



## **WPP GLOBAL RETAIL FORUM – INDIA 2006**

Wednesday 5th April 2006 - Taj Lands End: MUMBAI

Friday 7th April 2006 - Marriott New Delhi: DELHI

### **AGENDA**

The Store invites WPP agencies and clients to join them in Mumbai or Delhi to discuss world class retail practices and the changing landscape of retail in India.

#### **INDIA - a country prime for retail investment**

India's retail sector is worth more than \$200bn a year and growing. Current activity is displaying the attributes that are most tempting to the global players luring them into this emerging region. Combined with dynamic, fast changing demographics and rising consumer incomes, things are evolving very quickly. India's economic improvement, fuelled by a rise in consumer confidence & spending is creating opportunities for a more formalised retail sector. And the global retail giants are waiting for permission to enter.

What will it mean to local retail once the world is invited to open up in India?  
How will the global market players change the face of the retail landscape currently protected by restriction & regulation?  
What should be the focus for India's existing retail trade?  
What advantages do local retailers and manufacturers have over the pending global visitors?

Get a taste of the global retail picture and discuss the issues that India will face in the retail revolution.

Speakers include:

**Kishore Biyani** - Pantaloon Retail Limited

**Ruby Anik** - Best Buy (USA)

**Tom Vadeboncoeur** - Coca Cola Retailing Research Council

**Rodney Fitch** - Fitch

**Ethan Sinick** - Management Ventures Inc.

**David Muir** - The Channel

**Maureen Johnson** - The Store

**Jane Edwards & Michael Bare** – Research International & BAI

**Gareth Ackerman** – Pick & Pay (South Africa)

(nb: some speakers will only present at one venue)

**The Store**, WPP's retail practice & knowledge community, connects WPP companies and clients to retail knowledge and expertise across the global organization.

**WPP** is one of the world's largest communications services groups, made up of leading companies in advertising; media investment management; information, insight & consultancy; public relations & public affairs; branding & identity, healthcare and specialist communications.



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#### **SESSION ONE**

**08:00 – 08:45**

Registration with refreshments

**08:45 – 09:00**

Introduction by **Maureen Johnson CEO - The Store**

**09:00 – 09:30**

**Keynote Speaker**

**09:35 – 10:05**

**Consumer & Shopper Trends in India**

**10:10 – 10:40**

**Jane Edwards & Michael Bare – Research International & BAI**

*Is there such a thing as the Global Shopping Experience?*

Perception versus reality in the retail world.

Is there such a thing as the 'reality gap' and is it the same the world over? What do people want when they are shopping in India, Brazil, China or Europe? And how far are these needs being met? What is the true shopper experience?

Research International, together with their field partner Bare Associates International, have a point of view on global retailing as these Partners have been studying the real customer experience through mystery shopping the world for a number of years.

In this paper Research International and Bare Associates will explain how the current retail experience may be the same or different in India as compared to Brazil, China and Europe. A bespoke case study will be presented where the reality versus the perception will be uncovered, and how this may differ across the markets studied.



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**SESSION TWO**

**10:45 – 11:15**

**Coffee & Refreshment Break**

**11:15 – 11:45**

**Tom Vadeboncoeur – Coca Cola Retail Research Council &  
Kishore Biyani – Pantaloon Retail Limited**

In the rapidly changing Asian markets, a retailer's Fresh Food offer is one of the most critical success factors, and a key competitive differentiator.

Fresh Food Categories, such as vegetables, fruits, poultry, fish and meat are the critical store traffic and shopping frequency drivers that attract consumers and create additional opportunities for retailers to engage with their customer in other grocery categories. The Coca Cola Retail Research Council brings you the results and insights uncovered in their latest study project in the region of Asia. India is not known for its fresh food market, so how can you use this knowledge to enhance your trade and diversify your offer?

