

#pg16 #PGSensizOlmez



RETAIL
DAYS
16
PERAKENDE
G NLER 

RETAIL DAYS

RETAIL'S BIG GATHERING

23-24 November, L tfi K rdar İstanbul

MAIN SPONSORS





**RETAIL'S
BIG EVENT IS IN
ITS 16TH YEAR!**

Dear Friends,

It is a pleasure to send my warmest greetings and to welcome you for Retail Days in 2016.

We are coming together once again to share our knowledge and experience, to learn from each other, to broaden our vision and to plan the future.

Retail Days is where we applaud our successes, cooperate to overcome difficulties, produce enthusiastically, feel our power and grow our hopes again.

In its 16th year, we are all together for new successes!

Suat Soysal



conference

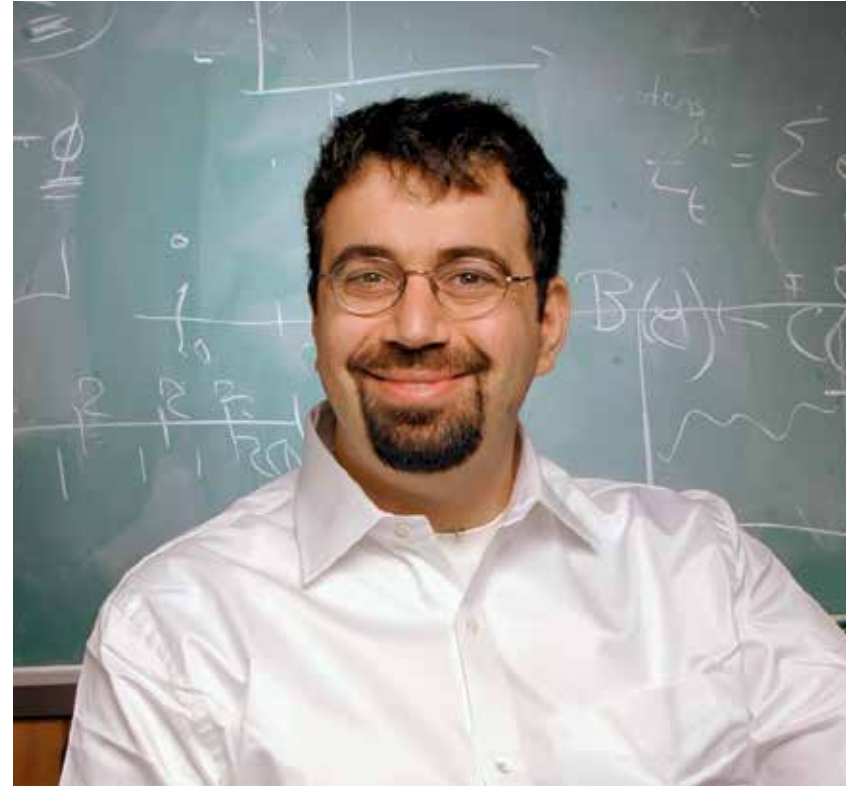
The leaders of the sector discuss the New World of Retail

Retail Days is **the greatest business world event** in Turkey as well as one of the most distinguished organizations in the international arena.

International İstanbul Retail Conference will once again host **inspirational speakers** as well as **industry experts and leaders** to share countless new, different and guiding views and topics on November 23-24.



WHY NATIONS FAIL



DARON ACEMOĞLU

Professor of Economics at MIT, Daron Acemoglu is among the 20 most cited economists in the world. **One of Foreign Policy's 100 Global Thinkers**, Acemoglu is the co-author of The New York Times bestseller Why Nations Fail.

Drawing on powerful examples from America to Mexico to Sierra Leone to Singapore, Acemoglu

makes tremendous strides in answering the big question that has obsessed us for centuries: **Why are some nations rich, while others are poor? And why is the gap between the two widening?**

