

2017  
零售研討會  
Retail Conference

# 2017 零售研討會 Retail Conference

9.5.2017

香港零售管理協會  
Hong Kong Retail Management Association

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## 零售大革新 — 挑戰與出路

Rejuvenation of Retail —  
Challenges and Solutions

支持機構 Supporting Organization



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### 第一節 全渠道零售商機 —— 一把兩刃的劍？

Session I To Have, or Not to Have: Omni-Channel Retailing Opportunities — Double-edged Sword of Unfulfilling Promises and Opportunities?

10:00 am	<b>致歡迎辭 Welcome Speech</b> 香港零售管理協會 主席 <b>鄭偉雄先生</b> <b>Mr. Thomson Cheng</b> Chairman Hong Kong Retail Management Association
10:10 am	大會致送紀念品及合照 Souvenir Presentation & Group Photo
10:20 am	<b>連卡佛「連通商務」策略 Lane Crawford's Journey to Omni-channel Retailing*</b> <b>Mr. Sebastian Picardo</b> Deputy President and Chief Operating Officer Lane Crawford
10:50 am	<b>新零售 · 新動力 New Retail · New Motivation</b> 周大福珠寶集團有限公司 中國營運管理中心行政部高級經理 <b>包建豪先生</b> <b>Mr. Surrey Pau</b> Senior Manager, Executive Office of Mainland China Jewellery Management Centre Chow Tai Fook Jewellery Co. Ltd.
11:20 am	小休 Break
11:40 am	<b>全渠道零售之舞：如何有效結合線上與線下資源？</b> <b>Omni-channel Tango: When Online Compliment Offline to Choreograph the Dance</b> 士多香港有限公司 士多老闆 <b>岑迪贊先生</b> <b>Mr. Danny Shum</b> CEO Ztore HK Ltd.
12:10 pm	<b>討論環節 Panel Discussion</b> 主持人：香港零售管理協會 執委會成員 / 鴻福堂集團控股有限公司 執行董事 <b>司徒永富博士</b> Moderator: <b>Dr. Ricky Szeto</b> Ex-Co Member Hong Kong Retail Management Association / Executive Director Hung Fook Tong Holdings Ltd.
12:40 pm	第一節完結 Session One Ends

### 商務午餐會

Business Luncheon \* #

12:45 pm	<b>零售新時代 —— 2017 電子商務大趨勢</b> <b>A New Era of Retail — E-Commerce Megatrends in 2017</b> <b>Ms. Lucy Werner</b> Head of Export Sales Google Hong Kong
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### 第二節 消失中的黃金銷售法則？

Session II The Breaking of: The Disappearing of Golden Selling Rules?

2:30 pm	大會致送紀念品及合照 Souvenir Presentation & Group Photo
2:40 pm	<b>零售內容營銷 —— 未來零售商都要辦傳媒？</b> <b>Content Marketing for Retail — Why Retailer Need to Run a Media in Future</b> 壹傳媒 Chief Marketing Officer <b>徐緣先生</b> <b>Mr. Vincent Tsui</b> Chief Marketing Officer Next Digital Ltd.
3:10 pm	<b>從網上到實體銷售：一體化的消費者體驗</b> <b>From Online to offline: An Integrated Omni-Channel Approach</b> NIKE 香港有限公司 市務總監 <b>賴榮貴先生</b> <b>Mr. Vincent Lai</b> Marketing Director NIKE Hong Kong Ltd.
3:40 pm	小休 Break
4:00 pm	<b>全渠道零售為商場帶來的挑戰 Impact of Omni-channel Challenges to Shopping Malls</b> 新鴻基地產(中國) 董事 <b>馮秀炎女士</b> <b>Ms. Maureen Fung</b> Director Sun Hung Kai Properties (China)
4:30 pm	<b>討論環節 Panel Discussion</b> 主持人：香港零售管理協會 主席 / 華登集團 總裁 <b>鄭偉雄先生</b> Moderator: <b>Mr. Thomson Cheng</b> Chairman Hong Kong Retail Management Association / President Walton Brown (HK) Ltd.
5:00 pm	研討會完結 End of Conference

\* 此環節以英語進行 This session will be conducted in English

# 需另外憑券參加午餐會 Separate ticket is required for attending the luncheon

# 全渠道零售商機 —— 一把兩刃的劍？

To Have, or Not to Have: Omni-Channel Retailing Opportunities – Double-edged Sword of Unfulfilling Promises and Opportunities?

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## 主持人 Moderator

司徒永富博士

香港零售管理協會 執委會成員 / 鴻福堂集團控股有限公司 執行董事

Dr. Ricky Szeto

Ex-Co Member, Hong Kong Retail Management Association / Executive Director, Hung Fook Tong Holdings Limited



## 主持人簡歷 Moderator Profile

司徒博士於1999年起出任鴻福堂集團執行董事，以現代化管理及社會企業思維革新企業及傳統涼茶行業。

司徒永富博士多年來致力整合理論與實踐於大學教育及商業運作，並積極倡議結合信仰於工作，活出屬靈生命於職場。他出任香港樹仁大學工商管理學系副教授期間，曾發表數十篇研究文章，刊載於多份國際學術期刊，並著有多本管理學及心靈書籍。

Dr. Szeto has been the Executive Director of Hung Fook Tong Holdings Limited since 1999. In this role, he seeks to reform the traditional herbal tea industry through modern management and a social enterprise philosophy.

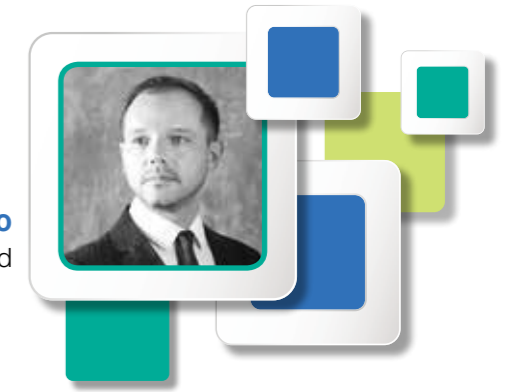
Throughout the years, Dr. Szeto is committed to integrating theory and practice in university education and business operation. He also actively promotes faith at work to create a full and spiritual life in the workplace.

He has published numerous research articles in reputable international journals as well as several management and inspirational books, during his teaching career at Hong Kong Shue Yan University as an Associate Professor.

