

Under the patronage
of the President of the Council of Ministers
His Excellency Mr. Saad Hariri

RETAIL IN LEBANON: SUSTAINABILITY & GROWTH

WEDNESDAY 18 APRIL 2018

09:00 – 09:30

Registration | Welcome Coffee

10:00 – 10:30

OPENING CEREMONY

- Mr. Yahya Kassaa, President of the Lebanese Franchise Association
- Mr. Mohamed Choucair, Chairman of the Lebanese economic Bodies
- Mr. Charles Arbid, President of the Economic & Social Council
- H. E. Mr. Raed Houry, Minister of Economy & Trade
- H.E. Mr. Avedis Guidanian, Minister of Tourism
- H.E. Mr. Saad Hariri, The President of the Councils of Ministers

10:30 – 11:00

Networking Coffee Break

11:00 – 12:00

SESSION 1: 'DISRUPTIVE TRENDS'

- Will Higham, "Time Travelers Make the Best CEOs"
- John Arlidge, "The Rewards of Disruption: How to Stay Ahead in Unforgiving Times"

12:00 – 13:00

SESSION 2: 'BUILDING POWERFUL BRANDS'

- Mark Shayler, "Companies without a Brand Purpose will not Survive"
- Sean Pillot de Chenecey, "Brand Authenticity: Trust & Transparency"

13:00 – 14:00

SESSION 3: 'NEW CONSUMERS & CONSUMPTION PATTERNS'

- Petra Barran, "KERB Street Food - a New Business Model for a New Era"
- Marc de Speville, "Back to the Future of Food Retail"

14:00 – 15:00

Lunch Break

15:00 – 16:00

SESSION 4: 'FUTURE GROWTH DRIVERS'

- Karl Lillurd, "New Retail and How to Challenge e-commerce"
- Liz Silvester, "Liberty the Concept Department Store"

16:00 – 17:00

SESSION 5: 'PARTNERSHIPS & COLLABORATION'

- Edwin Strauss & Richard Wilhewlmer, "How to Transform Insights into Strategy & Successful Ideas"

THURSDAY 19 APRIL 2018

09:00 – 09:30

Registration | Welcome Coffee

10:00 – 10:30

'ROUND TABLE ON SUCCESSFUL BUSINESS DEVELOPMENT STRATEGIES'

- Nabil Fahed, CEO, Fahed Group
- Anthony Maalouf, CEO, Ant Ventures Holding
- Rabih Saba, Managing Partner, Venture Group
- Michel Aji, Chief Business Development Officer, Roadster Diner and Deek Duke
- David Tham, Business Development, Colortek

10:30 – 11:30

'KEYNOTE: TOWARDS A CREATIVE ECONOMY'

- John Newbigin, "why the Creative Economy is Important for all our Futures"

11:30 – 13:00

MASTER CLASS

- Mark Shayler, "It's Not Good Enough to do Things better, We Need to do Better Things"



**BIFEX
2018**

18-19 APRIL

SEASIDE PAVILLON
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