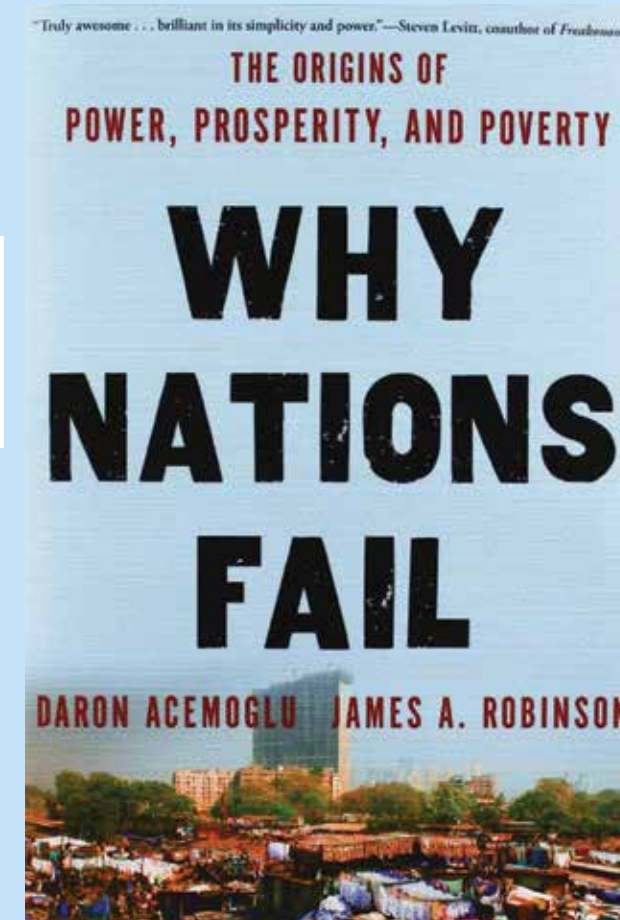
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Hürriyet

Why are some countries rich and others poor?

What is the role of institutions in economy?

What carries the societies into future?



How much time should CEOs spare for innovation and R&D?

How will the new super powers affect the economy of Turkey and the world?



WHEN DIGITAL BECOMES HUMAN



STEVEN VAN BELLEGHEM

Steven Van Belleghem, **the award winning author** of “When Digital Becomes Human”, will share his inspiring thoughts on how to enhance customers’ digital experiences by adding a human touch.

As a thought leader, he inspires companies to become true **customer-centric organizations** in the digital world. He is the author of best selling books written on the human side of the digital revolution.

Besides giving lectures on marketing, he is the parther of **Nexxwork**, “**the radical innovation**” company.

Official Technology Sponsor

MediaMarkt

“The roles of people within the organizations will change because of digital processes. A lot of the jobs that are currently important today will stop to exist in the next 9 years. We need the mental strength to see the jobs that aren’t here yet. That’s one of the key challenges.”



“Success” according to Steven Van Belleghem:
“If you can dream it, you can do it.”
Walt Disney



“Humans became digital, now it’s time for digital to become human.”



