

AGENDA

China: Multifaceted Retail Development *Presented by The Store*

18-19th September 2007

The Peninsula Beijing (8 Goldfish Lane, Wangfujing, Beijing, 100006 China)

WPP's Retail Community, The Store, brings you a two-day retail event that explores the dynamic changes in China and adjacent Asian markets.

With current growth projections, the region continues to be retail's hottest battleground, but with many ongoing challenges:

- How do global brands tap into a market where local retailers rule?
- How quickly will lifestyle shifts redefine shopper needs and aspirations?
- How does new media reach China's diverse consumer segments and markets?
- What will be the new terms of engagement for retailers connecting with shoppers?

DAY ONE - 18th SEPTEMBER

Overview of key change drivers in the region

14:00 – 14:15	Welcome & Introduction Gwen Morrison President, The Store
14:15 – 15:00	View on the Region Sir Martin Sorrell Group Chief Executive, WPP
15:00 – 16:00	The Current Retail Landscape Bryan Gildenberg Chief Knowledge Officer, MVI
16:00 – 16:20	Refreshment Break
16:20 – 17:00	The Chinese Consumer Tom Doctoroff Chief Executive Officer, JWT Shanghai
17:00 – 17:30	Leading Retailer Speaker to be announced
17:30 – 18:30	Innovations in Retail Experience Rodney Fitch Chairman & CEO, Fitch
18:30	Close of Day One

DAY TWO - 19th SEPTEMBER

Trends/ Tools/ Hot Cases

- 09:00 – 09:10** **Welcome & Comments from Day One**
Maureen Johnson CEO, The Store
- 09:10 – 09:40** **The Inflection Point**
Custom Study Sponsored by Coca-Cola Retailing Research Council Europe
Maureen Johnson CEO, The Store
- 09:40 – 10:15** **Opportunities in China's Lower Tier Cities**
Kunual Sinha, Ogilvy
Ina Zhoa, MindShare
- 10:15 – 10:45** **Using Research to Develop Opportunities at POS**
Javier Calvar Director, Research-International
- 10:45 – 11:00** **Refreshment Break**
- 11:00 – 11:30** **Shopper Pulse**
Ogilvy Action
- 11:30 – 12:00** **Collaborative Marketing Case Study**
Glendinning
- 12:00 – 12:30** **Utilizing Digital Technology In-Store for a More Effective Shopper Marketing**
Geoffrey Maclean General Manager, G2
- 12:30 – 13:30** **Lunch Break**
- 13:30 – 14:00** **Building Retail Brands in the Digital Space**
David Muir CEO, The Channel
- 14:00 – 14:30** **Motorola Case Study**
Enterprise IG
- 14:30 – 14:50** **Refreshment Break**
- 14:50 – 15:20** **TBD**
- 15:20 – 15:50** **Beijing Olympics: Activating Sponsorships at the Last Mile** featuring Client Panel
Scott Kronick President, Ogilvy PR
- 15:50 – 16:30** **Discussion/ Wrap-Up Session Day Two**
Gwen Morrison President, The Store

Registration:

Contact Jennifer Phillips for registration or further information.
(Jennifer.Phillips@wpp.com or by telephone +1 312 596 3618

Cost:

WPP clients attend *free of charge*. WPP delegates are charged US\$750 per head. Please note special 'Terms' indicated on registration form.