



The Future of Retail: Unleashing the Power of Smart Technology, CRM, and AI

Join us for an exclusive presentation on the future of retail, where we delve into the game-changing potential of Smart Technology, Customer Relationship Management (CRM), and Artificial Intelligence (AI). Discover how these cutting-edge advancements are reshaping the retail landscape for FMCG, fashion, luxury goods, automotive, and F&B industries alike. Explore the strategic role of Smart Retailing in fostering personalized customer experiences, streamlining operations, and driving sustainable growth. Gain valuable insights into harnessing the power of CRM and AI to enhance customer loyalty, optimize inventory management, and unlock new revenue streams.

Don't miss this opportunity to stay ahead of the curve and revolutionize your retail business with Smart Technology, CRM, and AI.

Guest speaker:



Ravel Lai is an acclaimed IT and digital expert with a distinguished career in the retail and consumer products industry. Recognized as a leading CIO and an innovative figure in the retail sector, his extensive industry experience positions him as a foremost authority on IT and digital transformation.

Currently serving as the Chief Information Officer (CIO) at Uni-China Group, Ravel leads digital transformation efforts across a diverse network of retail outlets, wet markets, supermarkets, restaurants, and more. His exceptional expertise has earned him the prestigious World CIO 200 award in 2023, highlighting his success in shaping technology strategies and implementing cutting-edge solutions.

Supporting Organisations:

- 29 November, 2023**
(Wednesday)
- Reception: 19:00**
Seminar: 19:30-21:00
- EY wavespace**
22/F Citic Tower,
1 Tim Mei Avenue,
Central

REGISTRATION FEE:

Member: HK\$100
Non-member: HK\$200

Registration deadline:

28 November, 2023

Register now at:



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r/6Y1cNPKFRy](https://forms.office.com/r/6Y1cNPKFRy)

Should you have any enquiries, please contact ISCM Secretariat at secretariat@iscm.org.hk