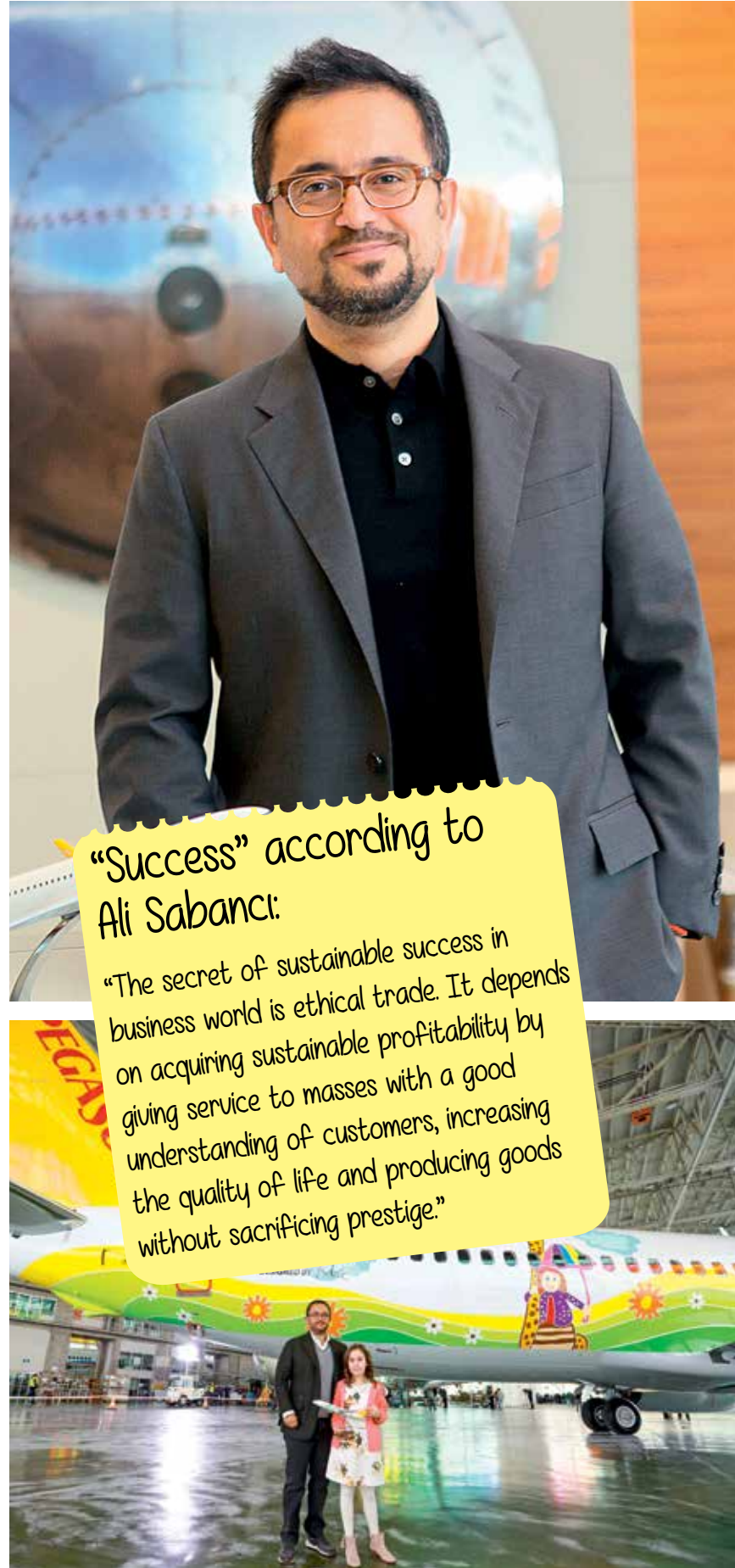
BRAVE, OUTSPOKEN, ENTREPRENEUR

ALİ SABANCI

As the Board Member of Esas Holding and the **Chairman of Pegasus**, Ali Sabancı is not only known by his success, but also by his inspiring words each of which gives significant messages to our businesses.

“Occupy yourself with the things that you can control”, **“Do not make your customers pay the bill of the next table”**, “Be contrarian in your business”, “Keep your ego in check”, “Play your cards well”, **“Wear a sweatsuit to get rid of tightening of your belt”** and so on...

With his entrepreneurship guiding to the sector and with his usual, sincere style; Ali Sabancı will be at Retail Days.



“Success” according to Ali Sabancı:

“The secret of sustainable success in business world is ethical trade. It depends on acquiring sustainable profitability by giving service to masses with a good understanding of customers, increasing the quality of life and producing goods without sacrificing prestige.”

TRANSFORMATIVE ONLINE PLATFORMS

HANZADE DOĞAN BOYNER

Omnichannel, mobile technologies, digital media have been greatly changing retail industry. In order to manage unprecedented developments of today and near future, the timing of the actions to be taken and the fundamentals to be preserved have great significance.

Rather than increasingly observed business models that disrupt the sector, **the online platform model collaborating with the sector and supporting the management of transformation offers great opportunities for retailers.**

As the Deputy Chairman of the Board of Doğan Holding and the Chairman of the Board of Doğan Online that incorporates hepsiburada.com, the biggest online shopping platform of Turkey and the region, Hanzade Doğan Boyner will bring a distinctive approach to online platforms.



“Success” according to Hanzade Doğan Boyner:

“Becoming a leader is difficult, but remaining as a leader is more difficult”
Anonymous



WHAT HAPPENED? WHAT NOW? WHAT SHOULD THE SECTOR DO?

BEKİR AĞIRDİR

We are going through a period where taking the pulse of our customers, being closer to them and making them happier than ever is critical.

In such a period, what are the perceptions and expectations of both the society and consumers?

It is vital for our sector that we grasp today, foresee the future, make our growth and marketing strategies effectively.

As the undisputed authority in his area of expertise, Bekir Ağırdir who is the General Manager of KONDA, one of the most respected public opinion research companies, sheds light on one of the hottest topics with his research results and distinctive views.



KONDA General Manager

"Success" according to Bekir Ağırdir:
"In order to succeed, your intuition may be mostly more valuable than your knowledge."

RETAIL JOURNEY WITH CUSTOMER

CEMAL CAN DİNÇER

As one of the largest retailers in Turkey, the global brand Arçelik offers products and services in more than 130 countries with its 10 brands.

The Deputy General Manager Cemal Can Dinçer will be presenting the innovative and holistic system of Arçelik, named as the "Customer Guided Synchronized Retailing System."

Dinçer, who has been working in Arçelik since 1993, graduated from the Mechanical Engineering Department in Istanbul Technical University. He received his master's degree in the Department of Business in Stevens Technology Institute, USA.

A guiding session which will enlighten the future and our business...



Arçelik, Assistant General Manager - Turkey Trade

"Success" according to Cemal Can Dinçer:
"If you want to progress and set up large scale businesses, you should have a good education, be modest, work hard, try to learn the art of people management a bit more every day and stick to honesty." Vehbi Koç



THE EXTRAORDINARY NAME OF CREATIVITY IN THE BUSINESS WORLD



FREDRIK HAREN

The author of nine books, including “**The Idea Book**”; that was included in “**The 100 Best Business Books of All Time**” also runs **Ideas Islands**,

3 private islands in Sweden and Philippines that are solely dedicated to creating a haven for creative people to come up with great ideas.

