

## PRA RETAIL CEO ECONOMIC BRIEFING AT MARCO POLO HOTEL

Thursday, 16 March 2017

On the 16th of March 2017, the Phil. Retailers Assn. held a Retail CEO Economic Briefing at Marco Polo Hotel at Ortigas Center. Economist in the House was Mr. Federico R.D. Ocampo, MSC/ Senior VP & Chief Investment Officer of BDO Unibank, Inc.- Trust & Investments Group. He mentioned that four of the prevailing local trends in retailing are Premiumization, Health & Wellness, the growing importance of Convenience and Online Buying. PAGASA was given two awards that day by the PRA: the Active Member Award and the Membership Loyalty Award while STC was personally given an Award of Recognition for his involvement in PRA projects and advocacies through the years.

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