

## BRAINSTORMING FOR NATIONAL RETAILERS CONFERENCE 2017

Thursday, 09 February 2017

Last Updated Tuesday, 14 February 2017

On 9 February 2017, the Phil. Retailers Association called a Meeting at the EDSA Shangrila's Heat Coffee Shop to pick the brains of a few invited attendees for this year's NRCE. Headed by PRA Chairman and FAPRA (Federation of Asia-Pacific Retailers Association) Pres. Lorenzo Enchong Formoso, Ayala VP and Head of Ayala Malls Rowena Tomel and PRA Sec. Gen. Evelyn B. Salire, the group brought out their marketing ammunition to try to make this year's NRCE as unique and appealing to retailers from all over the country. Date of NRCE is still to be finalized but tentatively dated for August or September 2017.

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