

PLEASE FILL UP REGISTRATION AND SEND TO : (032) 346-8966 OR EMAIL TO [pra\\_cebu@yahoo.com](mailto:pra_cebu@yahoo.com).

Please use extra sheet for more than 3 registrants.

**See You At The Most Exciting Retail Conference In Cebu!**

**5th** **th** **cebu**

**PHILIPPINE RETAILERS ASSOCIATION CHAPTER**

**Regional Retail Conference and Expo**  
Theme: "Next Level Retailing: Discover, Differentiate, Deliver"

June 29, 2011 | 8AM-5PM @ Niña Ballroom,  
Radisson Blu Hotel, Cebu City

In celebration of **Cebu Business Month 2011**  
BUSINESS beyond BOUNDARIES

Keynote Speaker: **Mr. Frederick Go**  
President & Chief Operating Officer  
Robinsons Land Corporation

**PROGRAM**

8:30	<b>Registration</b>	1:00	IBM Sponsor Presentation
9:15	Invocation National Anthem  Acknowledgment of Guests by PRA Cebu Director  Welcome Remarks by PRA Cebu President  Message from PRA Cebu Chairman	1:30	<b>Ms. JV Wong</b> Chief Executive Igniter, People Ignite, Inc. <i>Topic: The Power Of Love Languages To Bring Our Customer Experience</i>
9:45	DTI Retail Update <b>Director Aster Caberte</b> DTI Cebu-7	2:15	<b>Ms. Bea Andrea Torres</b> Project Coordinator, National Bookstore Foundation Inc. <i>Topic: Incorporating Our Core Values: MINDSET as Key to Success</i>
10:00	Keynote Address: <b>Mr. Frederick Go</b> President and COO, Robinsons Land Corp. President, Philippine Retailers Association	2:45	Kodak/TechTrends Sponsor Presentation
10:30	Microsoft Sponsor Presentation	3:05	<b>Mr. Wilson Ng</b> President, Ng Khai Development Corporation <i>Topic: Using New Media to Drive Retail Sales</i>
11:00	<b>Mr. Donnie Tantoco</b> President, Rustan's Supercenter, Inc. <i>Topic: Best Practices for Next Level Retailing</i>	3:35	<b>Mr. Francis Flores</b> Marketing Head of Greenwich Pizza <i>Topic: Innovative Initiatives for Next Level Brand Awareness</i>
11:30	Panel Discussion Moderator: <b>Ms. Joy Poloso</b> General Manager, Ayala Center Cebu <i>Topic: Brands Management: Innovative Retailing</i>  Panelists: <b>Mr. Jay Aldeguer</b> - President, Islands Souvenirs <b>Chef Raki Urbina</b> - Café Laguna <b>Ms. Maile Moraza</b> - Proprietor, Gellatissimo <b>Mr. Dino de Leon</b> - Regional Manager, Primer Group of Co. <b>Mr. Leonito Lopue</b> - President, PRA Bacolod <b>Mr. Marc Brian Lim</b> - Magic Group of Companies	4:05	<b>Mr. Josiah Go</b> Chairman & Chief Marketing Strategist, Mansmith and Fielders, Inc. <i>Topic: How to Discover, Differentiate and Deliver Innovative Business Concepts</i>
12:00	<b>LUNCH BREAK/ NETWORKING</b>  RAFFLES... RAFFLES... RAFFLES	4:25	GFK Sponsor Presentation
		4:45	Panel Discussion Moderator: SM Cebu Officer <i>Topic: Effective Innovation to spur Retail Sales</i>  Panelists: <b>Ms. Eva Gullas</b> - ZEE Quarterly <b>Mr. Bunny Pages</b> - CEO, Thirsty Juices & Shakes <b>Mr. Jack Gaisano</b> - President, VICSAL Dev't Corp. <b>Engr. Reuben L. Yep</b> - BY & Sons Trading, Inc. <b>Mr. Francis Chung</b> - New Island Bazaar <b>Ms. Alma Yu</b> - Emerald Durian Palace
		5:30	Closing Remarks  RAFFLES... RAFFLES... RAFFLES...

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**Yes, I would like to Register!**

Name \_\_\_\_\_ Company Name \_\_\_\_\_

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**CONFERENCE FEE** Includes Conference Kit, Lunch, AM & PM Snacks

**Early Bird (Payment received on or before June 15, 2011)**  
-Please Deposit to PRA BDO Account  
(Philippine Retailers Association-Cebu Chapter, Inc.)  
-PRA BDO Account No. 0800558588  
**PRA or CCCI Member - P 888.00**

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PRA or CCCI Member - P 999.00  
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