

In-Store Asia 2009

16 - 18 July 2009 | BIEC, Bangalore, India

Day 1: Thursday, 16th July 2009



The exclusive show on
Marketing-at-Retail
EXPO | CONFERENCE | AWARDS

09 : 00 am onwards	Registration & Tea	
10 : 00 am – 10 : 25 am	In-Store Asia 2009 Inauguration	Bhaskar Bhat MD - Titan Industries Limited
10 : 25 am – 10 : 30 am	Lighting of Inaugural Lamp at Convention	Bhaskar Bhat Harish Bijoor
10 : 30 am – 10 : 40 am	Keynote Address	Bhaskar Bhat
10 : 40 am – 11 : 30 am	'Every Marketing Problem has a Shopper-Centric Solution' Including Q & A	Harish Bijoor Chairman – Steering Committee In-Store Asia 2009
11 : 35 am – 12 : 05 pm	'Think Like a Shopper – The Why & The How' Including Q & A	Bijou Kurien President & Chief Executive Lifestyle Division, Reliance Retail
12 : 05 pm – 12 : 35 pm	'Strategic Store Plotting & Planning to Meet Market & Business needs' Including Q & A	Surender Gnanaolivu VP, Store Development Mahindra Retail
12 : 35 pm – 2 : 10 pm	LUNCH + EXPO VISIT	
2 : 15 pm – 2 : 45 pm	'Effective Design Strategies for Uncertain Times' Including Q & A	Giorgio Borruso Founder - Giorgio Borruso Design
2 : 50 pm – 3 : 20 pm	'The Role for Shopper Marketing in the Success of a New Brand – The Vivel Example' Including Q & A	Sandeep Kaul SBU Chief Executive Personal Care Products Business ITC Ltd.
3 : 25 pm – 3 : 55 pm	'Mastering Retail – A Winning Combination for Consumer Domination' Including Q & A	Ken Nisch Chairman - JGA
4 : 00 pm – 4 : 15 pm	NETWORKING & TEA	
4 : 20 pm – 4 : 50 pm	'Visual Merchandising Update - The latest from the World of VM' Including Q & A	Jose Maria Bustos President / Creative Director Visual Merchandising Asia Pte. Ltd.
4 : 55 pm – 5 : 25 pm	'Optimising the retailer-fixture manufacturer partnership for maximum mutual benefit' Including Q & A	Sandeep Mukherjee President Store Fixture Manufacturers Association of India (SFMAI)