

Organized by:



Strategic Partner:



1st Pakistan Future of Retail Business Summit 2022

Shopping
Payments
eCommerce
Last-Mile Delivery

Tuesday, 8 March 2022

Karachi Marriott Hotel | In-Person/ Hybrid | 9:00 am to 6:00 pm

Featuring

Guests of Honor



M. Azfar Ahsan
- Minister of State
- Chairman, Board of Investment



S. Aon Abbas Buppi
Special Assistant to the
Prime Minister on E-Commerce



Steve Dennis
- Forbes Senior Contributor
- Author of Amazon Best-seller
'Remarkable Retail'



Nadeem Hussain
Chairman
Pakistan Fintech Network



Amir Paracha
Chairman and Chief Executive Officer
Unilever Pakistan Limited



Saira Awan Malik
President
TCS Express and Logistics

Conference Keynotes

Online

Online

Gold FMCG Partner:



3PL Fulfillment Partner:



Super Market Partner:



Official Departmental Store:



Gold Mall Partner:



Retail Pharmacy Partner:



Men's Fashion Partner:



Leather Brand Partner:



Footwear Partner:



Ladies Fashion Partners:



Comfort Footwear Partner:



Gold Fintech Partner:



Retail Tech Partner:



eCommerce Partner:



Gold Partners:



Online Marketplace Partner:



Official Leasing Partner:



Academic Partner:



Trade Distribution Partner:



Supported by:



Knowledge Partner:



Supporting Partners:



Print Media Partner:



Business Magazine Partner:



Our Speakers' Sharing Insights into the Future of Retail!



**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**

Shahid Baloch
CCIR LTO Karachi
Federal Board of Revenue



Guest of Honor

**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**

Aisha H. Moriani
Ministry of Commerce



Conference Keynote

**Retail Resilience: Robust Future
of the Brick-and-Mortar Store
in the Age of Payment Techs &
New Business Strategies**

Nadeem Hussain
Pakistan Fintech Network



**The New Consumer and
the Future of FMCG**

Amir Paracha
Unilever Pakistan Limited



**3PL and Fulfillment:
Delivery Experience – The
Backbone of E-Commerce**

Saira Awan Malik
TCS Express and Logistics



Online

**International Keynote:
Remarkable Retail -
The Future of Retail is Hybrid
and Harmonized**

Steve Dennis
Forbes Senior Contributor



No online broadcast/
No recording will be available



**Transforming Malls
for the Digital Age**

Faisal Nadeem Riaz
Dolmen Group



Online

**Developing a Culture of
Innovation for Manufacturing
High Quality Fabric Brands
that People Love**

Seema Aziz
Sefam (Pvt.) Ltd.



**FOR2022 Hall of Fame:
Coffee 'n Conversation
with Irfan Iqbal Sheikh**

Guest:

Irfan Iqbal Sheikh
Al Fatah Stores



**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**

Moderator:

Asif Haroon
A. F. Ferguson & Co.
(a member firm of the PwC network)



**Retail Leaders' Strategies Forum:
Learnings During the
Pandemic and Improving
Customer Experience at Scale**

Shamoon Sultan
KHAADI



**Retail Leaders' Strategies Forum:
Learnings During the
Pandemic and Improving
Customer Experience at Scale**

Ayesha Dawood
Dawood Lawrencepur Limited



**Online Shopping and
Quick Commerce: Key
Trends and Insights**

Ibad Ahmed
foodpanda



**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**

Ehsan Saya
Daraz (Alibaba Group)



**What Makes a Fintech
Successful in Payments
Ecosystem?**

Saad Niazi
KEENU



**Case Study:
Omnichannel and
E-Commerce**

Munsub Abrar
Naheed Super Market



**Unlocking Exponential
Growth in Retail Through
Machine Learning & AI**

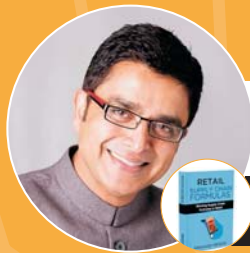
Usman Barkat
Algo



**E-Commerce Demystified:
The Brands' CEO's
Perspective**

Asad Malik
Cresset Strategic Partners



**Online**
**Supply Chain:
The Retail Game-
Changer**
Dr. Prakash Menon

**Moderator:
Retail Innovation
Panel**
Nida Siddiqui
Bonanza Garments Industries

**The Magic Moment
of e-Commerce**
Badar Khushnood
P@SHA

**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**
Rana Tariq Mehboob
Chainstore Association of Pakistan

**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**
Asfandiyar Farrukh
Chainstore Association of Pakistan

**FOR2022 Hall of Fame:
Coffee 'n Conversation
with Irfan Iqbal Sheikh**
**Host:
Ariba Shahid**
Profit Magazine

**Panel Chair:
Fintech and the Retail
Industry**
Shahzad Shahid
Pakistan Fintech Association / TPS

**Panel Discussion:
Fintech and the Retail
Industry**
Ahson Saeed
BPC Banking Technologies

**Panel Discussion:
Fintech and the Retail
Industry**
Adnan Ali
PayFast

**Panel Discussion:
Fintech and the Retail
Industry**
Karim Jindani
Tapsys Private Limited

**Chair - Closing
Session**
Saad Kaliya
A. F. Ferguson & Co.
(a member firm of the PwC network)

**Retail Pharmacy
and the Last Mile
Access to Medicines**
Dr. Babar S. Khan
Ehad Healthcare

**Roundtable:
Retail and its Regulatory
Landscape in Pakistan**
Zeeshan Merchant
Karachi Tax Bar Association

**International
Retail Marketing**
Wille Eerola
Hon. Consul General of Pakistan
in Finland / Marketing Man

Master of Ceremonies
Rabia Garib
TheNewSpaces

Who Should Attend:

Professionals From: Shopping Malls; Hypermarkets / Departmental Stores; Banks; POS / Payment Innovation; Loyalty Rewards; Cashback Rewards; BNPL; Digital Bookkeeping; 3PI / Fulfillment / Last Mile Delivery; Fashion & Apparels; Footwear & Accessories; Furniture / Lifestyle; Quick Commerce; B2B Marketplaces; Retail Tech

400+
PARTICIPANTS
IN-PERSON

2000+
ONLINE

Components of


30+
SPEAKERS

8+
SESSIONS

**Keynote Presentations
& Panel Discussions**
**Perspective Sharing by Domain Experts,
Industry & Thought Leaders**
**Regulatory Roundtable, Case Study,
and Presentations**


Message from Organizers



I am delighted and privileged to be a part of this exciting event that seeks the consolidation and promotion of the vital retail sector upon which depends the health of the economy. Our retail sector is diverse and has experienced exponential growth in recent years even as it has transformed its paradigm given the dynamics of change. I welcome the Chainstore Association of Pakistan who has collaborated with TerraBiz as Strategic Partner, as well as the Ministry of Commerce and the Board of Investment (BOI) who back our effort with their support. A. F. Ferguson & Co. as Knowledge Partner and Pakistan Fintech Association, and P@SHA as Supporting Partner bear special mention as well. It is my sincere belief that taking time out from our relentless routines for reflection is good for business, and I look forward to welcoming you in person on Tuesday, the 8th of March 2022.

Hamza W. Hashmi
Chief Executive Officer, TerraBiz



Being the official torch bearer of the retail sector in Pakistan, CAP is proud to be the strategic partner of the Future of Retail Summit 2022. Across the country, retail has been evolving quickly and even faster in the post-Covid environment. Technology is playing the role of a catalyst and is enabling the domestic retail landscape, offline and online, to

catch up with more developed economies. In order to successfully charge ahead, it is imperative that all the leading stakeholders – ranging from policy makers to logistics, technology firms to financial services, mall operators to merchants- all work as one to overcome the challenges. This is the purpose behind FOR2022 and we are excited to play our part to not only make the event a successful one but, in doing so, move the retail ecosystem forward together.

Rana Tariq Mehboob
- Chairman, Chainstore Association of Pakistan
- CEO, Royal Tag



The Future of Retail Summit 2022 provides an important opportunity to businesses and professionals across the retail spectrum to come together to share ideas and work on solutions for the betterment of retail as a whole and, ultimately, the people of Pakistan. I expect that the conference will help shed light on where the ecosystem is, where

it is going and what needs to be done to keep it on the right track. All the attendees will surely benefit by learning from the international speakers, a wide variety of industry leaders and public sector officials on diverse topics such as e-commerce, operations, customer experience, regulatory landscape, etc.

Asfandiyar Farrukh
- Sr. Vice Chairman, Chainstore Association of Pakistan
- Managing Director, Urban Brands (HUB, HOBO & FHS)

Partial List of Brands of CAP Member Companies

alkaram studio	SPAR	Beechtree	D. Watson	DINERS	PCS	Califord	CAMBRIDGE	edenrobe	KHAADI	SANA SAFINAZ	CHARCOAL	CHASE UP	LEISURE CLUB
BEECHTREE	Imtiaz	ITTEHAD	INTERWOOD	SITARA STUDIO	Jafferys	ego	Sputnik	Diamond	Lawrencepur	HANG TEN	CHARCOAL	SWERA	
team a	MTJ	Raja Sahib	WALKEAZE	SARABULLA	BONANZA SATRANGI	small card	zeen	Bareezé	Liberty Books	Chase Value	CHARIZMA	A. MOJAJEE SONS	Pie in the Sky
Breakout	SAPPHIRE	Cross Stitch	HEMANI	GENERATION	HOPSCOTCH	Kayseria	SAEED AJMAL	image	BTW BY THE WAY	Unze	urbansole	Minnie Minors	MUMUSO

Source: www.chainstore.pk



Registration Details

1 Seat

Regular Fee

PKR 15,000/- +SST

For CAP, P@SHA, & PFA Members

PKR 11,000/- +SST

3 Seats

~~PKR 45,000/- +SST~~

PKR 40,000/- +SST

For CAP, P@SHA, & PFA Members

PKR 30,000/- +SST

5 Seats

~~PKR 75,000/- +SST~~

PKR 60,000/- +SST

For CAP, P@SHA, & PFA Members

PKR 45,000/- +SST

Last date to avail the discounts: **Saturday, March 5, 2022**

Your seat is confirmed via email after receipt of payment. If you are unable to attend and cancel 5 days prior to the course date, a replacement delegate will be welcomed in your place. Cancellations/substitutions must be sent by email to for@terrabilgroup.com. If you fail to attend the event or no-show, the amount will be 100% payable or not refunded. Due to unforeseen circumstances, if the event is cancelled, TerraBiz will refund money in your bank account within 30 days of cancellation. We reserve the right to alter the programme topics, and order of sessions.

Proof of COVID-19 vaccination is required by hotel on entry.

For registration(s), send us the
Name, Designation, Organization, Mobile, E-Mail and Postal Address to

for@terrabilgroup.com

For sponsorship, exhibition, and further details
please contact, **Mohammed Phaysal**

Call/ WhatsApp: **0300 213 3849 / 0300 922 0647**

Email: **phaysal@terrabilgroup.com**

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