## 主講嘉賓 Speaker

Mr. Sebastian Picardo

Deputy President and Chief Operating Officer, Lane Crawford



## 主講嘉賓簡歷 Speaker Profile

Sebastian Picardo擔任連卡佛Deputy President及Chief Operating Officer一職，負責領導市場及傳訊、銷售及顧客服務，顧客體驗與科技資訊等部門。

Picardo先生於2012年加入連卡佛。作為高級管理層之一員，他一直推動連卡佛的「連通商務」策略，將大中華區全部實體店與全球線上店鋪實現對接，傾力打造無縫式購物體驗。

他曾擔任Burberry全球電子商務部之董事總經理及Burberry西班牙營運部之董事總經理。他亦曾於Net-A-Porter、Alexander McQueen及Deloitte擔任財務部之要職。

原籍阿根廷，Picardo先生擁有商務管理的學士學位及國際財務的碩士學位。他亦是一位特許會計師。

Sebastian Picardo is the Deputy President and Chief Operating Officer of Asia's iconic luxury department store Lane Crawford, overseeing Marketing & Communications, Sales & Service, Customer Experience and Technology.

Mr. Picardo joined Lane Crawford in 2012 and, as a member of the senior management team, has crafted and been driving Lane Crawford's "connected commerce" strategy, underlying the company's focus on omni-channel retail development to deliver a seamless customer experience.

Previous to Lane Crawford, Mr. Picardo was with Burberry where he served as Managing Director - Digital Commerce, based in the London headquarters. Prior to this role, he had helped transform and integrate the brand's Spanish operations into the global business as Managing Director - Operations at Burberry Spain. Before joining Burberry, Mr. Picardo had held various senior finance roles at Net-A-Porter, Alexander McQueen and Deloitte.

Originally from Argentina, he holds a bachelor's degree in Business Management and a Master's degree in International Finance. He is also a Chartered Accountant.

## 講題摘要 Synopsis

### 連卡佛「連通商務」策略

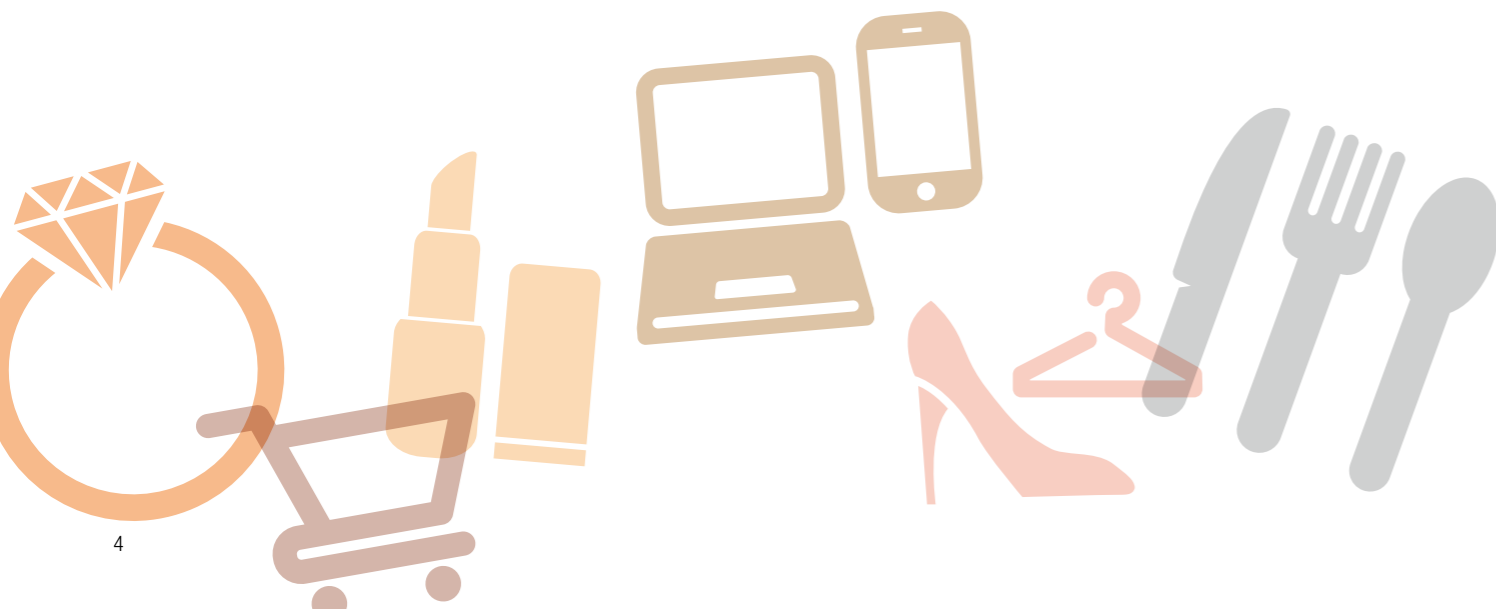
著名精品百貨連卡佛成立逾165周年，以「連通商務」策略將大中華區全部實體店與全球線上店鋪實現對接，為顧客傾力打造無縫式購物體驗。連卡佛戰略佈局遍及香港、北京、上海和成都的9個主要銷售點，結合專為大中華區推出且能夠全球配送的線上旗艦商店，連卡佛已成為大中華區首個全管道精品零售商。

作為連卡佛之Deputy President及Chief Operating Officer，Sebastian Picardo先生將會分享連卡佛推動和實踐「連通商務」策略的經驗及挑戰，以及如何鼓勵團隊提供更優質的顧客服務。

### Lane Crawford's Journey to Omni-channel Retailing

Lane Crawford, Asia's iconic luxury department store with more than 165 years of history, has embarked on a transformational journey to deliver a seamless shopping experience in store and online to the discerning luxury customers. It is the first luxury omni-channel fashion retailer in Greater China.

Mr. Sebastian Picardo, Deputy President and Chief Operating Officer of Lane Crawford, will share the company's experience in omni-channel retailing—what they have achieved and the challenges they faced. He will also share the learnings in motivating and driving your team to deliver an amazing experience to customers.



# 全渠道零售商機 —— 一把兩刃的劍？

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## 主講嘉賓 Speaker

包建豪先生

周大福珠寶集團有限公司 中國營運管理中心行政部高級經理

Mr. Surrey Pau

Senior Manager, Executive Office of Mainland China Jewellery Management Centre, Chow Tai Fook Jewellery Co. Ltd.