He shows business leaders how to tap into new sources of idea generation within their organizations to unleash **creativity** and **encourage innovation**.

Session Sponsor

[yatas]
GRUP



*Ideas Island 1.
Palawan,
Philippines.*



*Ideas Island 2.
Vifärnholme,
Sweden.*



*Ideas Island 3.
Svanholmen,
Sweden.*



“Success” according to
Fredrik Haren:
“Success is when everyone else thinks
that you have made it, but you know
you are just getting started.”





A WHOLE CHANGE IN RETAIL

İSMAİL BÜTÜN

Technology changes. Communication changes. So do we, along with our consumption habits.

It's impossible to think of retail as immune to these changes.

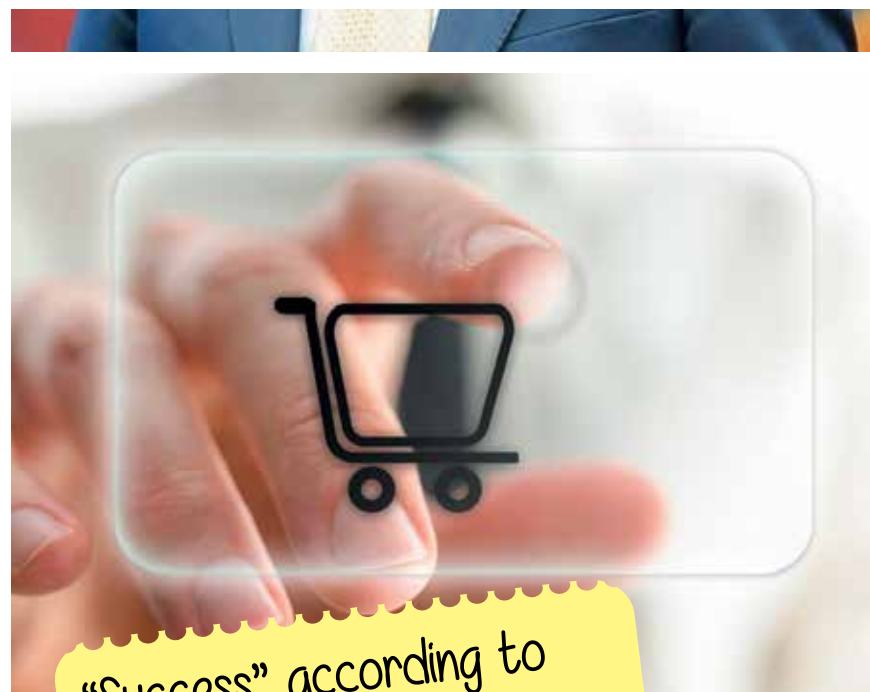
Products, services and the way they reach consumers should all take advantage of these winds of change.

A retail giant, as well as a tech solutions partner of the sector;

Turkcell is represented by its Executive Vice President of Marketing İsmail Bütün, who will host us in an inspiring session about the future of retail.



Turkcell, Executive Vice President of Marketing



"Success" according to İsmail Bütün:

"Success is like an iceberg. We only notice its brilliant, magnificent top. Beneath the sea however, there's a much larger chunk that is made of persistence, failure, sacrifice, disappointment, good habits, hard work and dedication."

Anonymous

THE FUTURE OF RETAIL

KEMAL KAYA

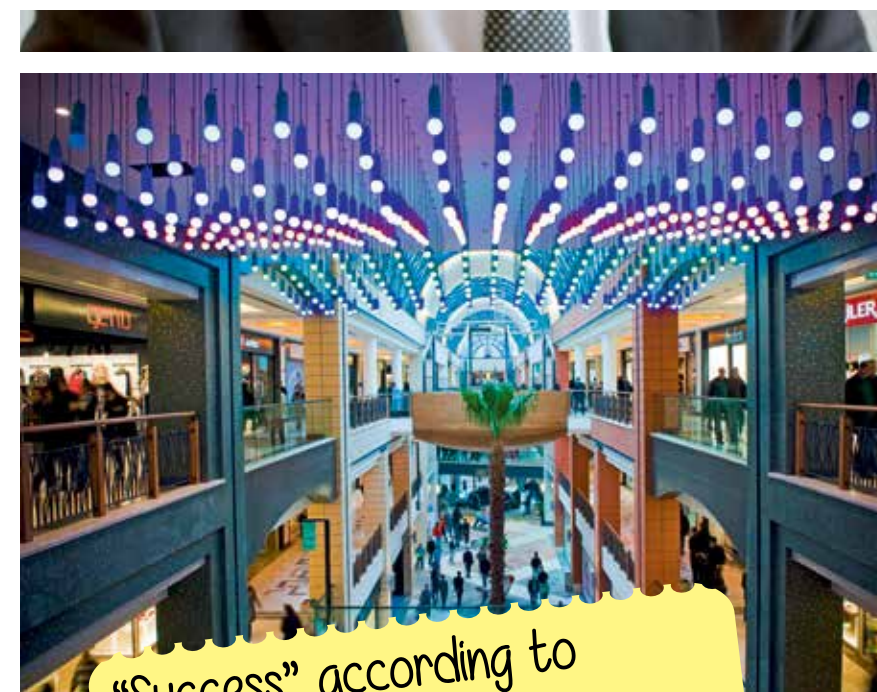
The fast growth of shopping centre sector in Turkey is driving the organized retail sector.

