

KÜMPEM
FORUM PERAKENDE
KONFERANSI
2019

The New
Retail DNA

May 10 th, 2019 Conrad Istanbul



IX. KUMPEM Retail Conference

Conference Program

08:15	09:00	Registration : Coffee and Cake	
09:00	09:30	Opening Remarks	
09:30	10:00	John Bradshaw Pick N Pay, South Africa	Being the Consumer Champion in the Age of Data
10:00	10:30	Antonio Moreno Harvard Business School	Information and Offline Experiences in Omnichannel Retail
10:30	11:00	Francesca Sotgiu Vrije University, Amsterdam	Location-Based Mobile Marketing
11:00	11:15	Coffee Break	
11:15	11:45	Gui Liberali Erasmus University	When Do Consumers On-line Change Their Mind ?
11:45	12:15	Mustafa Bartın Migros Turkey	Online2Offline Integration in Retailing : O2O Retailing
12:15	13:15	Lunch	
13:15	13:45	Paul Crew Anthesis Group	The Commercial Criticality of Sustainability
13:45	14:15	Demir Aytaç Migros Turkey Consumer Goods Forum	New Customer Engagement: Well Being Journey
14:15	14:30	Coffee Break	
14:30	15:15	Panel Discussion "1-Buy Buddy - Ersel Gokmen 2.Human Age -Berk Güler 3.Snap Buy - Inoven-Utkan Menten"	Perakendede Yapay Zeka-Yeni Robotik Çözümler Yeni Deneyimler: (Retail AI, Retail roBots, Instore Tech)
15:15	15:45	Pedro Amorim University of Porto	Why should we deliver fast in online luxury fashion?
15:45	16:15	Gürhan Kök Koç University	Deep-learning based Demand Forecasting for New Fashion Products

English - Turkish translation will be available all day.