## 主講嘉賓簡歷 Speaker Profile

包建豪先生畢業於香港中文大學，於2005年加入本集團服務至今，期間曾被派駐中國台灣、馬來西亞以及中國大陸重慶市、雲南省、貴州省等地，負責市場拓展、營運及行政工作。現為本集團中國營運管理中心行政部高級經理，負責內地業務之日常行政管理工作。

包先生長期負責零售管理工作，對大中華地區、特別是中國大陸地區之零售市場有深入了解。

Mr. Surrey Pau is the Senior Manager of Executive Office in Mainland China Jewellery Management Centre and is responsible for the daily administration of the Mainland China business. Mr. Pau graduated from The Chinese University of Hong Kong, joined the group since 2005, and has been stationed in Taiwan, Malaysia, Chongqing, Yunnan, Guizhou and other China cities, responsible for market development, operation and administration works.

Mr. Pau has experience of retail management for years and has a deep understanding of the retail market in the Greater China area, especially of the Mainland China market.

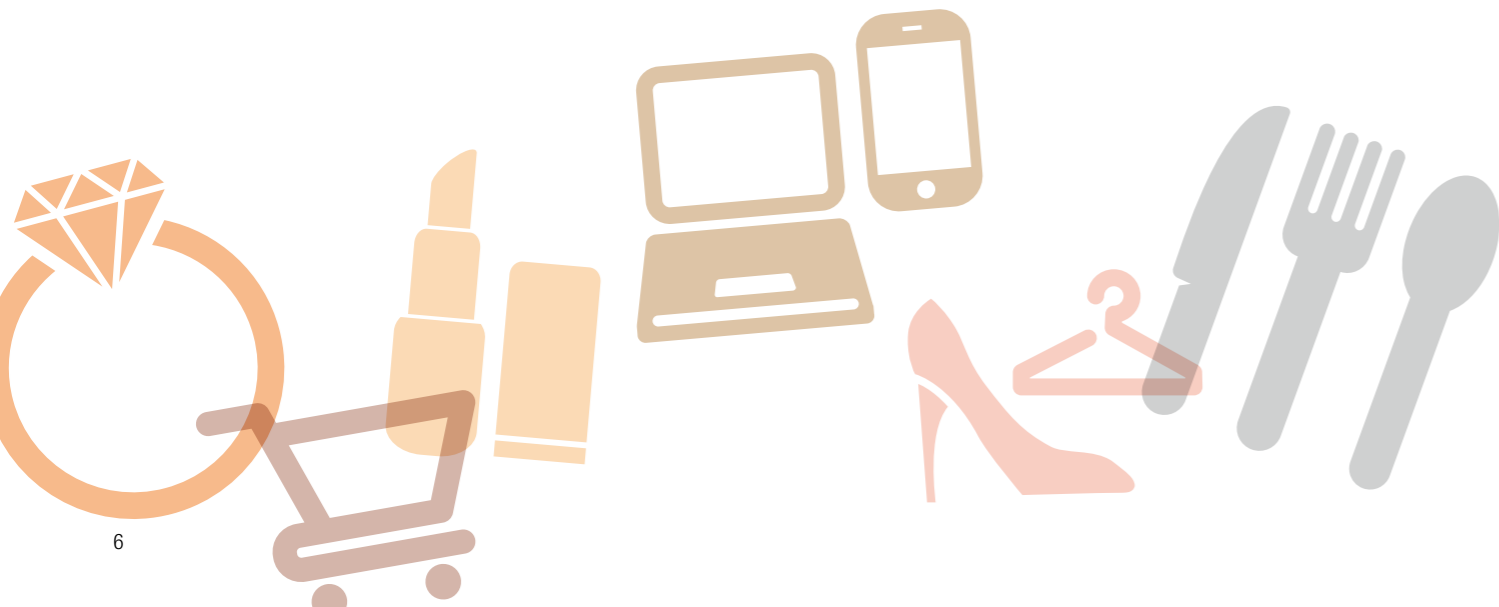
## 講題摘要 Synopsis

### 新零售 · 新動力

在經濟穩增長的新常態宏觀背景下，中國消費者的購物理念更趨於成熟理性，同時面臨“互聯網+”與傳統行業加速融合，零售界紛紛需求變革。零售格局在不斷變化，企業如何立足風口？如何通過創新挖掘提升空間？

### New Retail · New Motivation

Chinese consumer shopping concept becomes more and more mature and rational, under the steady growth economy circumstances while facing the acceleration of the integration of "Internet+" into the traditional industries, the retail industry is changing rapidly. Retail pattern is changing, how can the enterprise survive? How do they expand through innovation?



## 主講嘉賓 Speaker

岑迪贊先生

士多香港有限公司 士多老闆

Mr. Danny Shum

CEO, Ztore HK Ltd.



## 主講嘉賓簡歷 Speaker Profile

岑迪贊於大學畢業後迅即成立首間資訊科技公司，為企業提供網絡方案服務。核心業務包括電子商務管理軟件及電子學習平台等。於2008年獲批為香港科技園的「科技創業培育計劃」成員之一。在香港科學園其間研發的軟件產品分別在2009年及2013年獲頒香港資訊及通訊科技獎。於2010年，再獲頒「創意創業大賞」。

岑曾為過百的客戶管理及開發電子商務項目，歷經十年 B2B 的商業模式，在互聯網急速發展的洪流再難耐 B2C 的誘惑，遂決定在香港打造新一代的網上超級市場。於2015年初成立 Ztore.com。在香港土生土長的他更希望藉此項目打造一個更本土的超市平台，讓本地的商戶有更好的網上渠道去銷售他們優質的產品，更讓香港市民有多一個方便及優質的選擇。

Danny founded the first tech-based company after graduating from university. His company entered HK Science and Technology Park's incubation program, which specializes R&D in e-commerce software. The company received the HKICTA awards for the software development in 2009 and 2013. He was also awarded the "Innovative Entrepreneur Award" in 2010.

With a decade's worth of experience in the e-commerce business, Danny creates a platform for an online grocery store (Ztore.com) in Hong Kong in 2015. Ztore aims to Deliver a better living for their customers, offering a more authentic and local online store to allow better means for local businesses to sell their products. HK consumers can easily access local groceries with a high quality of delivery service.