Each shopping centre adds value to its own city and region by creating employment as well as various economic and social opportunities.

Kemal Kaya, the Chairman of Turkey's biggest retail platform Multi Turkey, will provide projections regarding the future of retail and share inspiring ideas at Retail Days 2016.



Multi Turkey, Chairman of the Board



"Success" according to Kemal Kaya:

"Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body be full of that idea, and just leave every other idea alone. This is the way to success."

Swami Vivekananda



THE SECRET OF DIFFERENTIATION: CHANGING THE LIFE OF CUSTOMERS



DAAN ROOSEGAARDE

Daan Roosegaarde is a genius combining design and technology for making the human life beautiful. As a **“Young Global Leader”** at the World Economic Forum and a receiver of **“World Technology Award”**, Roosegaarde inspires the companies with differentiation.

From furnitures to highways, mood sensitive clothes, walkways, sustainable discos and smog free rings, his designs include a broad range of products.

Defining his products as **“techno poetry”**, Roosegaarde compels the business world to think about differentiation.

Global Shopping Sponsor



**“Success” according to
Daan Roosegaarde:**

*“You will always have people telling you what
you want is not possible. And it is your job
to prove to them wrong.”*



RETAIL MUTATIONS: ADAPT OR PERISH

ISHAM SARDOUK

Isham Sardouk has served as the **Design Director of Victoria's Secret** and the **Executive Vice President of WGSN**, the global trend authority for fashion and the creative industries. He headed the departments of Trend Analysis, Trend Forecasting and Market Intelligence in Stylesight.

He is now the **Chief Creative Officer of Koton**, which has been very successful in becoming a global brand. A session on trends, innovation and design with one of the most significant names in this field.



Koton, Chief Creative Officer

"Success" according to
Isham Sardouk:

"Complexity is rooted in failure. Simplicity
is the ultimate key to success."

A UNIQUE RETAILER WITH 43,000 RETAIL SITES GLOBALLY

FELIX FABER

We will listen to a world's giant.

The CEO of Shell & Turcas, Felix Faber will be speaking about the latest changing consumer expectations and mobility trends in retail.

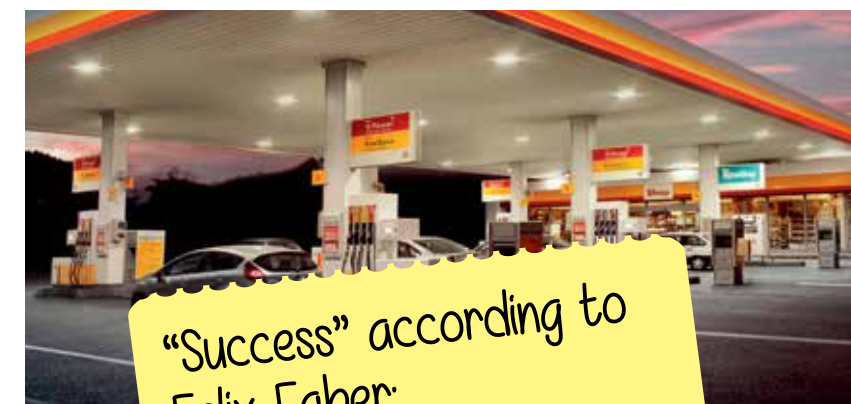
He will be sharing impressive examples of Shell's innovative approach for the retail sector.

Operating with over 1000 retail sites in Turkey, 43,000 retail sites and around 500,000 retail staff globally, Shell provides service to 25 million people everyday.

