

清华经管学院
Tsinghua SEM



**The 8th China Retail Forum and
The Consortium for Operational Excellence in Retailing—
Greater China**

2012 Joint Conference

Theme: Operational Excellence in Retailing

December 11, 2012

**Tsinghua School of Economics and Management
Beijing, P.R. China**

Organized by:
China Retail Research Center, Tsinghua University
Circulation Industry Promotion Center, The Ministry of Commerce
The Research Center for Contemporary Management, Tsinghua University
The Wharton School, University of Pennsylvania

Co-organized by:
eFuture Distribution & Retail Institute
eFuture Business Review

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Conference Program – Tuesday 11 December, 2012

- 8:00-9:00 Registration
- 9:00-9:35 Opening addresses
Prof. CHEN Guoqing, Tsinghua SEM
MEN Xiaowei, Director, The Ministry of Commerce
Prof. Marshall Fisher, The Wharton School, University of Pennsylvania
Prof. XIE Weihe, Vice President, Tsinghua University
- 9:35-9:55 SUN Weimin, Deputy Chairman, Suning Appliance Co., Ltd.
- 9:55-10:15 MAO Minghua, Vice General Manager and CFO, Rainbow Department Store Ltd.
- 10:15-10:35 Prof. LI Fei, Tsinghua SEM
- 10:35-10:55 Break
- 10:55-11:15 LI Houlin, Chairman, Hiersun
- 11:15-11:35 YANG Dehong, President, eFuture Information Technology Inc.
- 11:35-12:25 Prof. Marshall Fisher, The Wharton School, University of Pennsylvania
YU Gang, Chairman, Shanghai Yihaodian Ecommerce Ltd.
- 12:35-14:00 Lunch
- 14:30-15:20 Edwin Keh, Walmart
Dr. Harry Lee, Managing Director, TAL Apparel Ltd.
- 15:20-16:10 Prof. CHEN Jian and Prof. XIAO Yongbo, Tsinghua SEM
GUO Quji, Chairman, Lightinthebox.com
Prof. Jeffrey Hu, Georgia Institute of Technology
- 16:10-16:30 Break
- 16:30-17:20 Prof. WANG Gao, CEIBS
ZHANG Tao, Vice president, Anta Sports Products Co., Ltd.
Prof. CHEN Yubo, Tsinghua SEM
- 17:20-18:10 Prof. David Robb and Prof. Marshall Fisher – Hot topics, takeaways and Future Steps
- 18:20-19:00 Dinner



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Registration Form:

Name of Organization: _____

Title and Name	Position	e-mail address	Cell phone

To facilitate our final session, we would be grateful if you could briefly describe what you consider to be the **top 1 or 2 operations issues in retailing in China** (with respect to your organization or in general)

Please e-mail this form to guoff@sem.tsinghua.edu.cn
or fax it to: +86-10-6279-4582
by **November 16**.

If you have any questions feel free to e-mail Professor David Robb (david@sem.tsinghua.edu.cn) or Professor CHEN Jian (chenj@sem.tsinghua.edu.cn)



The Consortium for Operational Excellence in Retailing—Greater China (**COER GC**) has been established based on over a decade of work and collaboration between Harvard Business School and The Wharton School.

Since 1996, **COER** has organized annual conferences, producing dozens of papers, case studies, articles, engagements and projects within and outside the US. Recently the 2 founders of **COER**, Professor Ananth Raman of Harvard Business School and Professor Marshall Fisher of The Wharton School, published the book *The New Science of Retailing* based on **COER** research.

COER works on real world issues by applying cutting edge academic research. Membership is made up of a small group of retailing industry leaders and world-class senior academics.

COER GC aims to build on the **COER**'s success by bringing this same collaborative applied scholarship to Greater China.

With a rapidly growing middle class, historic urban migration, and the economic shift to domestic consumption on one hand, and the arrival of multiple international retail chains and brands alongside growing domestic businesses on the other, there are many exciting trends, and challenges that are unique to this part of the world. The next half-century will see significant growth and changes in this dynamic market place.

It is in this context that **COER GC** calls together industry leaders, international and domestic scholars, and official policy makers to closed door discussions, idea exchanges, and world class research. The aim is to make significant impact to the advancement of operational excellence in Greater China retailing.

With the resources of HBS and the Wharton School behind this endeavor, **COER GC** will also engage the partnership and involvement of leading Chinese academic and research institutions.

Membership is by invitation and discussions are held in closed-door settings to allow free exchange of ideas and maximize opportunities for collaboration.

The first **COER GC** Conference will be held at Tsinghua School of Economics of Management in Beijing on 11 December 2012, in conjunction with the 8th China Retail Forum.

COER GC Co-Directors

Jian Chen	Lenovo Chair Professor, Tsinghua SEM
Marshall Fisher	UPS Professor of Operations and Information Management, The Wharton School
Edwin Keh	Lecturer, The Wharton School, CEO, The Hong Kong Research Institute of Textiles and Apparel, and former COO, Wal-Mart Global Procurement
David Robb	Research Fellow, Tsinghua SEM, and Director, China Studies Centre, The University of Auckland