## 講題摘要 Synopsis

### 全渠道零售之舞：如何有效結合線上與線下資源？

在香港整個零售市場中，線上零售仍然是一塊尚未被發掘的豐腴之地。在過百億美元的糧油雜貨市場，線上銷售額就只佔整體的極少比例。士多香港利用一個完整的客戶生態圈，充份利用線上線下各渠道互相整合和交接，有效接觸、獲取及轉化顧客，並提供比單一渠道更優質的用戶體驗。

### Omni-channel Tango: When Online Compliment Offline to Choreograph the Dance

The online market is an undiscovered pearl within Hong Kong retail industry. Although sales happen online in grocery sector are still insignificant in this billion-dollar market, but we are witnessing rapid growth. Ztore is built to seize the opportunities of this O2O wave. The successful case for any Omni-channel is to build a close loop of the customer journey with tracking technology to build the best Customer Experience (CX). Starting from customer acquisition to customer retention, Ztore have used both online and offline channel to serve the customer with a happy dance.

# 零售新時代 —— 2017 電子商務大趨勢

A New Era of Retail: E-Commerce Megatrends in 2017

## 主講嘉賓 Speaker

**Ms. Lucy Werner**

Head of Export Sales, Hong Kong, Google Hong Kong



## 主講嘉賓簡歷 Speaker Profile

Lucy Werner leads the export sales team at Google Hong Kong, which is travel and e-commerce clients based in Hong Kong who work with Google globally. Prior to joining Google, Lucy led Kenshoo's sales efforts across Asia Pacific.

Prior to Kenshoo, Lucy was Chief Operating Officer at Spruce Media, a Facebook Preferred Marketing Developer based in San Francisco where she built and managed the firm's business operations including sales, marketing, business development and communications. In addition, she served as Vice President of Sales and Business Development for adBrite for 5 years and built adBrite into the largest independent ad exchange.

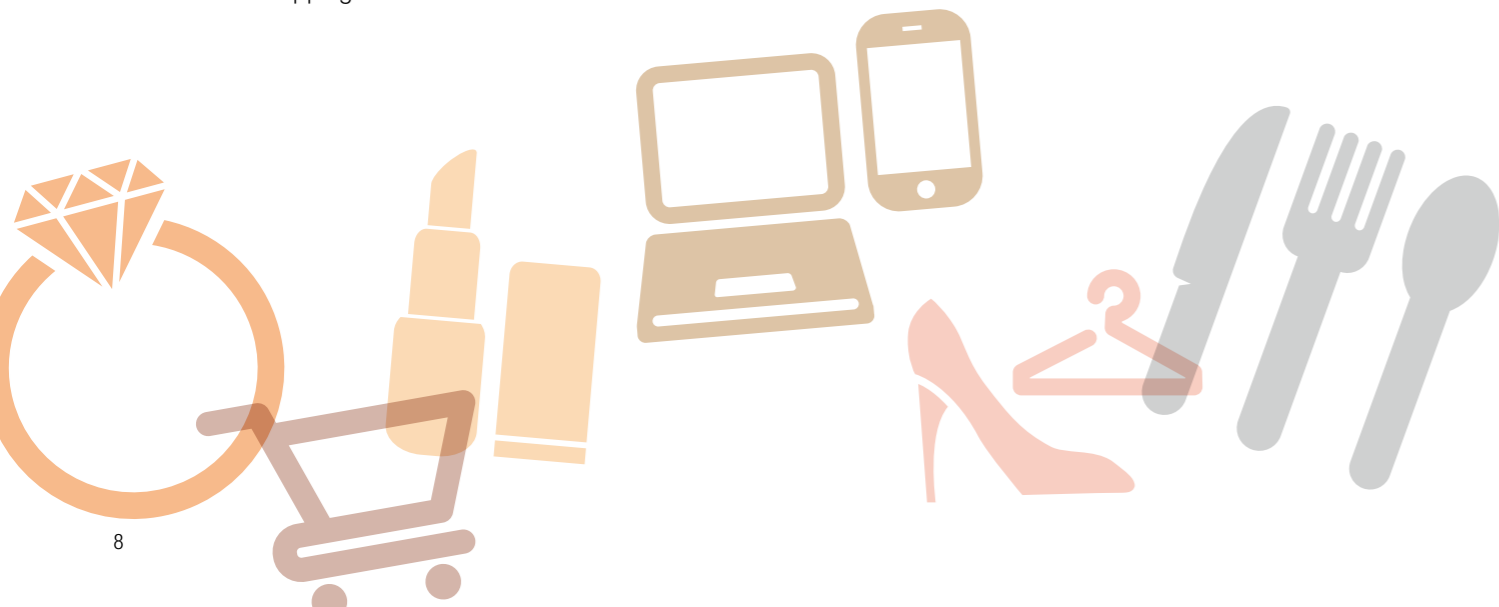
Lucy has also spent time in finance at JP Morgan, Merrill Lynch and Deloitte and Touche in Africa Europe and the USA. She graduated from the University of Cape Town, South Africa with a Bachelor of Commerce and CPA certification and received an M.B.A from Harvard Business School.

## 講題摘要 Synopsis

Lucy will review the Hong Kong e-Commerce forecast and what is driving growth for our market.

We know that e-Commerce is here to stay and much of Hong Kong retailers success in the future will require them to move from a "go broad" strategy to one that enables them to "go deep" and be locally relevant in some of the world's largest and fastest growing e-Commerce markets.

What are the key market opportunities for Hong Kong retailers and what are the barriers that once removed could accelerate cross border shopping.



# 消失中的黃金銷售法則？

The Breaking of: The Disappearing of Golden Selling Rules?

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## 主持人 Moderator

**鄭偉雄先生**

香港零售管理協會 主席

**Mr. Thomson Cheng**

Chairman, Hong Kong Retail Management Association



## 主持人簡歷 Moderator Profile

鄭偉雄先生現任全方位零售及品牌管理平台華鏡集團總裁。華鏡集團隸屬連卡佛載思集團，致力為大中華區的中產消費者帶來多元化的大型國際品牌選擇，目前除了經營Juicy Couture、kate spade new york 及Brooks Brothers於大中華區的業務外，亦分別於成都、長沙及烏魯木齊營運高級連鎖購物商場美美百貨，以及於成都和長沙經營大型綜合折扣商場時代·奧特萊斯業務。

華鏡集團更與九龍倉集團有限公司和中國電子商務服務商嘉宏電商控股有限公司成立策略性合資企業鏡宏美美有限公司，並於2017年3月正式推出一個專為中國地區而設的移動社交電商平台MyMM。

鄭先生於奢侈品零售業擁有超過25年的豐富經驗，在2014年12月獲委任為華鏡集團總裁。在此之前，鄭先生擔任俊思集團常務董事超過十年，帶領俊思擴展中國市場，與眾多高級時尚購物商場的業主及零售商夥伴建立緊密合作關係，並積極引入更多品牌及發展合資計劃。

鄭先生現同時擔任香港零售管理協會主席、香港品牌發展局委員及技術顧問委員、香港旅遊發展局「優質旅遊服務」小組委員會委員、香港貨品編碼協會董事局成員、零售業行業培訓諮詢委員會委員及方便營商諮詢委員會批發及零售業工作小組成員。

Thomson Cheng is the President of **Walton Brown, a company of The Lane Crawford Joyce Group**. Walton Brown is a full-service retail and brand management platform bringing large-scale international brands to millions of aspirational consumers in Greater China. It currently manages Juicy Couture, kate spade new york and Brooks Brothers businesses across Greater China. It also operates the chain of premium shopping malls as Maison Mode in Chengdu, Changsha and Urumqi, and the value retailing business Times Outlets in Chengdu and Changsha.