Tom Vadeboncoeur & Kishore Biyani share the stage to bring this new material to you

**11:50 – 12:20**

**Guest Speaker**

**12:20 – 12:45**

**Panel Discussion**

The Consumer – questions and discussion for our speaker panel

**12:45 – 14:00**

**Lunch break, refreshments are provided**



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#### **SESSION THREE**

**14:00 – 15:00**

##### **Ethan Sinick – Management Ventures Inc (MVI)**

*How Global Retail Changes An Established Retail Market:*

In this presentation MVI will explore the patterns of global retail evolution, and how existing domestic chain retail, the traditional trade and major FMCG suppliers are impacted by this market entry. In addition, MVI will present the strategies, formats and capabilities that global retailers have in their portfolio, and which of these best practice solutions will be most relevant to the Indian market. We will also give a fact-based perspective on the retailers most likely to enter then Indian market (short and long-term) and how those retailers behave and compete

**15:05 – 15:30**

##### **Ruby Anik, Senior Vice President: Advertising - Best Buy**

*Closer to the Customer: How Best Buy is Reinventing Retail for New Markets*

After nearly 40 years in business, North America's leading consumer electronics retailer is reinventing itself. Increased competition, an increasingly diverse domestic marketplace, and plans for global expansion require a new strategy to differentiate Best Buy and win customers. That strategy: customer centricity. By gathering deep customer insights and by training store employees to focus on people, not products, the company is learning how customers want to use technology and how they want to shop for it. Through multiple channels including new concepts that look nothing like the "big box" store, Best Buy is reinventing retail with each customer's unique lifestyle needs in mind. Ruby Anik will talk about how the retail landscape has changed and how Best Buy is using customer insights to inform the company's expansion into global markets.

**15:30 – 16:00**

**Coffee Break & Refreshments**



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**SESSION FOUR**

**16:00 – 16:45**

**Rodney Fitch, Chairman & Managing Director – Fitch**

*Design and Innovation – Essential Ingredients for the Indian Retail Economy*

India is a land with a wonderfully strong visual culture. From clothes to Bollywood, from markets to food, the Indian approach to design and style is vibrant, colourful and innovative. And although North to South, rural to urban, India is not homogenous, it is often its love of creativity that is a common component.

Retailers in India will increasingly trade to an emerging consumer who is design literate and very willing to embrace the best of modern brand and retail design. But what aspects of Western brand and retail creativity will work best?

This presentation will reflect on the essentials of Indian design culture and how the best of innovative Western retail design must play to its strength.

**16:45 – 17:15**

**David Muir, CEO – The Channel**

*Retail as Media - Developments in US & Europe*

New developments in In-Store marketing are changing the landscape of the retail space, how should this effect our traditional advertising ideals?

**17:15 – 17:30**

**Maureen Johnson - The Store**

**Wrap Up Session**



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**EVENT REGISTRATION DETAILS:**

**The registration deadline is Wednesday 29<sup>th</sup> March 2006**

**TO REGISTER SEND THE FOLLOWING INFORMATION BY EMAIL TO:**

[thestore@wpp.com](mailto:thestore@wpp.com)

**EVENT LOCATION:** *Mumbai (5/4) or Delhi (7/4)*

**NAME:**

**COMPANY:**

**POSITION:**

**ADDRESS:**

**EMAIL ADDRESS:**

**COST:**

WPP delegates

USD \$ 250 per person\*

WPP Group of 5 delegates

USD \$ 1000 per group\*

Clients, retailers, manufacturers

*FREE OF CHARGE*

*\*Invoice will be sent directly to your accounting department following the event.*

**TERMS AND CONDITIONS:**

Invoices can be withdrawn if delegates contact [jthomson@wpp.com](mailto:jthomson@wpp.com) one week prior to the event. The last day to cancel registration is March 29 2006. If a delegate does not cancel registration by this deadline, he or she may transfer the registration to another colleague. If a client has not submitted an apology before the March 31<sup>st</sup> 2006, the inviting agency will be charged an administration fee of **\$100 USD** for the no show.

**HOTEL DETAILS:**

**Guests are responsible for their own transport and accommodation.**

**Please apply directly to the Hotels below for reservation details:**

**Mumbai:** Taj Lands End Hotel, Band Stand, Bandra (West) Mumbai 400 050 India

Telephone: (91-22) 5668 1234, Fax: (91-22) 5699 4488

**Delhi:** Marriott New Delhi Hotel, District Centre, Saket, New Delhi, 110017, India

Telephone: (91-11) 5266 1122, Fax: (91-11) 5266 2112