

## 6月27日 大会日程 June 27 Agenda

开幕论坛：洞见全球，聚焦中国：零售新机遇、转型与未来

Opening Forum: The Opportunities, Transformation and Future of Retailing

- 0800-0850 注册报到 Registration**
- 0850-0900 大会主席欢迎致辞 Welcome Speech**  
王浏河, 秘书长, 上海百货商业行业协会 Wang Liuhe, Secretary General, ShangHai Merchandise Commercial Profession Trade Association
- 0900-0920 传统零售的数字化转型 Traditional Retail's Digital Transformation**  
张申羽, CEO, 百联全渠道电子商务有限公司 Zhang Shenyu, CEO, Bailian Omni-channel E-commerce Co., Ltd.
- 0920-0940 客户在哪, 我们在哪 All in One and One in All**  
余莹, 中国区副总裁兼首席营销官, 家乐福 Nathalie Yu, VP&CMO, Carrefour China
- 0940-1000 新零售、新商业、新动能时代的全链路数字化转型升级变革 Full-Link Digital Transformation and Upgrading Reform in the New Retail, New Business and New Dynamics Era**  
肖利华, 副总裁兼 CEO 助理, 阿里巴巴集团 Xiao Lihua, VP& CEO Assistant, Alibaba Group
- 1000-1020 实践者眼中的供应链数字化转型 Digital Transformation of Supply Chain in Eyes of A Practitioner**  
Goran Duric, 亚太区物流副总裁, 百威英博 Goran Duric, VP Logistics APAC, Anheuser-Busch InBev
- 1020-1050 社交茶歇&展区参观 Coffee Break& Exhibition Visits**
- 1050-1110 科技赋能新零售家居 Technology Enables Home New Retail**  
钟浩, CTO, 红星美凯龙家居集团 Zhong Hao, CTO, Red Star Macalline Group
- 1110-1130 数字化零售时代——营销服务商的新角色和新价值 Digital Retail Era——The New Role and New Value of Marketing Service Providers**  
张锐, 创始人兼 CEO, 时趣 Zhang Rui, Founder & CEO, SOCIAL TOUCH
- 1130-1220 圆桌会谈：如何从战略、科技、营销、物流和供应链角度出发，打赢零售转型期的攻坚战？**  
**Panel Discussion: How to Win the Retail Transformation Battle from Strategy, Technology, Marketing, Logistics and Supply Chain Perspectives?**  
**主持嘉宾 Moderator:**  
叶俊楠, 董事合伙人, 数字化业务主管, 奥纬咨询 Pedro Yip, Partner, Head of Digital Practice, Oliver Wyman  
**讨论嘉宾 Panelists:**  
Goran Djuric, 亚太区物流副总裁, 百威英博 Goran Djuric, VP Logistics APAC, Anheuser-Busch InBev  
陈红, CIO, 我乐家居 Chen Hong, CIO, OLO Home  
罗征, 副总裁兼 CIO, 影儿时尚集团 Luo Zheng, VP & CIO, Yinger Fashion Group  
李伟, 大中华区显示设备营销总经理, 三星(中国)投资有限公司 Li Wei, Head of Display Sales, SAMSUNG Electronics China Office  
吴德欣, 美云智数营销云事业部总经理, 美的集团 Wu Dexin, GM of Shenzhen Meicloud Technology Co., Ltd, Midea Group
- 1220-1240 “克劳斯”零售颁奖盛典 CORS2019 Awards Ceremony**
- 1240-1400 零售 VIP 社交晚宴 VIP Dinner**

## 会场一：智慧供应链 Stream A: Smart Supply Chain

**主持嘉宾 Chairman:** 张盼盼, 合伙人, 决策者集团 Paris Cheung, Partner, CDMC Group

**1400-1420 创新、协同、共赢——洋河全供应链协同体系建设 Innovation, Cooperation and Win-win Game—The Construction of Whole Supply Chain Cooperative System in Yanghe**

余腾江, CIO, 洋河股份集团 Yu Tengjiang, CIO, Jiangsu Yanghe Brewery Joint-Stock Co., Ltd

**1420-1440 供应链数字化转型 Supply Chain Digital Transformation**

陈红, CIO, 我乐家居 Chen Hong, CIO, OLO Home

**1440-1500 数据赋能：新零售业态下的智慧供应链服务 Data Empowerment: the Smart Supply Chain Service under the New Retailing Business**

金晶, 数据科学与运筹中心负责人, 顺丰科技 Jing Jin, Director of Data Science and Optimization Center, SF Technology

**1500-1520 供应链设计与优化——提升新零售环境下供应链竞争力的重要手段 Supply Chain Design& Optimization—The Important Approach to Improve Supply Chain Competency in the New Retail Era**