A guiding session by Felix Faber about **the impacts of mobility trends on the retail sector.**

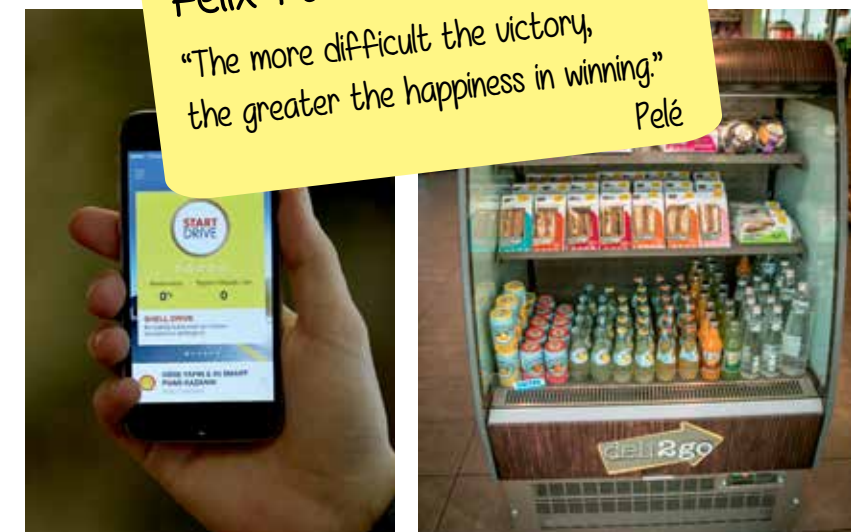


Shell & Turcas, CEO



"Success" according to
Felix Faber:

"The more difficult the victory,
the greater the happiness in winning."
Pelé





GASTRONOMY AND RETAIL

KUBİLAY ÖZERKAN

Metro Cash & Carry Turkey Managing Director Özerkan, **will be sharing tips from Metro's gastronomic practices, which will inspire and improve our businesses.**

Özerkan has held top managerial positions at Metro Cash & Carry and Real Hypermarkets in various countries.

As the Managing Director at Metro Cash & Carry Turkey since 2011, Özerkan has been working with the goal of helping the **customers to differentiate while contributing to local manufacturers' economic and social development.**



Metro Cash & Carry Turkey, Managing Director



KOTON'S STORY OF DEVELOPING INTO A GLOBAL BRAND

GÜLDEN YILMAZ

Having reached **more than 800 retail outlets globally including 292 stores in Turkey and 169 stores abroad**, Koton averagely produces 30,000 different pieces for more than 50 collections every year.

With a team of nearly 250 young and experienced designers and **10,000 employees**, Koton offers **approximately 80 new product options everyday**. Gülden Yılmaz, the Co-founder and Board Member of Koton will talk about the success story of the brand in its development from a 25 square meters store into a global player. She will inspire with the milestones of this 30-year journey.



Koton, Co-Founder and Board Member



"Success" according to Gülden Yılmaz:
"If you have passion and energy, success will be inevitable."



HOT CHAIR SESSIONS

SAMİ KARIYO

Penti, Chairman of the Board

HULUSİ BELGÜ

Multi Turkey, Advisor

GAMZE CİZRELİ

Big Chefs, Founder

GÖKHAN BOZKURT

Etude Co., Tehran

The prominent names of the retail industry will sit on the “Hot Chair.” They will explicitly answer the questions of Suat Soysal in five minutes.

There will be 4 guiding and tough sessions on the problems of the sector and their solutions.

“Hot Chair” sessions with full of hints offering concrete solutions to the critical issues will focus on the hot debates of 2016 in retail industry.

 **#PGKırmızı**

* Send your questions with the hashtag “#PGKırmızı”, Suat Soysal will ask on your behalf.



Sami Kariyo

The questions to Kariyo, the prominent name of the sector who takes the pulse of retail:

- What percentage is the growth expectation for 2017?
- What do the retailers do wrong and why?
- What is the most critical issue among retailers and shopping malls?

The questions closely concerning both shopping malls and retail industry to the experienced name of the sector:

- Which are the best performing retailers at shopping malls in 2016?
 - How many shopping malls do we need?
- What are the three critical issues for retailers in the shopping mall contracts?



Hulusi Belgü



Gamze Cizreli

Having launched one of the prominent restaurant chains in Turkey, Gamze Cizreli explains the wondered questions about food and drink industry:

- Has the sector grown in 2016? What percentage is your growth expectation in 2017?
- Why does not Turkey have a Michelin star?
- Which Anatolian cities should be targeted by the restaurant chains?

Having worked in managing positions in retail industry, Bozkurt who has been making business in Iran for 7 years will explain the unknowns about Iran:

- The three facts that we misknow about retail in Iran?
- Why are the shopping malls closed down in unexpected times?
 - Which countries are the competitors of our brands in Iran?



Gökhan Bozkurt



OVERVIEW ON 2017

ZAFER KURŞUN

What are the effects of the developments in Turkey and in the world on our sector? What lessons should we learn from 2016? What should we expect from 2017?

Zafer Kurşun, **The Chairman of the Board of Turkish Federation of Shopping Centers and Retailers (TAMPF)** that unites the 5 prominent associations of retail and shopping industry of Turkey **will evaluate the current situation of our sector and discuss his predictions for 2017.**

A critical session to grasp today and set a course for our future...



