

ECR SINGAPORE

c/o GS1 Singapore Council
The Enterprise, #02-02
No. 1 Science Centre Road
Singapore 609077
Tel: (65) 6-8263-082 Fax: (65) 6-8228-318

7 July 2006

Dear Sir / Madam

ECR Singapore CEO Forum - 2 August 2006 at EDC Room, The Enterprise, No. 1, Science Centre Road

The Efficient Consumer Response Council of Singapore (ECR Singapore) holds the CEO Forum once, yearly. For this year, the ECR Singapore CEO Forum will focus on Best Practices that are implemented overseas. This Forum will also provide information to senior decision makers on the state of ECR activities in Singapore, the benefits achieved so far and future direction of the FMCG industries.

We are pleased to have Mr Ashok Charan, Executive Director of Retail Measurement Services, AC Nielsen Research (S) Pte Ltd to share with us the latest trend of consumers buying pattern in Asian countries.

We have the pleasure to invite you and your colleagues to register for this event. To help us defray the administrative cost, we are charging Registration Fee of **S\$63.00 per participant** (*that is, S\$60 + 5% GST*). Due to limited capacity of 100 seats, participants will be registered on a first-come-first-served basis. Please indicate your response by completing the attached Registration Form and fax it to ECR Singapore Secretariat at **Fax no. 6-8228-318** **before 25 July 2006**.

Should you have any queries, please contact Ivy at 6-8263-082.

Yours faithfully



Tan Jin Soon
Executive Director, GS1 Singapore Council
ECR Singapore Secretariat

ECR Singapore CEO Forum 2006
2 August 2006 (Wednesday)

EDC Room (Level 6)
The Enterprise
No. 1, Science Centre Road
(off Jurong Town Hall Road)
Singapore 609077



Registration Form

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|---|
| 2 ways to register: |
| 1. Mail this form with payment by local cheque or bank draft to Ms Ivy Teng, GS1 Singapore, The Enterprise #02-02 No. 1 Science Centre Road, Singapore 609077 |
| 2. Fax this form with credit card payment to fax: (65) 6 8228 318 |

We, _____ (name of company), are interested to participate in the above-mentioned CEO Forum 2006.

Our company representative(s) participating in the Forum include:

Name	Designation
Dr/Mr/Ms _____	_____
Dr/Mr/Ms _____	_____
Dr/Mr/Ms _____	_____

Method of Payment:

- We enclose our Cheque No. _____ for *S\$ _____ (payable to "SMA-GS1 Singapore Council") in registration of _____ participant/(s).
- By Credit Card

Payment Declaration:

I hereby authorize GS1 Singapore Council to debit my Credit Card account for the amount *S\$ _____ in registration of _____ participant/(s).

Credit Card Type: Visa MasterCard Amex Diners

Credit Card No. _____ Expiry Date _____

Card Holder's Name _____ Signature _____

Registration Fee:

- S\$63.00 (inclusive of GST) per participant from GS1 Singapore / SMA Federation / ECR Singapore
- S\$210.00 (inclusive of GST) per non-member participant

Signature (with company stamp) Name of Signatory

Company's Address: _____

E-mail _____ Tel: _____ Fax: _____

Contact person: _____



ECR Singapore CEO Forum 2006 Programme

Date: 2 August 2006
Time: 9:00 am - 12:45 pm
Venue: EDC Room (Level 6)
The Enterprise
No. 1 Science Centre Road, Singapore 609077

Time	Event
9:00 am	<i>Registration Begins</i>
9:30 am	<i>Welcome Address</i> Mr Tan Kian Chew, Co-chair of ECR Singapore & CEO of NTUC Fairprice Co-operative Ltd
9:40 am	<i>The Philippines Out-of-Stock Solution</i> Mr Jose Albert CEO of GS1 Philippines & Chairman of the Board of Grocers Central Alliance
10:25 am	<i>Tea-Break</i>
10:45 am	<i>EPCglobal Implementation – The Nestle Experience</i> Dr Hans-Ulrich Mayer Managing Director of Nestle Singapore Pte Ltd
11:15 am	<i>Traceability : A Core Strategy Within the Supply Chain</i> Mr Pierre Georget CEO of GS1 France
11:45 am	<i>Changing Retail Scene & Consumers Trend in Asia</i> Mr Ashok Charan, Executive Director of Retail Measurement Services, ACNielsen Research (S) Pte Ltd
12:30 pm	<i>Questions & Answers</i>
12:45 pm	End of Forum

Programme is subject to change without prior notice.