张弦, 高级解决方案顾问, 智模软件(上海)有限公司 Zhang Xian, Senior Solution Design, LLamasoft

**1520-1550 社交茶歇&展区参观 Coffee Break& Exhibition Visits**

**1550-1610 共享供应链平台提升供应链效率 Improve Supply Chain Efficiency by Shared Supply Chain Service Platform**

张晓海, 美国 WBA 集团国际零售 CIO 兼国药大药房 CIO  
Bud White Zhang, CIO, Walgreens Boots Alliance& SinoPharm Guoda Drug Store

**1610-1630 商品为王时代 PLM 如何助力零售数字化转型 Drive Retail Digital Transformation with Centric PLM**

吕世英, 中国区销售总监, 赛趋科软件(上海)有限公司  
Lv Shiying, Head of Display Sales, Greater China, Centric Software(Shanghai) Co., Ltd

**1630-1720 圆桌会谈：如何构建以消费者为中心、数据驱动的柔性供应链系统？**

**Round Table Discussion: How to Develop a Flexible, Customer-centered and Data-driven Supply Chain System?**

**主持嘉宾 Moderator:** 王舰平, 亿邦商学院副院长, 亿邦动力上海办总经理 Mark Wang, Vice President, Ebrun  
**讨论嘉宾 Panelists:**

姚跃朋, CIO, 红蜻蜓集团 Yao Yuepeng, CIO, Red Dragonfly Group

肖忠, CIO, 奥康国际 Xiao Zhong, CIO, Aokang International

黄涛, CIO, 梦金园黄金珠宝集团有限公司 Huang Tao, CIO, Mokingran

李波, 市场与咨询部总经理, 北京永洪商智科技有限公司 Li Bo, GM of Marketing and Consulting, YonghongTech

## 会场二：品牌&amp;营销 Stream B: Brands&amp; Marketing

**主持嘉宾 Chairman:** 代文盖, 创始人, 新零售 X 实验室 Dai Wengai, Founder, New Retailing Lab

**1400-1420 消费者价值运营平台探索 Exploration of Consumer's Value Operation Platform**

邓建辉, CIO, 全棉时代集团 Deng Jianhui, CIO, Purcotton

**1420-1440 从《权力的游戏》看零售数字化 Views in Retail Digitalization from "The Game of Thrones"**

张北平, CIO, 太平鸟集团 Zhang Beiping, CIO, Peacebird

**1440-1500 《智慧商业 2.0, 从概念化至具象化》 Smart Business 2.0, from Conceptualization to Figuration**

陈旭晔, 产品 VP, MobTech Chen Xuye, VP of Product, MobTech

**1500-1520 新零售场景下定制如何给品牌赋能 How Customization Empowers Brands to Add Value**

官誌远, 业务拓展总监, 上海闪印网络科技有限公司 Dave Gong, Director of BD, Shanghai Cimpres Technology Company Limited

**1520-1550 社交茶歇&展区参观 Coffee Break& Exhibition Visits**

**1550-1610 数字化品牌力 Digitalized Brand Force**

朱震, 创始人, 搞茶 Zhu Zhen, Founder, LABOTHERY

**1610-1630 海尔智慧家庭 Haier Smart Home**

杨成华, 华东大区营销总经理, 海尔集团 Yang Chenghua, GM of Marketing, East China, Haier Group

**1630-1720 圆桌会谈: 营销创新之于新零售 Round Table Discussion: Marketing Innovation on New Retailing**

**主持嘉宾 Moderator:** 周鹏邦, 上海交大连锁 EMBA 班客座教授 Sunny Chou, Overseas Education College of Shanghai Jiaotong University

**讨论嘉宾 Panelists:**

任海龙, 创始人, 西木栗子 Ren Hailong, Founder, Same Chestnuts

顾叶廷, 联合创始人, 慕玛披萨 Gu Yeting, Co-founder, Mua Pizza

耿绪生, 联合创始人, 围炉三国锅盔 Geng Xusheng, Co-founder, Weilu Sanguo

李刚, CEO, 店帮主 Li Gang, CEO, Dianbangzhu

## 6月28日 会议日程 June 28 Agenda

**全体会议: 全渠道、多业态、新物种——创新、融合、数字化 Plenary: Multi Channel, Multi Patterns, New Species--Innovation, Integration and Digitization**

**0900-0920 开启传统女装品牌的大数据思维 Pioneering Big Data Thinking on Traditional Women's Fashion Brands**

景岩, CIO, 日播时尚集团 Jing Yan, CIO, RIBO Group

**0920-0940 互联现在, 智慧未来—相宜本草企业微信应用探索 Interconnect Current and Smart Future—The Exploration of Enterprise Wechat Application in INOHERB Group**