Walton Brown has also established a strategic joint venture, MyMM E-Commerce Limited, in partnership with Wharf and eCommerce technology company eCargo and launched a built-for-China social mobile commerce platform called MyMM in March 2017.

Mr. Cheng has over 25 years of experience in the luxury retail industry. Prior to his appointment as President of Walton Brown in December 2014, Mr. Cheng was the Managing Director of ImagineX Group and had managed the Group for over a decade. He spearheaded ImagineX's expansion in the China market, building an extensive network for premium landlords and retail partners and leading strategic brand acquisitions and joint venture projects.

Mr. Cheng currently serves as Chairman of the Hong Kong Retail Management Association, Committee Member and Technical Advisor of the Hong Kong Brand Development Council, Member of the Quality Tourism Services Sub-Committee of the Hong Kong Tourism Board, Board Member of GS1 Hong Kong, member of the Retail Industry Training Advisory Committee and Wholesale and Retail Task Force of the Business Facilitation Advisory Committee.

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## 主講嘉賓 Speaker

徐緣先生

壹傳媒 Chief Marketing Officer

Mr. Vincent Tsui

Chief Marketing Officer, Next Digital Ltd.



## 主講嘉賓簡歷 Speaker Profile

徐緣，營銷品牌管理專才，亦為著名作家及商業演講者。工餘於香港中文大學教授營銷課程，亦曾任教於香港理工大學及香港大學專業進修學院。涉足跨國企業營銷多年後，自09年起以筆名徐緣寫作，題材涉獵營銷廣告、品牌形象、商業管理、社會時事及流行文化，擅長以幽默筆觸有趣角度向公眾介紹營銷概念。現為壹傳媒Chief Marketing Officer，於15年曾推動蘋果革新版副刊—《果籽》的誕生。

## 講題摘要 Synopsis

### 零售內容營銷 — 未來零售商都要辦傳媒？

本環節主要探討內容營銷對零售業宣傳策略及電子商務的影響。

### Content Marketing for Retail - Why retailer need to run a media in future

The session is about how content marketing is changing the way retailers communication strategy and e-commerce development.

## 主講嘉賓 Speaker

賴榮貴先生

NIKE香港有限公司 市務總監

Mr. Vincent Lai

Marketing Director, NIKE Hong Kong Ltd.



## 主講嘉賓簡歷 Speaker Profile

Vincent現為Nike Hong Kong市務部總監，負責Nike Hong Kong 市場推廣的策劃及執行。

Vincent自1997年起加入Nike Hong Kong，於運動市場推廣部負責與運動員的溝通和合作。2008年至2013年期間，Vincent調職至Nike大中華區總部出任品牌總監，負責包括中國、香港及台灣整個大中華地區足球及男子訓練項目的市場推廣工作。

自2013年重回Nike Hong Kong出任市場部總監以來，Vincent負責了包括渣打香港馬拉松、NIKE全港學界精英籃球比賽、香港足球代表隊等多個大型市場推廣計劃。近年亦成功將曹星如、歐鎧淳、葉鴻輝等運動員從體育的領域推廣至更普及的層面。

Mr. Vincent Lai is the Marketing Director of Nike Hong Kong, leading the planning and execution of all local marketing operations.

Vincent's Nike career started in 1997 as a member of Nike Hong Kong's Sports Marketing team, where he handled the communications and partnerships with local athletes. Vincent had relocated to Nike Greater China since 2008 as Brand Director, overseeing the marketing campaigns of Football and Men's Training within the Greater China region (China, Hong Kong and Taiwan).

After 5 successful years, Vincent was back with the Hong Kong team again. He has since been in charge of various large scale marketing projects including Standard Chartered Hong Kong Marathon, Nike All Hong Kong Schools Jing Ying Basketball Tournament and Hong Kong National Football team. He has also boosted popularity for some of the high-performing athletes like Rex Tso, Stephanie Au and Yapp Hung Fai among Hong Kong citizens.

## 講題摘要 Synopsis

### 從網上到實體銷售：一體化的消費者體驗

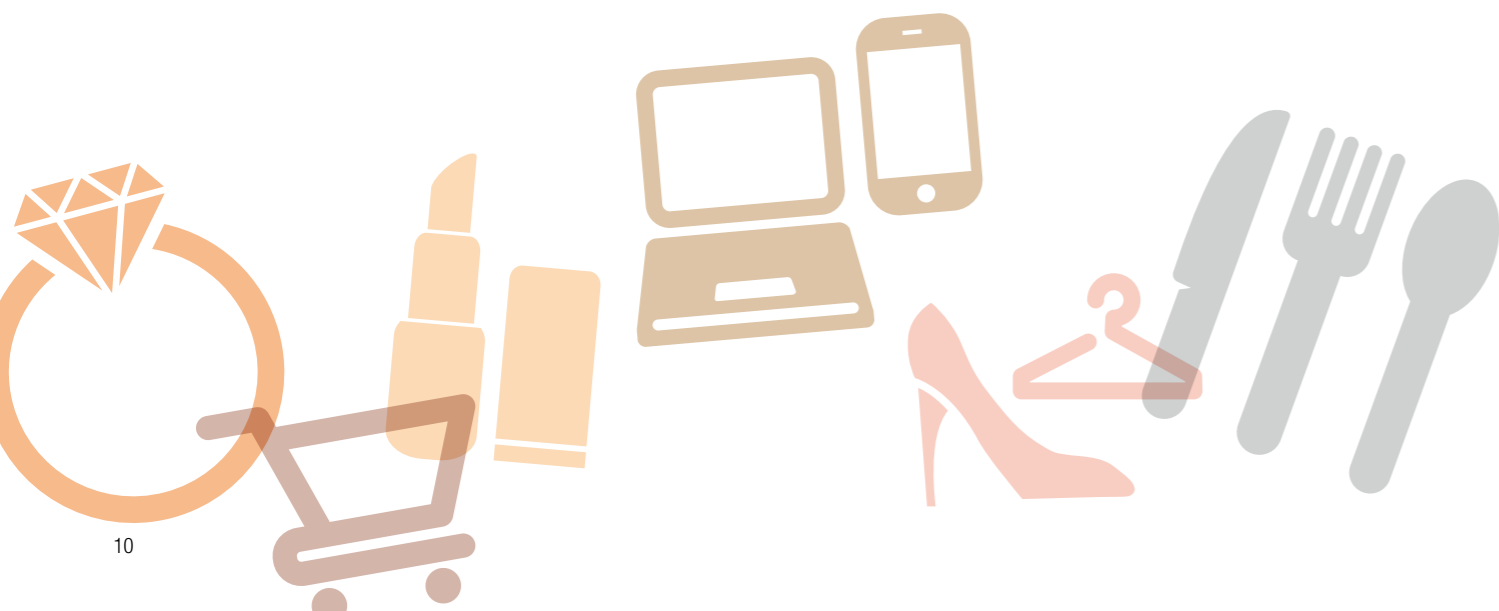
隨著城市人對追求健康生活的提昇，跑步運動在近年越見普及。Nike不單乘勢拓展市場，今年更開始成為渣打香港馬拉松的獨家運動用品贊助及訓練夥伴。消費者既可在其電子平台按其需要選購裝備，或以NRC App獲取訓練指導，也可以於店內享受不同增值服務。通過實體店與電子平台之間的互動，Nike賺得更多與顧客接觸的機會及增加銷售數字。