"Success" according to Zafer Kurşun:

"Victory is for those who can say 'Victory is mine'. Success is for those who can begin saying 'I will succeed' and say 'I have succeeded' in the end."

Mustafa Kemal Atatürk

MARKETING THE REALITY

LEVENT ERDEN

The digital world and social media has been developing and changing enormously.

Snaphats, Pokemon Go's and many other concepts and applications have suddenly entered our private lives and the business world.

Now, the notion of **"reality"** has become more complex. Virtual reality, sustainable reality, augmented reality... **Which reality will be marketed?**

As one of the most distinguished experts on the fields of marketing, communication and social media, Levent Erden **will redefine the notion of "reality"** and answer the questions in our minds about the digital world and social media with his distinctive style.

The upcoming marketing strategies are in this session...

Retail Business Solutions Sponsor



Next Academy, Founder



"Success" according to Levent Erden:

"There is no such thing as success, there is satisfaction"

moderators

With a host of extraordinary speakers and industry-changing topics, Retail Days, the biggest networking event in the sector, will present the latest trends, new applications and the retail world's new frontiers.

For two days, Hüsna and Büşra Orakçioğlu, our sector's fresh faces, will be moderating our thinking, working and learning process.



HÜSNA ORAKÇIOĞLU BÜŞRA ORAKÇIOĞLU

Special luncheons

The prominent names of retail industry come together at the luncheons of retail and shopping center associations.

23rd November AYD Special Luncheon

With contributions from
PANDÖRA

UBA International Luncheon

24th November TAMPF Special Luncheon



istanbul retail fair 2016
23-24 kasım

Where Developers and Suppliers Meet the Decision Makers of Retail Industry

As the most prestigious business event of Turkey, Retail Days brings together a wide range of companies exhibiting the most effective services and tools to retailers.

The exhibition area provides valuable networking opportunities and serves as the ultimate meeting point for retailers, shopping centers, investors and solution providers.

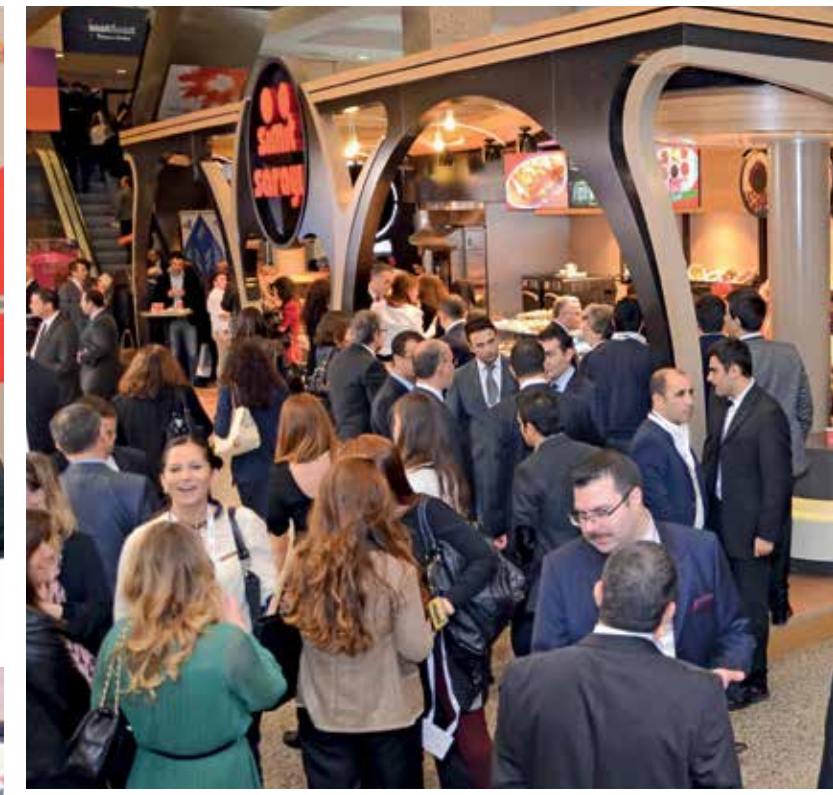
While the opportunities in target geographies are presented, B2B meetings provide a unique platform of collaboration.

“ISTANBUL RETAIL FAIR IS ORGANIZED UNDER SUPERVISION OF TOBB (THE UNION OF CHAMBERS AND COMMODITY EXCHANGES OF TURKEY) IN ACCORDANCE WITH THE LAW NO. 5174.”



