



4th Annual ASIA PRICING SUMMIT

**PIC
GRANTS
APPLICABLE!**
60% cash back for Singapore companies.
See Page 7

- Pre-Conference Masterclass: 1st December 2015
- Main Conference: 2nd & 3rd December 2015
- Post-Conference Masterclass: 4th December 2015
- Venue: Singapore

PRICING INNOVATIONS MAXIMISING COMMERCIAL PERFORMANCE & REVENUES

2015 ASIA PRICING KEYNOTE SPEAKERS INCLUDE:



Anvita Varshney
COO,
Naspers Group,
Middle-East & Africa



Rami Hajir
Global Head Pricing
Strategy & Operations,
Telstra Global, Singapore



Chester Twigg
VP of Customer Business
Development, Procter &
Gamble, Singapore



Anuprita Bhomick
APJ Enterprise Product
Management & Pricing
Director, Dell, Singapore



Sarah Walton
Senior Director of Pricing,
Nike, U.S



Jerry Liu
Director of Pricing, Yiguo.
com (an Alibaba-Invested
Company), China



Krishna Vankayala
Director of Global Pricing,
Schneider Electric,
Singapore



Chhavi Malhotra
Regional Director Revenue
Management Asia & India,
Hilton Worldwide,
Singapore



Devika Sikka
Director of Pricing - Japan
& Asia Pacific, American
Express, Singapore

RE-ASSESS, RE-GROUP & RE-MAP YOUR PRICING STRATEGY TODAY!



A unique opportunity to **Examine Your Current Pricing Strategy** – Is it relevant and in-tune with changing market environments?



Benchmark the Performance of Your Pricing Team with that of industry peers



Witness the **Full Potential of a Cohesive Pricing-Marketing-Sales Relationship**



Engage with **Asia's Top Pricing Executives & Senior Decision-Makers** from Marketing, Operations, Sales and Finance at Asia's best pricing networking event



Discover the **Latest Pricing Tools & Creative Solutions** complementing your pricing strategy

SUPPLEMENT
your pricing and revenue knowledge with our Masterclasses on "Customer-Value Pricing" & "Revenue Management & Optimisation"!

Sponsors:

ideas™
A SAS COMPANY

navetti

precima

Co-Organisers:

IQPC
International Quality & Productivity Centre

Supporting Partners:

price2spy

PROS.

UpClear.

zilliant™

Asia Pricing Professionals

ARMA

CORE
ASIA PACIFIC

hsmi
ASIA PACIFIC

PRICINGHUB

PRICINGNEWS

WELCOME NOTE FROM THE PRESIDENT

Dear Colleagues,

Pricing as a corporate function has come a long way. Traditionally undertaken by a company's marketing/ sales/ finance/ operations team and often as an afterthought, companies in Asia are slowly recognising the benefits of a strong pricing strategy in driving revenues and increasing profitability.

As competition in Asia heats up, pricing is now emerging as an actively-pursued strategy with companies setting up pricing departments and/or recruiting pricing experts, incorporating pricing as a key focus in their forward business plans.

Now is the perfect time to re-assess your pricing/ revenue management strategy. Is it in tune with changing business environments? Have you tapped into the full potential of a strong effective pricing strategy? Have you adequately accounted for pricing risks and what are the necessary steps you can take to successfully implement an integrated internal pricing policy?

In partnership with IQPC Asia, **Asia Pricing Professionals** is proud to bring you the **4th Edition of our Asia Pricing Summit**. The program presented to you for 2015 is by far the best and most valuable program ever put together, featuring **20+ Pricing/ Revenue Management Case Studies** delivered by top-notch pricing experts from around the world. The event will be your ONE-STOP pricing platform lending insights on practical pricing applications and solutions that WORK in Asia.

On behalf of Asia Pricing Professionals, I am delighted to welcome you to the 2015 Asia Pricing Summit – the most exciting business event aimed to revolutionise the way you look at pricing!



Jesper Hansson
 President
 Asia Pricing Professionals



8 PRICING PRESENTATIONS YOU CAN'T AFFORD TO MISS!



Ranked by The Forbes Fab 40 as The World's Most Valuable Sports Brand 2014, hear from Nike on their unique consumer-value pricing proposition and how it translates to greater revenues in a competitive landscape.



How can you connect pricing to marketing, sales, supply/ demand and finance? Hear tips on effectively implementing a cohesive internal pricing framework.