### From Online to Offline: An Integrated Omni-Channel Approach

Nike Hong Kong did not only expand its market share in the local running market, but also became the official training partner and sole apparel sponsor of the Standard Chartered Hong Kong Marathon since 2017.

Nowadays the partition between the digital and physical landscapes is quickly narrowing, our consumers can purchase their gears from online store based on their needs, or receive training guidance through NRC App. They can also visit the retail stores for more in-store services.

Through the seamless connection between retail store and online platform, Nike Hong Kong managed to gain consumer insights and boost actual sales at the same time.



# 消失中的黃金銷售法則？

## The Breaking of: The Disappearing of Golden Selling Rules?

### 主講嘉賓 Speaker

**馮秀炎女士**  
新鴻基地產(中國)董事

**Ms. Maureen Fung**  
Director, Sun Hung Kai Properties (China)



### 主講嘉賓簡歷 Speaker Profile

新鴻基地產(中國)董事，在商場發展、規劃及租務工作擁有逾二十年經驗；管理中港逾千萬呎商場。現為香港註冊專業測量師(產業)、商場管理學會創會會長及現屆會長。並熱心公益回饋社會，為特區政府經濟發展委員會轄下「會展及旅遊業」工作小組委員、行政上訴委員、非應邀電子訊息(執行通知)上訴委員。曾獲行政長官頒發社區服務獎狀、香港大學城市研究及城市規劃中心(1980-2010)傑出校友之一及港台主辦「全港十大傑出婦女義工」。

With over 20 years of property industry experience, Maureen Fung is an acknowledged expert in her profession. She is currently Director of Sun Hung Kai Properties (China) and responsible for the strategic planning, development and implementation of leasing, marketing, renovation and asset management for flagship malls in Hong Kong and China.

Ms. Fung is a Registered Professional Surveyor (General Practice); and the President and Founding Chairman of the Institute of Shopping Centre Management in Hong Kong.

She is an active contributor to the society by working in HKSAR Economic Development Commission under Convention & Exhibition Industries Tourism Category; HKSAR Administrative Appeals Board; HKSAR Commerce & Economic Development Bureau Unsolicited Electronic Messages (Enforcement Notices) Appeal Board. She has earned a Chief Executive's Commendation for Community Service by HKSAR, Distinguished Alumni of the Centre of Urban Studies and Urban Planning of The University of Hong Kong (1980-2010); and Hong Kong outstanding women volunteer award.

### 講題摘要 Synopsis

#### 全渠道零售為商場帶來的挑戰

電子科技已顛覆傳統消費模式，衝擊全球零售生態。現今消費者要求既多且急，面對挑戰，業界應繼續提供優越的個人化服務體驗、創新推廣活動、善用社交網絡，加強顧客互動。匯取實體店及網購平台優點實為致勝關鍵。黃金銷售法亦由傳統業主/商戶/顧客「三贏」，轉為全渠道「多贏」。迎接科技及千禧世代已成全球零售及購物中心「新常态」，但「如何做？」及「下一步？」則需我們深思。

#### Impact of Omni-channel Challenges to Shopping Malls

'Click' or 'Brick'? Technology is undoubtedly disrupting the way customers shop by re-defining the global retail and shopping centre landscapes nowadays.

Customers' tastes and behaviors are dynamic and fast evolving; while pursue of unique total shopping experience. Both retailers and shopping centers must upkeep themselves, offer supreme 'wow' unique experiences across multiple channels seamlessly, develop across-the-board innovative ideas and activities, create values by enhancing interactions with shoppers through technology, social media or mobile digital platforms.

Today, shopping center is more than a place that simply buying goods and services as they have incorporated a multitude dining and entertainment facilities into its tenant mix, that is, more likely a social gathering hub. Both retailers and shopping centers should learn how to integrate the digital and the physical store for the well-being and serving shoppers better.

The golden selling rules have already been transformed from the past Landlord-Tenant-Shopper 'Win-Win-Win Situation' to a 'Win - ∞ Situation'. To embrace millennials with technology application become a 'new norm' to shopping centres industry. But 'HOW' to get it done and make business? and, 'WHAT'S' next? are the key questions we should explore.



