and Europe's Silicon Fen*. Rob graduated from Pomona College with a degree in Asian Studies and earned an MBA from the University of Cambridge. He speaks, reads and writes fluent Mandarin Chinese and Japanese.

# BREAKOUT SESSIONS

## Topic 1: How to Bring Innovation to your Organization

What trends will transform the retail and fashion industry in the coming years? Learn about the Logistics Trend Radar and discuss the potential applications of the new trends in your business. You can expect a fun, interactive hands-on approach to co-create the next vision.



**Celeste Abarentos**

Senior Customer Engagement Manager  
DHL Asia Pacific Innovation Center

Celeste Abarentos is a Senior Customer Engagement Manager at DHL Asia Pacific Innovation Center showcasing the future of the logistics industry. Driving customer centric innovation, her focus is to lead customer innovation workshops, and innovation projects to bring in new ideas to life. With a passion for topics like digital transformation and sustainability, she is bringing thought leadership across the industry to innovate. Over the years, she has worked in multinational companies in various industries such as logistics, chemicals, finance and engineering.



# BREAKOUT SESSIONS

## Topic 2: Key Logistics Hubs for Fashion & Retail in APAC - The Rise of Alternative Stars

With over 50% of market share of global fashion industry, Greater China region is undeniably key for fashion and retail. However, the emergence of growing intra-Asia trade, improving connectivity among countries in the region, increasing dialogue on manufacturing competitiveness and geo-political events are fueling a new debate:

- Is Greater China Region still the manufacturing and logistics hub location of choice for fashion and retail versus other APAC markets such as Vietnam, India, Thailand and South Asia?
- Are the varying preferences of Asia Pacific consumers changing the definition of customer experience in these markets?

Join us to debate and co-create what the rise of Asia Pacific's alternative stars means your business and how logistics can help you win in these markets! This interactive session will provide discuss the criteria for retail and fashion players to select logistics bases in the region and share best practices on how to navigate the region's ongoing transformation.



**Swati Wig**  
VP, DHL Consulting Asia Pacific

( Swati Wig's biography – refer to page 6 )

# BREAKOUT SESSIONS

## Topic 3: The Evolution of Retail & Fashion Supply Chains

Have you ever wonder if there is a better way to manage your current supply chain and process? Do you have any existing pain points in your supply chain ?

If your answer are “Yes” to both questions, then come join in this workshop to share what new logistics solutions are out there in the retail & fashion industry , learn from one another how we are overcoming similar challenges. Let all come together to create a new evolution to your supply chain.



**SH Tan**

Director, Customer Solutions & Design  
DHL Global Forwarding Asia Pacific

SH Tan currently heads the Customer Solutions team in DHL Global Forwarding Asia Pacific, Marketing and Sales department.

SH has been in the Freight forwarding industry for 17 years and is based in Shanghai, China. He is an advocate of the DGF China Fashion Center in driving the fashion & retail business development.

His team works closely with all business sectors with the goal to help our valued customers in making their Supply Chain more robust and cost effective through strategic supply chain engagement, consultative studies, customized solution design & new initiatives.



**Craig Tuckerman**

Regional Customer Director - Consumer & Retail  
DHL Global Forwarding Asia Pacific

Craig Tuckerman is the Regional Customer Director for Consumer and Retail in Asia Pacific for DHL Global Forwarding and is responsible for driving strategy and growth in the Fashion & Retail sector. A global supply chain professional with a background in economics and supply chain as well as extensive experience in the Fashion and Retail sector, Craig has been working in the Asia-Pacific region for over 10 years.



# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Moderator



**Mark Slade**

Managing Director  
DHL Global Forwarding Hong Kong and Macau

Mark Slade is the Managing Director for DHL Global Forwarding Hong Kong and Macau, the freight and forwarding division of DHL, since 1 January 2017. Prior to his appointment, Mark was the Managing Director of DHL Global Forwarding Japan, having assumed that role in April 2011. Mark joined DHL Global Forwarding (then known as Danzas AEI), in 2002 as Director, Airfreight at the Asia Pacific regional office in Singapore.

Prior to joining DHL Global Forwarding, Mark held various sales and management positions, where he was based in Hong Kong, Indonesia, and Singapore. He was the Chairman of the Logistics and Freight Committee, European Business Council in Japan from 2011 until 2015, and he has written frequently for the Nikkei, Japan's leading business daily.

A native of Canada, he has spent the last twenty years living in the Asia Pacific region, working in the logistics industry. Mark is a graduate of the University of Toronto, St. Michael's College, with a Bachelor of Arts (with distinction), joint specialist in history and political science, minor in economics.

# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Judges



**Pierre Desnottes**  
Regional Logistics Director  
Christian Louboutin



**Ping Chan**  
Vice President  
Asia Pacific Logistics Operations  
Ralph Lauren



**Nikola Hagleitner**  
Global CEO Industrial Projects  
EVP Marketing & Sales  
DHL Global Forwarding



# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Startups

1 **unspun**

2 **STYLECLUELESS**  
YOUR BRAND'S VIRTUAL STYLIST

3  **HAI** ROBOTICS

4 **actiMirror**  
the Smart Mirror Authority

# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Startups

# unspun

**Annika Visser**

Mission Operations Specialist  
unspun inc

unspun is a fashion technology start-up, developing novel tools that enable the automation, localization, and customization of custom apparel products. Its consumer-facing brand, denim unspun, offers perfect-fitting jeans on demand, based on 3D body scans. The company has also developed technology that allows for on-demand additive manufacturing of woven products, creating garments with zero waste. Our mission is to reduce global carbon emissions by at least 1%.

The core of unspun's innovation allows for custom-fit products to be made for consumers at scale on-demand, eliminating inventory, significantly reducing waste (to near zero), and bringing production to the consumer. The technology is an end-to-end solution that encompasses 3D body scanning software, machine learning algorithms, and automated 3D weaving hardware machinery.

unspun is also developing a machine that will be able to intake body scan data, fit/style preferences, and yarn, and output a pair of custom-fit jeans. The 3D weaving loom, first time ever in the industry, weaves full products. In skipping the flat fabric stage and building full product straight from yarn produces 3D garment with functional and structural benefits, while enabling onshore production of custom apparel, reducing carbon footprint along the supply chain.

# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Startups



**Rinat Homossany Perry**

Founder and CEO of StyleClueless

What is StyleClueless?

StyleClueless™ is a B2B(2C) Software as a Service (SaaS) for brands and fashion retailers. By leveraging advanced technologies in image processing, data analytics, machine learning and inputs from experienced fashion designers and stylists, the StyleClueless provides outfit recommendations based on a shopper's style and preferences. StyleClueless™ also empowers retail assistants with the knowledge and confidence to be styling experts for shoppers, bringing customer service back into retail stores and creating valuable up-selling and cross-selling opportunities for brands. Enhancing the customer experience and increasing the basket size.



# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Startups



#### **Richie Chen**

Founder and CEO of HAI ROBOTICS

Founded in 2016, HAI ROBOTICS helps organizations leverage flexible automation capabilities to optimize distribution and fulfillment speed, accuracy and costs. At HAI ROBOTICS, we design, manufacture and deploy robotics solutions for warehouses. HAIPICK system is a revolutionary goods-to-person system which can increase working efficiency by 3-4 times and storage density up to 80%.

The software of the system HAIQ uses Artificial Intelligence, Machine Learning and other advanced capabilities to ensure superior performance in different environments.

# SHARK TANK

## Innovative Ideas: Leading Young Entrepreneurs from the Industry

### Startups



#### **Fulvio Riva**

Co-Founder at actiMirror Corp.

actiMirror is a AI-powered platform where the online and offline worlds converge to offer smart mirror solutions for the Retail, Fitness and Smart Living verticals.

actiMirror uses a traditional piece of consumers' attraction (a real mirror) to wow with unexpected content and add value to the customer's experience. On the other hand, consumers' behaviour data is gathered and analysed to enable real-time personalised experiences and provide insights for the business.

In essence, actiMirror can be considered as an oversized mobile phone behind a true mirror offering:

- A scalable open platform > actiMirror allows a wide variety of customised Apps and user experiences in the same intuitive way we use mobile phones
- The Power of Digital > AR + AI with machine learning capabilities + data gathering and analytics insights + cloud management system – to deliver a holistic omnichannel ecosystem
- A perfect mirror > essential in most lines of business, particularly retail, and instrumental to attract customer attention.
- Innovative in-store customer journeys > actiMirror integrates a wide variety of sensors in its mirrors to gather data and interact with customers in real-time providing a resounding wow experience.
- Truly scalable price point

# CLOSING KEYNOTE

## Closing Keynote

Mr. Piak Hwee Tan, Head of Sales and Marketing, DHL Global Forwarding Asia Pacific & China will close the official agenda and give his own, succinct and insightful view on the day's events.



**Piak Hwee Tan**

Senior Vice President and Head,  
Marketing & Sales,  
DHL Global Forwarding Asia Pacific and China

Piak is leading a Marketing and Sales team in China and Hong Kong which includes key account management, trade lane management, field sales management, business support, tender management and solutions design. In his role as SVP for Marketing and Sales of DHL Global Forwarding Asia Pacific, Piak heads the regional MNC, Trade Lane, Global Bidding and Sales Steering teams. Piak is responsible for driving profitable sales growth by working towards customers' demands and developing individual customer solutions.

Piak joined Deutsche Post DHL Group in 1998 as a management trainee in Singapore. He has held various sales roles in key account management, field sales management and trade lanes in Singapore. He later moved to the Asia Pacific Regional Office to lead a team of regional key account managers for the Electronic Manufacturing Services sector. In 2005, he relocated to Beijing as the Regional Account Director for Nokia. In 2007, he was appointed Director of Commercial for DGF China North. During the integration between China North and Hong Kong, he was appointed the Vice President, Marketing & Sales for the newly formed one China team. To date, he has almost 20 years of experience in the forwarding industry.