Join Dell for an inspiring session on taking charge of your company's big data and translating it into useful pricing analytics.



What's a price-pack strategy? Learn how H.J. Heinz is using this creative solution to drive revenue optimisation.



Do not miss this thought-provoking presentation by EMC on finding a balance between securing price integrity and offering price flexibility to win deals.



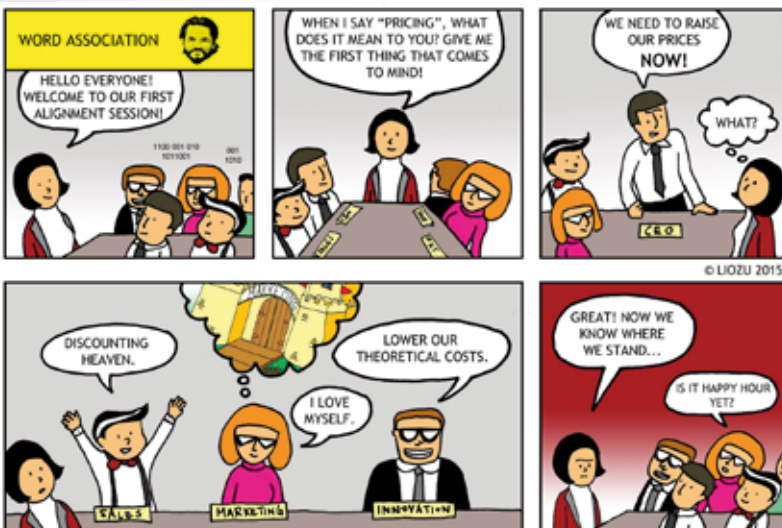
Sit in with Schneider Electric to debate the intricacies and key factors to consider when pricing a new product.



Gain inspiration from Naspers on tailoring your pricing strategy for different categories and product segments across diverse markets.



What are some pricing dilemmas faced by decision-makers? Explore effective principles and best approaches to assessing trade-offs.



(Stephan Liozu, Board Member, Asia Pricing Professionals)

LEADING CASE STUDIES, DISCUSSIONS & THOUGHT-LEADERSHIP PRESENTATIONS BY:



Rami Hajir
Global Head Pricing
Strategy & Operations,
Telstra Global, Singapore



Sarah Walton
Senior Director of Pricing,
Nike, U.S



Alessandro Adriani
Former CEO, Bridge
Alliance, Singapore



Marcus Alves
Director of Revenue
Management - APAC & China,
Kraft Heinz, Singapore



Krishna Vankayala
Director of Global Pricing,
Schneider Electric, Singapore



Devika Sikka
Director of Pricing - Japan
& Asia Pacific, American
Express, Singapore



Anvita Varshney
COO, Naspers Group,
Middle-East & Africa



Chester Twigg
VP of Customer Business
Development, Procter &
Gamble, Singapore



Jerry Liu
Director of Pricing, Yiguo.
com (an Alibaba-Invested
Company), China



Richard Mather
Global Head of Pricing, RS
Components, Singapore



Albert Yang
APAC Commercial Policy/
Pricing Lead, Philips,
Singapore



Atul Rege
Strategic Global Pricing Lead
& Business Development,
FEI Company, Singapore



Pratap Kale
Director of Pricing
Operations & Strategy –
APAC & Japan, EMC, Japan



Darrell Phun
APAC Strategic Pricing
Lead, Zoetis, Singapore



Professor David L. Jones
Programme Director
(Hospitality Business),
Singapore Institute of
Technology, Singapore



Chhavi Malhotra
Regional Director Revenue
Management Asia & India,
Hilton Worldwide, Singapore



Anuprita Bhomick
APJ Enterprise Product
Management & Pricing
Director, Dell, Singapore



Gautam Mahajan
President, Customer
Value Foundation, India



Dr. Nilotpal Chakravarti
Regional Director - Singapore,
Core Pricing SPMG Asia,
Singapore



