

# MRCA RETAIL CONFERENCE 2019: Retail Strikes Back

19<sup>th</sup> July 2019, Friday | 8.00am - 6.00pm  
Pavilion Ballroom, Pavilion Hotel Kuala Lumpur

Time	Program
08.00am – 09.00am	Arrival of Guests & Registration
09.00am – 09.10am	Emcee Welcome Remarks
09.10am – 09.20am	Grand Entrance of GOH & VIPs
09.20am – 09.30am	<b>Speech by Organizing Chairpersons</b> Dato' Bruce Lim & Mr. Nicholas Chong
09.30am – 09.40am	<b>Speech by MRCA President</b> , Datuk Seri Garry Chua
9.40am – 10.40am	<b>1<sup>st</sup> Keynote Session by Guest of Honour</b> YB Datuk Seri Mohd Redzuan bin Md Yusof, Minister of Entrepreneur Development of Malaysia
10.40am – 10.50am	Official Launching
10.50am – 11.05am	Certificate of Appreciation to Sponsors Token of Appreciation for Guest of Honour
11.05am – 11.30am	Morning Tea Break
11.30am – 12.30pm	<b>2<sup>nd</sup> Keynote Session</b>
12.30pm – 01.30pm	Lunch Break
01.30pm – 03.30pm	<b>Panel Session 1: Retail vs eCommerce</b> a) Mr. Cheong Chia Chou, CEO of Celcom Planet (11street) b) Mr. Zed Li, Head of Business of Shopee Malaysia <i>*More speaker(s) will be added once confirmed</i>
03.30pm – 04.00pm	Afternoon Tea Break
04.00pm – 05.30pm	<b>Panel Session 2: Retail Space Transformation</b> a) Mr. HC Chan, CEO of Sunway Shopping Malls b) Dato' Joyce Yap, CEO of Retail, Pavilion KL <i>*More speaker(s) will be added once confirmed</i>
05.30pm – 06.00pm	<b>Closing Keynote Session</b> YB Dr. Ong Kian Ming, Deputy Minister of International Trade and Industry of Malaysia
06.00pm	<b>Happy Evening &amp; End</b>