

ISAF CONFERENCE 2015

THE DEFINITIVE S&A RETAIL KNOWLEDGE PLATFORM

India To Be The Next Factory Of The World, Retail Resurgence, Ecommerce Breaks Barriers & Amplifies Access Into Consumer's Minds To Create A Parallel Shopping Experience.

ISAF'15 Theme: Be a catalyst for Make in India and build powerful brands and retail models for an omni-channel era

DAY 1 Wednesday March 18th, 2015

11:30 - 12:00

Inaugural Session

Welcome Address : Adesh Gupta, Chairman, ISAF'15 & CII NCLFP
Address by Honorary Guest Jorge Roza de Oliveira, Ambassador of Portugal
Rafeeqe Ahmed, Chairman, Council for Leather Exports
Puran Dawar, Chairman, AFMEC
Concluding Address : Rafique Malik, Chairman, AIFMRA & Metro Shoes

12:00-12:45 SESSION I: UNDERSTANDING THE UNIQUE RETAIL MARKET

Consumer preferences change more quickly than ever. Brand loyalty may be a thing of the past. On-line shopping poses new challenges as well as new opportunities. Social media drives brand awareness more powerfully than traditional media. Lets understand the Footwear Market Scenario, Change From Basic Need Industry To Quality and how to arrest the customers attention.

Session Moderator : Anupam Bansal, Director, Liberty Shoes

Key Speakers :

- Inderdev Musafir, MD, M&B
- Amin Virji, MD, Inc 5
- Asif Merchant, MD, Catwalk
- B.D. Nathani, CEO, Stardox
- Praduman Raina, VP, SSIPL

13.00 AIFMRA BOARD MEETING

India Shoes & Accessories Forum '15

Agenda



14:30 – 15:15 SESSION II: INTERNATIONAL VIEW ON INDIAN MARKET

Session with International brands that have entered the Indian domain and expect to capitalize on the market in the next 3-5 years. Their views and prospective of the Indian market growth, targeted zones, experience's.

Session Moderator : Vikas Bagga, Consultant, Li Ning

Key Speakers :

- Sanjeev Agarwal, MD, Skechers
- Vandana Chaudhry, Sales & B. D. Head, Crocs
- Rajeev Uppal, VP, Gas
- Rajesh Kadam, COO, Inc.5
- Sonita Unadkat, MD, Fitflop
- Atul Madan, Group President, SSIPL

15:15 – 16:00 Session III: THE BIG RETAIL PICTURE : The STRATEGIC IMPERATIVES FOR EXPANSION IN'15

The resilience of retail has shown that consumers will reward retailers who offer the right products and the right experience at the right prices. Do the economic conditions provide the right platforms for growth? What are the innovations and strategies that will drive growth? How are successful retailers structuring for better returns? How can domestic retailers compete with international brands?

Session Moderator : Ketan Vyas, MD, Woly

Key Speakers :

- Imran Virji, MD, Regal Shoes
- Amrit Gulati, President, Footwear Whole-sellers Association
- Ishaan Sachdeva, Director, Alberto Torresi
- Ismail Ajani, Director, Hollywood
- Swati Mehrotra, Designer, Swatimodo

16:00 – 16:30 SESSION IV: AW 15/16 TRENDS - Footwear & Materials

Presentation by Asst. Prof .Dolly Kumar, NIFT

18:45 Onwards: ISAF AWARDS (By Invitation Only)

DAY 2 – Thursday – March 19th, 2015

10:30 - 12:00 SESSION V: 'MAKE IN INDIA'

PM's grand vision of turning India into a global manufacturing hub, along with the promise to ease red tape, develop key infrastructure and ease clearances have served to rekindle hope in manufacturing. The industry leaders share their views and visions on the Lucrative Opportunity For Investors & growth

Key Speakers :

- Adesh Gupta, Chairman, CII NCLFL & Liberty Shoes
- G. Sankar, MD, Reliance Footprints
- N. Mohan, Global Business Head, Tata
- Puran Dawar, Regional Chairman, CLE
- Ramesh Kumar, Executive Director, CLE
- Naresh Bhasin, Regional Chairman, CLE
- Asif Merchant, MD, Catwalk

12:00 - 12:45 Session VI: **COMPETING IN THE DIGITAL AGE OF RETAIL, ARE BRANDS FAILING TO CAPITALISE ON THE POTENTIAL OF THE DIGITAL MEDIA, SOCIAL NETWORKING.**

The fact is that shopping is a social activity, and people like to see, feel, try on the merchandise. As competition in the world of online retailing heats up, Smart digital retailers are beginning to recognize that they too need a broader, multi-channel approach, the best have created multiple touch points – physical and virtual – that engage shoppers in more customized ways.

Session Moderator : Navin Joshua, CEO, Green Honchos

Key Speakers :

- Sudhir Vashist, CEO, YNG
- Puneet Khanna, MD, Famozi
- Rajiv Prakash, Founder, Next in
- Jeetendra Joshi, Director, Ereasoning
- Sandip Agarwalla, Director, Malaga

14:00 – 15:00 Session VII: CONSUMER IS GETTING YOUNGER & TECH MATURE HOW DO YOU KEEP UP WITH THEIR CHANGING SHOPPING BEHAVIOR.

You Type, they swipe. You click, they tap. Meet Generation i. How can you serve the most technologically-savvy generation in history and understand their behaviour? Consumer stands in store, uses a smartphone to compare prices & reviews; instantly weigh in on shopping decisions via social media; an ever-growing list of online retailers deliver products directly on the same day. We have a tête-à-tête on how the retail landscape is changing over time.

Presentation by Jeanmarc Pedebouy, VP, Roman Cad

Session Moderator : Navin Joshua, CEO, Green Honchos

Key Speakers :

- Sophia Premjee, MD, Lords
- Rina Shah, Designer, Rinaldi
- Payal Kothari, Shoe Sculptor, Veruschka Shoes
- Lubeina Shahpurwala, MD, Mustang
- Ishaan Sachdeva, Director, Alberto Torresi
- Rajesh Kadam, COO, INC.5

15:15 - 16:15 Session VIII: HOW THE MOST SUCCESSFUL CEOs KEEP ON REINVENTING THEIR BUSINESSES TO STAY ON TOP OF THE GAME.

Retail - one of the most dynamic business's, requires a plethora of ingredients – huge capital, focused management, detailed strategy ; but also the name of the game is to keep reinventing the business. The most successful heads of coveted brands and retail businesses offer in-depth insights on what keeps their retail game plan to succeed viz a viz ; Business Model, Brand Positioning, Merchandising, Marketing, Innovation & Technology

Session Moderator: Manish Saksena, Advisor, Tommy Hilfiger/ Amazon.in

Key Speakers :

- G Sankar, MD – Reliance Footprints
- Anupam Bansal, Director - Liberty Shoes
- Sonita Unadkat, MD Flitflop