

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 Shangrilaâ€™s Heat Coffee Shop to pick the brains of a few invited attendees for this yearâ€™s NRCE.Â Headed by PRA Chairman and FAPRA (Federation of Asia-Pacific Retailers Association) Pres. Lorenzo â€œEnchongâ€• Formoso, Ayala VP and Head of Ayala Mallsâ€™ Rowena Tomelo and PRA Sec. Gen. Evelyn B. Salire, the group brought out their marketing ammunition to try to make this yearâ€™s NRCE as unique and appealing to retailers from all over the country.Â Date of NRCE is still to be finalized but tentatively dated for August or September 2017.

Â