Attending Companies

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CEFIC
ECE TÜRKİYE
EMAAR TURKEY
ERTUNA & AKSOY
ESAS GAYRİMENKUL
ESEN PROJE YÖNETİMİ A.Ş. - 2 RE
FARKINDALIK STÜDYOSU
FİBA TİCARİ GAYRİMENKUL YATIRIMLARI
FULL ANIMATION & EVENTS
GİLTAŞ A.Ş.
GLOBAL BLUE
GÖNÜL KAHVESİ
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KARTES MAĞAZACILIK SİSTEMLERİ
KİPA AVM
KNS BİLİŞİM TEKNOLOJİLERİ
KRISPY KREME
LEVENT LOSTRA
MIXED MEDIA DESIGN OFFICE
MK ILLUMINATION TÜRKİYE
MULTI TURKEY
NEBİM NEYİR BİLGİSAYAR
NETPAK AMBALAJ
NUH YAŞAR MAĞAZA MOBİLYA
NUROL GYO
PANZERGLASS
PAPATYA MOBİLYA
PORTVALE
POS A.Ş.
PRIME DEVELOPMENT
RÖNESANS GAYRİMENKUL
SALUS GÜVENLİK SİSTEMLERİ A.Ş.
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SENSORMATIC
SİMİT SARAYI YATIRIM TİC. A.Ş.
SMG I MUSIC FOR BUSINESS
SOON LIGHT & PROJECT
SONAE SIERRA
SUR YAPI
STARBUCKS
SYMBIE MULTIMEDYA
V-COUNT TEKNOLOJİ
VIA-VIS
VİVA BİLGİSAYAR SAN. VE TİC. A.Ş.
WAFFLESTOP



new projects

unlimited business opportunities
pre-arranged **B2B meetings**
innovative technologies



award

RETAIL SUN AWARDS

As one of the most prestigious events in retail industry, Retail Sun Awards will honor the excellence in the sector.

The awards will be granted to those who contribute to the advancement of retail and make a difference in the sector with their heart, soul and hard work.

The awards will be presented in 7 categories on the 24th of November at the award ceremony in Lutfi Kırdar ICEC.

Retail Sun Awards Sponsor



AWARD CATEGORIES

- Lifetime Achievement Award
- ATÜ Special Award
- Significant Contribution to Retail Award
- Young Leaders Award
- Most Successful Professional Executive Award
- Best Use of Social Media Award
- Best HR Program Award

GRAND JURY



AHMET ŞÜKRÜ YANIKOĞLU
KMD Delegate /
Watsons, General Manager



İSMAİL DOĞAN
MOSDER Delegate /
Doğtaş-Kelebek, Board
Member



MERTER ÖZAY
GPD Delegate /
Özyay Law Firm, Founder



NUŞİN ORAL
GAT Group,
Partner and Board Member



**YRD. DOÇ. DR. TAMER
ATABARUT**
BULLC
(Boğaziçi University Lifelong
Learning Center) Director



ERSAN ARCAN
ATÜ, General Manager



JAKLİN GÜNER
BMD Delegate /
Vakko, CEO



NIYAZİ ERDOĞAN
MTD Delegate,
MTD Board Member,
Fashion Designer



ÖZGE ÜLKÜ
Multi Turkey,
Leasing Director



TOLGA TATARİ
Hepsiburada.com Delegate /
Akinon, Founder



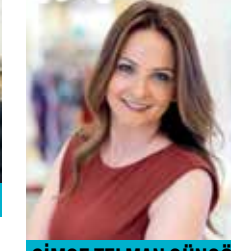
İSMAİL BÜTÜN
Turkcell, Executive Vice
President of Marketing



LEVENT ERDEN
Next Academy, Founder



NURİ ŞAPKACI
AYD Delegate /
ECE Türkiye,
Deputy General Manager



ŞİMGE TELMAN GÜNGÖR
TMD Delegate /
Harvey Nichols, Brandroom
and Galeries Lafayette,
General Manager



VEDAT DİLBER
TURYİD Delegate /
TURYİD, General Coordinator



#PG16
#PGSENSİZOLMAZ

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REGISTRATION FEES PROVIDE ACCESS TO THE FOLLOWING SERVICES

- 16th International Istanbul Retail Conference
- Istanbul Retail Fair
- Retail Sun Awards Ceremony
- Lunches and coffee breaks throughout the conference
- Conference bag
- Retail Days photo album
- Retail Sun Awards booklet
- Simultaneous translations

No. Of Attendees	October	PG'16 Registration Fee
1-2	669 € + VAT	699 € + VAT
3-5	649 € + VAT	679 € + VAT
6-10	579 € + VAT	599 € + VAT

Prices are per delegate.

Group registrations are available for 10 or more people.





Please call Ticket Sales Department at (+90 212) 212 99 70 for more information.

SOYSAL reserves the right to make changes in Retail Days 2016 programme.

For additional information, fair and sponsorship options and registration please call Ticket Sales Department at (+90 212) 212 99 70.

RETAIL DAYS IS ORGANIZED BY  **SOYSAL**

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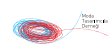


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