



RETAIL & MARKETING SUMMIT



INDIAN CHAMBER OF COMMERCE



Empowering India.
TODAY FOR TOMORROW

Sustaining Offline Retail Amidst Growing E-Commerce in COVID Times

17th July 2021

11:00 AM - 12:30 PM



WHO SHOULD ATTEND

- Brick and Mortar Retailers
- Retail Professionals
- Technology Providers
- E-Commerce Companies
- Supply Chain Companies etc.

HOW TO ATTEND

The virtual event will present in-person networking opportunities on a digital platform

www.iccvirtualexpo.com

SCOPE OF EVENT

- Network and connect across geographies,
- Chat with peers on topics of common interest
- Interact with panelists from varied sectors
- Interactive branding opportunities throughout the virtual portal

TO PARTICIPATE CONTACT

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BACKGROUND

The digital and e-commerce sectors have boomed amid the COVID-19 crisis. Customers who were not using online channels pre-pandemic jumped to the digital way of shopping because of the safe environment in which they were getting the products, without the need to step out. This led to a multifold surge in the growth of e-commerce companies as they added more customers to their fold and became a more preferred choice of shopping in the wake of the pandemic. This led e-commerce's share of global retail trade from 14% in 2019 to about 17% in 2020. The trend towards e-commerce uptake seen in 2020 is likely to be sustained during recovery.

For several years now, some retailers have been putting as much if not more priority on the in-store experience than on the products they sell. But the Pandemic had rewritten the rules of Retail. This isn't the time for the retail industry to try to simply ride out the storm. With a more proactive, progressive approach to both digital transformation and a new era of customer experience and service, the future might look bright.

“ A McKinsey Report reveals that consumers are likely to keep the behaviors they've adopted amid stay-at-home orders, such as more online shopping and fewer mall visits.



To discuss latest trends, challenges and future of the Retail Industry, the ICC has organized a Web Summit viz., Sustaining offline Retail Amidst Growing E-Commerce in Covid Times. decision makers and solution providers will gather virtually to discuss the latest trends, innovations and technologies.