

General Session Program Descriptions

All events will take place at the Signiel Seoul Hotel unless otherwise noted.
All times below are in South Korea Standard Time (GMT+9)

Jump to: [Tuesday](#), [Wednesday](#), or [Thursday](#) sessions

All general sessions to be held in the Grand Ballroom unless otherwise noted.

TUESDAY, 05 MARCH

8:45 am - 9:15 am

Market and Channel Development in Asia

PRESENTED BY:

CHUNNAM PARK, Executive Director, NIQ

The Asia-Pacific regional economy spans a wide range between a higher GDP in the north and a lower GDP in the south, with Australasia standing distinctively on its own. While economic differences may impact the maturity of retail, consumer needs—fueled by the globalization of information through the internet—are constantly evolving. NIQ will showcase the region's performance, highlighting an array of differences and trends, and will zoom from a macro-Asian perspective all the way to the state of the industry in our 2024 host city of Seoul.

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1:00 pm - 2:00 pm

Store Tour Debrief

PRESENTED BY:

MARK WOHLTMANN, Director, NACS Global

We will explore the varying experiences and insights gained during the store tours. Given that each person notices different elements, has different ideas and makes connections through their own unique perspective, a key benefit here is to compare the individual's experience with their peers. Participants will gain broader views of the local convenience landscape, and potentially learn something they may have missed during their own tour.

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2:00 pm - 2:45 pm

Global Strategic Industry Issues

PRESENTED BY:

HENRY ARMOUR, President and CEO, NACS

What are the most significant strategic issues that our industry faces, where are threats and opportunities most mature, and what can we learn from best practices in different countries and regions? Henry will unveil the latest results of NACS' Global Issues Survey, and connect global developments with the region's status to give an outlook on what retailers across Asia Pacific must focus on.

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2:45 pm - 3:30 pm

Fuel to Food... and Beyond

PRESENTED BY:

CAROL CHEN, Global CMO and SVP Shell Mobility, Shell

The future business of petrol stations is moving beyond fuel and into foodservice. But just how do we become a coffee seller? Carol will share Shell's success story from Asia and from further afield, introducing Shell Café at petrol sites, then moving these into standalone locations.

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4:00 pm - 4:45 pm

"The Pizza Everywhere Company"

PRESENTED BY:

JAY LIM, Founder and CEO, GOPIZZA

Pizza is a global food, offered in all countries around the world. Our industry has often focused on and many times failed to take advantage of this consumer staple. Jay will discuss GOPIZZA's global journey, sharing best practices for digitally transforming this conventional business to increase accessibility of pizza in an unprecedented way, expanding into gas stations, cinemas and even CVS chains.

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4:45 pm - 5:30 pm

Men Getting Older but Hotter

PRESENTED BY:

DR. DAE RYUN CHANG, Leading Professor, SUNY Korea

As the median age rises in many Asian countries, this trend is impacting the lifestyles of consumers and the industries that serve them. One of the growing businesses has been the beauty market, especially for men who now need to enhance their appearance to maintain a competitive edge in the professional realm. This talk looks at how companies and retailing venues can cater to this emergent segment of "older but hotter" men.

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WEDNESDAY, 06 MARCH

1:00 pm - 2:00 pm

Store Tour Debrief

PRESENTED BY:

MARK WOHLTMANN, Director, NACS Global

We will explore the varying experiences and insights gained during the store tours. Given that each person notices different elements, has different ideas and makes connections through their own unique perspective, a key benefit here is to compare the individual's experience with their peers. Participants will gain broader views of the local convenience landscape, and potentially learn something they may have missed during their own tour.

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2:00 pm - 2:45 pm

Retailer Case Study

PRESENTED BY:

HANNA LEE, Head of Strategic Planning, GS Retail

GS25 operates 13,899 stores in South Korea, being one of the leading players in the Convenience Retail sector. Hanna will share GS25's success story and their journey to operating specialized offers to the industry's main consumer segments, including the ever growing group on single-households.

