

**18<sup>th</sup> NATIONAL RETAIL CONFERENCE \* August 13-14, 2009**  
**"OPPORTUNITIES IN CRISIS"**

**TENTATIVE PROGRAM** (as of July 14)

**Day 1 (Aug.13 – Thurs)**

\*\* Speakers subject to change \*\*

REGISTRATION OPENING CEREMONIES	Invocation / National Anthem Welcome Remarks NRCE Overview Opening Statement	
GUEST OF HONOR / KEYNOTE SPEAKER	Keynote Speech	<b>GOV. LUIS RAYMUND "LRay" VILLAFUERTE, JR.</b> Camarines Sur
PLENARY 1	Weathering the Economic Storm... Uncertain Times to Exciting Times	<b>DR. CAYETANO PADERANGA</b> Prof., UP School of Economics
PLENARY 2	Tomorrow's Retail Trends, Today	<b>MR. GARY DE OCAMPO</b> Managing Director, TNS
LUNCHEON PRESENTATION	The Power of Marketing – at – Retail	Speaker c/o PLDT BUSINESS SOLUTIONS
LUNCH / VISIT EXPO		
PLENARY 3	Expanding Business Opportunities by Building Communities and Maximizing Technology	<b>MR. JAIME NASOL</b> 1 <sup>ST</sup> SVP-Transaction Banking Group, BDO
PLENARY 4 (PANEL)	Enhancing The Retail Experience Thru Mix-Use Design	<b>MS. MARIVIC AÑONUEVO</b> , SVP, Ayala Malls <b>MS. ANNIE S. GARCIA</b> , President, SM Supermalls <b>MR. NILO MAPA</b> , GM, Robinsons Malls
PLENARY 5	The Anatomy of WOW: The Power of Store Design	<b>MS. MAJA OLIVARES-CO</b> EVP, Sonia Santiago Olivares & Associates
PM BREAK / EXPO VISIT		
PLENARY 6	Reviving Old Glory: Kapit Bisig sa Ilog Pasig	<b>MS. GINA LOPEZ</b> Managing Director, ABS CBN Foundation
PLENARY 7	Turning Shoppers into Customers – How to Attract & Market to Customers in a Downturn	<b>MS. ANGEL ANTONIO</b> GM / Chief Action Officer, Bates 141
PLENARY 8	How Not to be Lost in Translation: Maximizing Media for Your Brand	<b>MR. MARCH VENTOSA</b> Head, Studio 23, Cable Channels and Print Media Group, ABS-CBN
<b>Day 2 (Aug.14 – Fri)</b>		
REGISTRATION / COFFEE		
PLENARY 9	Hapee and Proud . . . The Lamoian Success Story	<b>MR. CECILIO PEDRO</b> President / CEO, Lamoian Corp.
PLENARY 10	Creating New Markets for the Retail Brand to Grow	<b>PROF. TOMAS B. LOPEZ</b> Professor, Asian Institute of Management (AIM)
PLENARY 11	The Future of Business Intelligence In Retail	<b>MR. ATUL JALAN</b> CE/ & Managing Director, Manthan Systems
LUNCH / VISIT EXPO		
PLENARY 12 (PANEL)	Retail Security: Crashproofing Your Company from Theft & Loss	<b>GEN. EDGARDO B. AGLIPAY</b> <b>PChief Supt. ROBERTO ROSALES</b> , PNP-NCR
PLENARY 13	Redefining the Bottom Line (Inspirational Topic)	<b>MS. CARISSA VILLACORTA</b> Author of "Surreality"
PLENARY14	RETAIL: Strategies to Succeed in Challenging Times	Speaker c/o IBM
PM BREAK / EXPO VISIT		
PLENARY 15	2010 Retail Trend Forecasting for Fashion and the Creative Arts	<b>MS. HINDY WEBER TANTOCO</b> In-House Designer & Curator, Rustan Commercial Corp.
PLENARY 16 (PANEL)	Creative Entrepreneurship in a Downturn	<b>MR. MARVIN AGUSTIN</b> , John & Yoko <b>CHEF FLORABEL CO</b> , Florabel's <b>MR. IVAN YAO</b> , Lucerne Group of Companies <b>MS. RUBY GAN</b> , Schu
GRAND RAFFLE / VISIT EXPO	<b>MR. DAVID CELDRAN</b> , Moderator	