# 3S 零售服務管理 Retail Service Management

## ① Service Health Check & Maintenance 服務檢視及維護

### 神秘顧客計劃

線下評估方案



詳情

### 優質网店認證計劃

線上評估方案



詳情

## ② Service Strategies & Implementation 服務策略及實施

### 專業顧問服務

協會提供的顧問服務，零售商可有效地建立品牌及服務文化。

建立  
管理層  
共識

推動  
服務文化的全面方案

制定  
服務標準及  
流程

現場培訓  
及  
路演



## ③ Service Training 服務培訓

### 度身訂造 培訓方案

協會多年來與專業培訓人士及教育機構合作為零售同業提供了不同專業培訓課程，並與業界緊密聯繫，掌握零售市場最新的培訓需要。憑藉多年培訓經驗，協會擅於設計度身訂造培訓方案，為零售前線及管理人員提供專業及有質素的培訓課程，形式包括工作坊及講座。



# Recruit 25th anniversary 全方位 求職增值平台

Recruit.com.hk 30+行業好工資訊  
450,000+會員



### Recruit 求職手機 App

可適用於手機及平板電腦  
350,000+下載次數

Facebook專頁  
粉絲人數 59,000+

### Recruit 雜誌

全港 No.1  
招聘刊物



### Like Magazine

Recruit出版之消閒優惠免費雙周刊  
隔周三出版



超過200個地點免費索取，包括人流旺點、大型購物商場、港鐵出入口、7-Eleven、全港大學。

### Recruit 招聘進修博覽



參展機構即場招聘，提供不同行業職位空缺

\*根據 Ipsos Media Atlas Hong Kong 2009-2014 統計中的25-64歲在職人士



## 第一線集團 DYXnet Group

成立於1999年，第一線集團為大中華區領先的電訊中立網絡服務供應商，為大中華及亞太區城市企業客戶提供服務，包括多協議標籤交換虛擬專用網絡（MPLS VPN）、互聯網連接、數據中心、互聯網保安解決方案等。Email: info@dyxnet.com · Tel: +85221877600。

Established in 1999, DYXnet Group is the leading carrier-neutral network service provider in Greater China offering Multiprotocol Label Switching Virtual Private Network (MPLS VPN), Internet access, data centre, unified communications and network security solutions to enterprise clients with provisioning capability in many cities in Greater China and the wider Asia Pacific region. In August 2014, our Virtual Private Network (VPN) business unit was acquired by 21Vianet Group, Inc. (NASDAQ: VNET) ("21Vianet"), China's largest carrier-neutral internet data center services provider. DYXnet Group serves 700 cities in mainland China, Hong Kong, Taiwan, Singapore and Vietnam, including more than 16,000 MPLS VPN clients' sites, and hosts more than 11,000 clients' servers. It was the first batch ICT service providers in Greater China to obtain ISO 9001:2008; ISO/IEC 20000:2011; ISO/IEC 27001:2013 international certifications for information security, international IT service management as well as quality control respectively. These qualifications demonstrate DYXnet's commitment to offering premium information and communication technology with outstanding customer service. For more information about DYXnet Group, please send email to info@dyxnet.com or call +852 2187 7600.



## SAP Hybris (v)

### SAP Hybris Solutions

SAP Hybris solutions provide omnichannel customer engagement and commerce software that allows organizations to build up a contextual understanding of their customers in real time, deliver a more impactful, relevant customer experience, and sell more goods, services and digital content across every touch point, channel and device. Through customer data management, context driven marketing tools and unified commerce processes, SAP Hybris solutions have helped some of the world's leading organizations to attract, retain and grow a profitable customer base. SAP Hybris software for customer engagement and commerce provides organizations with the foundation, framework and business tools to create a holistic customer view across channels, simplify customer engagement and solve complex business problems. For more information, visit [www.hybris.com](http://www.hybris.com).

\* SAP Hybris is a brand name launched in January 2016 to represent the SAP solutions for customer engagement and commerce as well as the offerings, employees, and business of acquired company hybris AG, which continues to be our legal entity until integration with SAP is complete.



## FlexSystem Limited

FlexSystem為亞太區企業管理軟件研發公司，為客戶提供多元化的解決方案。產品設計著重靈活性、效率及成本效益，範疇包括財務會計、訂單處理、人力資源、生產控制、工作程序及商業數據分析等。電話：(852) 3529 4123 電郵：info@flexsystem.com

FlexSystem is a recognized leader in enterprise management software industry in the Greater China region. Over the past 30 years, FlexSystem has been delivering high quality application software and services to maximize the client's operational efficiency in the accounting, order processing, payroll and human resources, manufacturing, workflow and business management. With its strong global network of regional offices and partners, FlexSystem serves thousands of customers in more than 36 countries, half of them are listed on 30 global stock exchanges, and 1 in 10 with presence on the Forbes 2000 list. Now and future, FlexSystem continues to keen on technology development and create a complete platform of new generation enterprise resources management solutions. Tel: (852) 3529 4123 Email: info@flexsystem.com

## Wave Commerce



Wave Commerce 為電子商務客戶提供數碼營銷服務，並制定開發解決方案，幫助客戶線上銷售，獲取新客戶並建立客戶忠誠度。我們是 Shopify 和 BigCommerce 技術合作夥伴，助品牌建立社交和移動優化的零售體驗。我們的客戶忠誠軟件產品為全球數千家線上商店提供會員計劃解決方案。如欲了解詳情，請電郵 [team@wavecommerce.co](mailto:team@wavecommerce.co) 或致電 2779-8373。

Wave Commerce is a Hong Kong based ecommerce agency specializing in serving the unique technology and digital marketing needs of clients with ecommerce businesses. We offer digital marketing services across social media and search, as well as custom development solutions, to help clients sell online, acquire new customers and build customer loyalty.

For brands seeking to transition into modern online retail, we work with the latest cloud-based technologies to create modern retail experiences optimized for social and mobile, and are Shopify and BigCommerce technology partners. Our flagship customer loyalty solution has powered the loyalty programs for thousands of online stores worldwide.

Our services and technologies serve a diverse range of clients. We work with emerging brands as well as multinational corporations seeking to expand their footprint in Asia. We value multi-year relationships with our clients to create long-term, sustainable growth.

For more info, please contact us at [team@wavecommerce.co](mailto:team@wavecommerce.co) or 2779-8373.

## RECIPIO LIMITED



Recipio 是一間提供電子收據解決方案的零售科技公司，透過安裝Recipio 的系統，零售商即可透過SMS 發送電子收據予顧客。系統無須與POS進行整合，安裝簡單，零售商以電子收據便可提供更好的售後宣傳。

Recipio is a retail technology startup that provides digital receipt solution to retailer. By installing our software, retailer can send out digital receipt to their customers with their existing POS system, without the need of any integration.

With very simple installation steps, retailers can already send digital receipts via SMS to customers. With the digital receipts, retailers can include various types of promotion next to the receipts. When customers finish their purchases and check their receipts, they will immediately see again the promotion from retailers. The click rate of the promotion links is trackable, so that the effectiveness of such promotion can be monitored and compared from time to time. Therefore, digital receipt can act as an effective after sales promotion tool.

