

## NATIONAL RETAILERS CONF. & EXHIBITION (NRCE) 2017

Friday, 11 August 2017

Last Updated Tuesday, 22 August 2017

The annual Retailers Conference at the SMX from 10-11 of August 2017 by the Philippine Retailers Association (PRA) was filled with retailers of all sizes, shapes and colors. The Philippine Amalgamated Supermarkets Assn. (PAGASA) is the food retail segment of the PRA and has been an Associate Member of the PRA for the last twenty years. The Conference had among others Mr. Irwin Lee/CEO of the Rustan Supercenters, Inc. (gray coat; maroon tie) who spoke authoritatively on global retail trends, Ms. Erica Ng/ Senior Editor of WGSN Insight Asia Pacific (HK) in black, Swede Mr. Anders Barlund of Phil. Mackinsey & Co. On its 30th year, PAGASA took care of the Breakout Session for Supermarkets on Day 1 from 3:00-5:00pm. Guest Speakers were DTI Usec. Teodoro Pascua who spoke on the partnership between the public sector and retailers, Ms. Shirley Zhu of IGD based in Singapore on Asian Retail Trends and A.C. Nielsen's Managing Director Patrick Cua on "Winning at Point of Sale." Songwriter Jim Paredes spoke on the importance of music in Establishments as an officer of FILSCAP. This year's edition of the Conference was made "memorable" as an earthquake registering 6.1 on the Richter Scale momentarily interrupted the Conference and resulted in an early end for the annual event.

Â Â Â Â Â Â Â