郭耀, CIO, 相宜本草 Guo Yao, CIO, INOHERB Group

**0940-1000 快消品牌商数字化转型的挑战与机遇 The Challenges and Opportunities of FMCG Brands' Digital Transformation**

李苗怡, CIO, 自然堂 Li Miaoyi, CIO, CHANDO Group

**1000-1020 赋能导购 智慧零售 Empowering Shopping Guide, Intelligent Retailing**

李治银, CEO, 上海向心云网络科技有限公司 Bruce Li, CEO, Shanghai Xiangxinyun Network Technology Co., Ltd.

**1020-1050 社交茶歇&展区参观 Coffee Break& Exhibition Visits**

**1050-1110 开放智慧零售生态, 全渠道赋能小微商户**

**Open Smart Retail Ecology and Empower Small- and Micro- Merchants via Omni-channel**

王俊杰, 院长, 苏宁零售技术研究院 Jawin Wang, President, Suning Retail Technology Research Institute

- 1110-1130 如何用数字化转型提升企业竞争力 How to Improve Company Competitiveness with Digital Transformation**  
张翼翔, 美库尔亚太区首席运营官, 美库尔中国区总经理  
Frank Zhang, General Manager of Merkle China & COO of Merkle APAC
- 1130-1220 圆桌会谈: 全渠道、多业态——创新、融合、数字化 Panel Discussion: Omni Channel, Multi-format——Innovation, Integration and Digitization**  
**主持嘉宾 Moderator** 王俊杰 院长 苏宁零售技术研究院 Jawin Wang ,President, Suning Retail Technology Research Institute  
**讨论嘉宾 Panelists :**  
薛洁, 首席数字营销官, 荷兰皇家菲仕兰 Jade Xue, Chief Digital Officer, FrieslandCampina Business Group China  
刘博, 客户体验数字化创新负责人, 资生堂(中国)投资有限公司 Posey Liu, in Charge of Group Customer Experience Digital Innovation, Shiseido(China) Co., Ltd.  
刘庆华, CMO, 北京滴普科技有限公司 Liu Qinghua, CMO, DEEPEXI  
李洋, 资讯总监, 快乐柠檬 Li Yang, Director of Information, Happy Lemon  
张鹏, 互联网运营中心总经理, 恒信钻石机构 (I Do) Zhang Peng, GM of Internet Operation Center, HIERSUN (I Do)
- 1220-1400 零售 VIP 社交晚宴 VIP Dinner**
- 1400-1420 数据与市场营销: 不止于潮词 Data and Marketing : Beyond the Buzz Words!**  
Edouard de Mezerac, 合伙人, 亚太区数字化与咨询主席, 网驰(上海)网络科技有限公司  
Edouard de Mezerac, Managing Partner, Head of Data & Consulting APAC, Artefact
- 1420-1440 智慧新零售, 本来生活引领生鲜 The Bellwether in New Retail of Fresh Food**  
卞宁, 全国运营总经理, 本来生活 Bian Ning, General Manager of Operations, Benlai.com
- 1440-1500 智慧中台驱动「心」零售 Drive Retail Transformation With NEXTTAO Unified Commerce Platform**  
王华, 创始人兼 CEO, 互道信息技术(上海)有限公司 Wang Hua, Founder& CEO, NEXTTAO Technology (Shanghai) Co., Ltd
- 1500-1520 隐形的翅膀——中台助力酷乐潮玩新零售探索 Invisible Wings: Middle Platform System Assists New Retail Exploration**  
沈刚, CIO, 酷乐潮玩文化创意有限公司 Shen Gang, CIO, EXDL
- 1520-1530 社交茶歇&展区参观 Coffee Break& Exhibition Visits**
- 1530-1550 阿里新零售及智慧商圈 New Retailing @alibaba**  
刘春吉, 新零售平台事业部-高级运营专家, Tmall 天猫  
Liu Chunji, Senior Operations Specialist, New Retail Platform Division, Tmall
- 1550-1610 老庙黄金“新零售”战略思考与应用 Discussion and Application in “New Retailing” Strategy of Old Temple Gold**  
袁刚, 总裁助理兼互联网事业部总经理, 豫园珠宝时尚集团 Yuan Gang, Executive Assistant &General Manager of Internet Division, Yu Garden Jewelry Fashion Group
- 1610-1630 企业中台项目分享 Middle Platform Project Sharing from Xtep**  
王海能, 技术总监, 特步(中国)有限公司 Wang Haineng, CTO, Xtep(China)
- 1630 大会结束 End of the Conference**