



SAUDI RETAIL FORUM
منتدى التجزئة السعودي

December 18, 2023 | Fairmont Riyadh

8:50-9:40 HRS WELCOME COFFEE AND REGISTRATION

9:40-10:00 HRS WELCOME NOTE BY RetailME

10:00-10:30 HRS VIEW FROM THE TOP: RETAIL ARCHITECTS OF VISION 2030

 MAJED M. AL TAHAN Founder & CEO, e-commerce and Co-Founder & MD, Danube Online 	 DR. GÜNTHER HELM CEO - Cencmi Retail 	 RONNY FROEHLICH Co-founder 	 FREDERIC LEVY-PERRAULT CEO 	 MODERATOR BASEL HIJAZI Retail Marketing Lead
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10:30-10:45 HRS THE GLOBAL STAGE: REIMAGINING SAUDI ARABIA



ADGILD HOP
Market Lead | Partner | Retail
Deloitte.

10:45-11:35 HRS CEO'S AGENDA: UNLOCKING THE TREASURE CHEST OF RETAIL OPPORTUNITIES

 TOUFIC KREIDIEH Founding Partner and CEO 	 NEERAJ TECKCHANDANI Group CEO 	 TAWHID ABDULLA Founder and CEO 	 MAY KANOUNJI CEO 	 MODERATOR محمد ناجي العساف مدير التسويق
 SHEHIM MUHAMMED Director 	 NICKI WILSON Chief Executive Officer 	 MODERATOR ADGILD HOP Market Lead Partner Retail Deloitte.		

11:35-12:25 HRS CIO'S CONCLAVE: RETAIL TECH VISION 2030

 SUNIL NAIR CTO 	 FAISAL PARKAR Director of IT 	 KARTIK BHATT Chief Digital Officer 	 MUSTAFA KHANWALA Founder and CEO 	 MUNEER V ABDURHAMAN CIO
 EVGENY CHERNIKOV COO 	 RAMI YOUNES General Manager & Head of Sales 	 RACHID LABRIK Vice President 	 MODERATOR PIYUSH CHOWHAN CIO 	

12:25-12:40 HRS FUTURE-FORWARD MARKETING: HARNESSING THE POWER OF AI AND TECHNOLOGY



SOWMYA IYER
Founder and CEO
dVIO

12:40-13:20 HRS GROWING SOCIAL SPACES: LET'S DEEP DIVE INTO THE FUTURE LANDSCAPE OF SHOPPING CENTERS IN KSA

 MIKE WANLISS Vice President, KSA 	 MARK HARRIS Operations Director 	 MOHAMED GALAL President & CEO 	 FAISAL ABDURHAMAN AL-NASSER CEO
 WALID CHAHINE Chief Operating Officer 	 MODERATOR MOHAMMAD ALAWI Chairman of the Board 		

13:20-14:00 HRS NETWORKING LUNCHEON

14:00-14:40 HRS CULINARY PLAYBOOK: A JOURNEY THROUGH FLAVOUR

 HESHAM ALMEKKAWI CEO - Middle East 	 ABER ALHASHIM Co-founder 	 ZIAD KASSABIEH Chief Executive Officer 	 WENTZEL DAVID DE WET Managing Director KSA
 KEMAL KEÇO Head of New Business MENA 	 CHEF HEYAM ABDELLAHI Executive Chef 	 MODERATOR ANURIMA DAS Executive Editor 	

14:40-15:10 HRS FASHIONABLY FUTURISTIC: PEEKING INTO THE GROWING SAUDI FASHION AND LIFESTYLE MARKET

 GHADI ALI Entrepreneur, Advisor 	 ALI SHAREIF CEO 	 KUNAL KAPOOR Founder and CEO 	 AHMEDULLAH ABDUL HADI Chief Operating Officer
 ASHIM A PATIL MD & CEO 	 MODERATOR MAY KANOUNJI CEO 		

15:10-15:50 HRS LOCALLY BORN, READY FOR THE GLOBAL SHORES: A LOOK INTO THE THRIVING HOMETOWN ECOSYSTEM

 DR. MOHAMMED FITAIHI Founder 	 KARAM H. RAJAB CEO & Co-founder 	 MUZON ASHGAR Founder, General Manager 	 TAMARA ABUKHADRA Founder & Managing Director
 KHALED AL DARWISH CEO 	 MODERATOR DR. MARTYN DAVIES Head of Retail Sector 		

15:50-16:05 HRS EVOLVING RETAIL CONSUMER



BASEL HIJAZI
Retail Marketing Lead
Google

16:05-16:55 HRS THE CX DNA: CUSTOMER BEHAVIOR AND CUSTOMER JOURNEYS

 HISHAM QASIM CCO 	 HASSAN TAMIMI Managing Director 	 TURAN QUETTWALA Director 	 AYMAN BEYDOUN Deputy CEO & Group COO
 HASNAIN GLANI Head of Partnerships & Alliances 	 BERNARD PATTERSON Country Head for Saudi Arabia 	 MODERATOR KHALED ALAKEL Saudi Territory Lead 	

16:55-17:45 HRS THE DYNAMICS OF E-COMMERCE IN KSA

 AURELIEN CUELLAR Director Technology & Omni Channel 	 KARIMA SALEH Co-founder 	 JULIE SAMAHA Head of E-Commerce 	 SULTAN THAWAB AL-JEAID Director - Freight Forwarding & Logistics
 ROMAN POLUDNEV Business Development Director 	 ENIS AYARI CEO 	 MODERATOR SUNDEEP KHANNA Partner 	

19:00 ONWARDS RETAILME AWARDS

CELEBRATING RETAIL EXCELLENCE

* Timings of all sessions, subject to change

OUR PARTNERS