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2:45 pm - 3:30 pm

Intelligent Convenience

PRESENTED BY:

YIXIN MA, Associate Partner, McKinsey & Company

The convenience retail experience of the future will be propelled by physical technology and advanced analytics to meet changing consumer expectations, while allowing retailers to reset their operating models and economics. This talk shares: How leading retailers have used AI and analytics to optimize store performance and offering at scale, inform and partially automate merchant decisions and store staff operations, StoreX—a prototype of how we have brought these together in a physical convenience store and the essentials to navigate the transformation.

[Jump to Speaker Biographies](#)

4:00 pm - 4:45 pm

Loyalty Reinvented: Let's Start from Scratch!

PRESENTED BY:

TOM FLEMING, Partner, Oliver Wyman

In this virtual session, the importance of loyalty programs driving the success of a retail operation is well known. It started with the scratch card and evolved over decades to become digitalized, multi-program, and fully connected. However, along the way, many loyalty programs became no more than discount programs, only focusing on rebates rather than true customer loyalty. Oliver Wyman will share exclusive research on our path thus far, where we took a wrong turn, and how we can pivot back to what we really want—true loyalty programs!

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4:45 pm - 5:30 pm

Women's Empowerment: A Driver for Economic Growth

PRESENTED BY:

PABLO ANDONIE, President, AMPM Centroamérica

HENRY ARMOUR, President & CEO, NACS

HANNA LEE, Head of Strategic Planning, GS Retail

Across Asia, there is a disparity between regions with higher and lower GDP. The latter are actively looking for ways to enhance their businesses, stay sustainable, and uplift their countries' economies and, consequently, the lives of their citizens. A solution found in similar environments across the globe is women's empowerment. Data shows that countries and companies prioritizing gender equality in the workforce perform notably better. Burcu will share how OPEX's investment in women empowerment in the company leads to success, while Turkey's overall female employment rate is relatively low compared to its Western neighbors.

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THURSDAY, 07 MARCH

9:10 am - 9:50 am

Retailer Case Study

PRESENTED BY:

XIANG YANG, Founder and CEO, Fun Bean

The 2023 winner of the NACS Convenience Retailer of the Year Award Asia will present their success story, beginning in 2012, when Jiangxi Ledoujia founded Fun Bean Convenience Store as its new generation of convenience stores in China. Fun Bean is redefining convenience in an innovative way by breaking traditional operating rules of catering convenience store retail service. It has become a leading regional enterprise in the Jiangxi retail industry. Fun Bean employs more than 1,000 people and had a monthly sales volume of nearly 100 million yuan in 2020. In recent years, the annual compound growth rate has been maintained at more than 60%. In 2022, Jiangxi Ledoujia unveiled a new corporate mission—surprise everywhere—and values—responsibility, embrace change, hard work, symbiosis, and win-win—that define the company's direction.

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9:50 am - 10:30 am

Retail Technology Trends

PRESENTED BY:

JEFF HASSMAN, VP Product Strategy, PDI Technologies

Technology is shaping the retail landscape like never before. From self-scanning to pay-by-plate, pay-with-palm, and payment via biometrics, alongside theft-detering cameras, shelf-scanning cameras, and mood-capturing cameras—the spectrum of innovations is vast. South Korea is one of the most advanced retail environments and has the most tech-savvy consumers. This double-session will delve into existing products and explore what is possible, what makes sense, and what we should invest in next.

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11:00 am - 11:45 am

Artificial Intelligence in Convenience Retail

PRESENTED BY:

BRIAN GRAY, Managing Director, Accenture

The media's portrayal of artificial intelligence ranges from stories of "killer robots" to AI being humanity's savior. However, as much information as there is on AI, there is an equal measure of misinformation. Some AI solutions are nothing more than glorified algorithms while the debate on sentient and sapient machines extends beyond what intelligence is about. Amidst the confusion, what is the relevance for Convenience and Fuel Retailing? Accenture will share their exclusive research on AI use cases for retail, what is possible today, what will be possible tomorrow and how we can ensure we do not miss the opportunity to leverage AI's full potential.

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11:45 am - 12:30 pm

What We Have Seen, What We Have Learned

PRESENTED BY:

HENRY ARMOUR, President & CEO, NACS

During this consistently highly rated wrap-up session, Henry will summarize the key takeaways from the store tours, presentations, and Q&A's. After we saw and heard the "So what?" from the presenters, he will share his view on the "What now?"

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