On top of promotion function, Recipio also provides a web portal for retailers to track the sales real-time. Retailers can also have convenient access to the online copies of all the receipts. The promotion next to the digital receipts can be changed and monitored with the web portal as well.

We have won multiple awards, ranging from startup competition, IT awards, to retail innovation awards. We hope to have you to join us in creating a better retail environment.



## Wharf T&T eBusiness Limited

Wharf T&T eBusiness Limited (WeB) 於2007年1月成立，為九倉電訊附屬公司，致力為商界提供合乎成本效益及成效顯著的網上推廣服務，其中包括電郵推廣、社交媒體推廣、手機應用程式開發、電子優惠券及網上商店服務。

Established in January 2007, Wharf T&T eBusiness Limited (WeB) is a subsidiary of Wharf T&T Limited specializes in the provision of online marketing applications such as eMail marketing, social media marketing, mobile app development, eCoupon and eShop services. WeB believes that the adoption of eMarketing skills and technology is vital for SMEs to promote their products and services in this digital era. WeB's vision is to provide businesses with cost effective and powerful eMarketing services and inspire them to adopt cost-effective enabling technology and methodology.

WeB's one-stop online marketing platform, WeB-TOUCH, has won numerous awards, including the SMBWorld and e-Brand Award in 2016, as well as SMBWorld Award, HKICT Award and PCM Biz IT Excellence Award in 2015 for its outstanding achievement and long-term commitment to leading innovative, user-friendly, cost effective as well as environmentally sustainable ICT solutions for Hong Kong business marketing.

# 香港零售管理協會優質網店認證計劃 HKRMA Quality E-Shop Recognition Scheme

現接受申請  
Call for Entry

## 計劃目標

- 釐定認可的優質網店指標，助零售商發展網上零售業務
- 認證優質的購物網站
- 加強消費者於香港購物網站購物的信心

## 評審準則

計劃內的所有評審準則是根據「三大範疇、四大品質」的架構來釐訂。「三大範疇」包括網店的信譽及發展、購物體驗及履行交易；「四大品質」則包括營運、資訊、服務及系統管理。此架構是經由協會成立的諮詢委員會訂制。諮詢委員會獨立及具公信力，成員來自電子商貿重要範疇的專家。

## 認證標誌及證書

通過評審的網店將獲發優網店認證標誌及證書，以供網店作宣傳用。每一個認證標誌附有一個特定編號，顧客可透過本協會特設的「認證網店名冊」查閱相關網店資料。

## 評審流程 (為期4-6星期)



## Objectives

- To develop industry-wide standards and best practices for online retailing in Hong Kong
- To give recognition to quality e-shops
- To raise consumers' confidence in Hong Kong's e-shops

## Assessment Criteria

Under the Scheme, all assessment criteria for quality e-shop are developed based on the framework of 3 main perspectives, i.e. Trust and Development, Shopping Experience and Contract Fulfillment; and 4 key qualities – Operation, Information, Service and System. Such framework is extensively researched, reviewed and endorsed by an independent and credible advisory panel appointed by the Association Members are e-Commerce key players.

## Recognition Logo and Certificate

E-shop who has passed the assessment of the scheme will be granted a recognition logo and certificate. Recognized e-shops are entitled to display the logo on their promotional materials. Each logo carries a unique recognition number which facilitates consumers to check e-shop information through the Quality E-Shop Directory set up by the Association.

## Stages of Assessment (Last for 4-6 weeks)

<http://hkrma.org/b5/awards/qualityeshop.html>

詳情可致電2866 8311或以電郵qeshop@hkrma.org與協會聯絡。

For enquiry, please contact the Association at 2866 8311 or by email at qeshop@hkrma.org.

計劃詳情



## 有關香港零售管理協會

## About Hong Kong Retail Management Association

香港零售管理協會於一九八三年由一班擁有長遠使命的零售商共同創辦。成立多年以來，本協會在促進本地零售業發展及代表業界意見，一直扮演著重要角色；與此同時，本協會透過教育、培訓及獎項等活動，致力提升零售業的專業地位。

本協會乃香港主要的零售協會，至今會員公司店舖逾八千間，僱員數目佔本港總零售僱員超過二分一。本協會亦是泛亞太區零售商協會聯盟香港區的唯一零售協會代表，並為聯盟之創會會員之一，該聯盟的會員遍及十七個亞太地區及國家。

The Hong Kong Retail Management Association (HKRMA) was founded in 1983 by a group of visionary retailers with a long-term mission to promote Hong Kong's retail industry and to present a unified voice on issues that affect all retailers. Over the years, the Association has been playing a vital role in representing the trade, and raising the status and professionalism of retailing through awards, education and training.

Today, HKRMA is the leading retail association in Hong Kong with membership covering more than 8,000 retail outlets and employing over half of the local retail workforce. HKRMA is one of the founding members of the Federation of Asia-Pacific Retailers Associations (FAPRA) and is the only representing organization from Hong Kong. FAPRA members cover 17 Asian Pacific countries and regions.

## 香港零售管理協會服務

## Services of Hong Kong Retail Management Association

### 政策倡議 Advocacy

- 立法意見及公眾諮詢  
Submission on Legislation and Public Consultation

### 教育及培訓 Education & Training

- 零售業資歷架構  
Retail QF
- 職學創前路先導計劃  
Earn & Learn Scheme
- 零售管理/營運管理專業文憑  
Professional Diploma in Retail Management / Retail Operation Management
- 工作坊/研討會/講座  
Workshop/Conference/Seminar
- 考察團  
Study Tour

### 旗艦活動 Flagship Programmes

- 傑出服務獎  
Service & Courtesy Award
- 神秘顧客計劃  
Mystery Shopper Programme
- 香港工商業獎  
Hong Kong Awards for Industries
- 優質網店認證計劃  
Quality E-Shop Recognition Scheme

### 行業焦點及刊物 Industry Watch & Publications

- 零售業統計數據  
Monthly Retail Sales Statistics
- 薪酬/服務趨勢  
Salary/Service Trend
- 季刊及年刊  
Newsletter & Year Book
- 中小企零售商指引: 零售攻略  
SME Guidebook

### 交流活動 Networking

- 午餐會  
Luncheon
- 周年晚會  
Annual Ball
- 商貿配對  
Business Matching

### 中小企支援計劃 Support Programmes for SME

- 中小企工作坊/研討會/講座  
SME Retail Workshop/Conference/Seminar
- 零售中小企優質服務獎  
SME Service Excellence Award
- 考察團  
Study Tour