Piak's leadership helps DGF achieve consistent business growth and customer wins in China and Asia Pacific. In 2013, the China sales team was awarded the Global and Asia Pacific CEO award for Best Sales team.

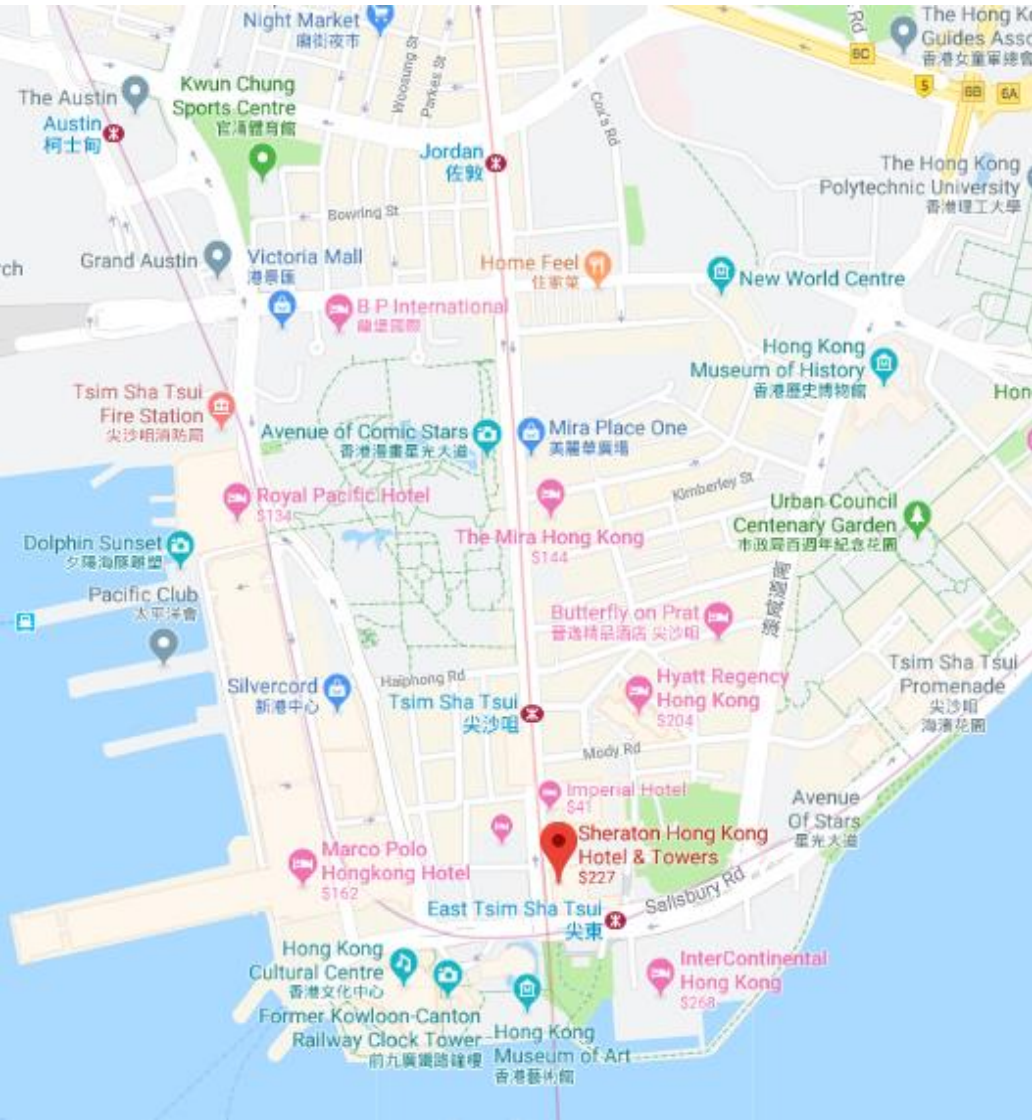
Piak holds a Bachelor degree in Business Administration, Marketing and Logistics from National University of Singapore.



# HOW TO GET THERE

## Sheraton Hong Kong Hotel & Towers

Ballroom, 3/F Sheraton Hong Kong Hotel & Towers,  
20 Nathan Road, Kowloon, Hong Kong.

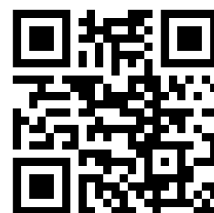




# RESOURCES

## Event Websites:

<https://www.dgfevents.com/>



## Wi-Fi Access:

Details to be provided during event

## Dress code:

Business Casual

# CONTACT US

For additional information, you may contact your local representatives or email at [hkgmarketing\\_dgf@dhl.com](mailto:hkgmarketing_dgf@dhl.com).

**Due to the limited capacity of this event, if you no longer plan to attend, please let us know as soon as possible.**