Michael N. Hurwich
President, SPMG Global
& VP, Core Pricing
SPMG Asia, Canada



Andreas Westling
CEO,
Navetti, Sweden



CK Chung
Managing Director,
Acceval, Singapore



Yann Le Roux
APAC Spare Parts Manager,
Electrolux S.E.A, Singapore



Tejveer Bedi
Group Director
Revenue Management,
Park Hotel Group, Singapore

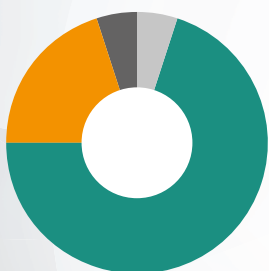


Misha Kronic
Founder & CEO,
Price2Spy, Serbia



Brian Ross
Managing Director, Precima
Inc., Canada

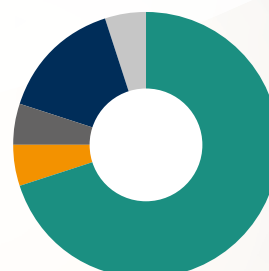
WHO WILL YOU MEET



SECTORS:	Percentage
CXOs	5%
Pricing & Revenue Management Professionals	70%
Marketing, Finance, Sales, Operations, Corporate Strategy Professionals	20%
Pricing Technology Vendors, Pricing Advisories & Market Research Agencies	5%

SECTORS:

- FMCG
- Retail
- Healthcare & Pharmaceuticals
- Information Technology
- BFSI
- Industrial & Manufacturing
- Telecommunications & Media
- Hotels & Airlines



REGIONS:

Singapore & Malaysia	70%
US & Europe	5%
China & Hong Kong	5%
The Rest of SEA	15%
Australia	5%

CONFERENCE DAY ONE

Wednesday, 2nd December 2015

4th Annual
**ASIA PRICING
SUMMIT**

0800 **Registration & Morning Coffee**

0900 **Chairman's Opening Remarks**

Jesper Hansson

President, **Asia Pricing Professionals**

RE-THINKING PRICING IN YOUR ORGANISATION

0910 **Winning the Price Perception Game: Powerful Pricing Strategies Reinforcing the Value of Your Product**

Measuring and understanding the true value of our products is critical to winning in today's competitive world. How do we better understand our many consumers? How do we know what they value? How do we innovate against their values to capture more dollars?

- Evolution of a pricing strategy
- Understanding and quantifying product value
- Gaining organisational buy-in

Sarah Walton

Senior Director of Pricing, **Nike, U.S**

0950 **Navigating Pricing Dilemmas & Trade-Offs**

The pricing function is often thought to be all about the numbers - and that has both intimidated and excited people. However, pricing goes far beyond numbers and models. Many pricing decisions are about navigating unusual dilemmas and making the appropriate trade offs. This talk aims to explore these dilemmas and the principles that can be used to address these.

Devika Sikka

Director of Pricing - Japan & Asia Pacific,
American Express, Singapore

1020 **Morning Networking & Refreshment Break**

PROFIT-OPTIMIZATION STRATEGIES, TOOLS & METHODOLOGIES

1050 **Staying Ahead of the Competition: Incorporating Competitor Data & Analytics into Your Business' Pricing Strategy**

- Turning data into insights - and effectively communicating results to your team
- Price positioning strategy - understand your business and your customers
- Convincing C-suite - how to take the lead and keep it

Richard Mather

Global Head of Pricing, **RS Components, Singapore**

1120 **Making Informed Pricing Decisions & Driving Sustainable Sales Growth with Today's Analytics and Technology**

Worldwide, retailers are facing increasing pressures on price and value, and are spending billions of dollars, euro, francs, yuan and yen on price reductions to appeal to core customers. This session will help retailers discover emerging best practices in retail pricing and how to leverage today's analytics and technology to:

- Use analytics and insights to identify your customers' true key value items by category, store and banner
- Integrate competitive pricing intelligence into your overall pricing index
- Optimise prices on a daily and weekly basis to drive 1% to 3% increase in sales and a competitive advantage
- Deliver tools to your pricing and category teams to enable powerful 'what-if' impact forecasting

Brian Ross

President, **Precima Inc., Canada**

1150 **Transforming from a Cost+ to a Value-Based Pricing Approach**

This session will showcase how by combining people and software together, leading corporations have successfully transformed from a cost+ to a value-based pricing approach, resulting in an increment in sales and profits.

Andreas Westling

Chief Executive Officer, **Navetti, Sweden**

1205 **Strategic Pricing Roundtable Discussions**

Participants will choose between 4 different topics in which the moderator will facilitate discussions and summarise key outcomes at the end of the session.

1

New Product Pricing

Best Practices for Pricing New Products/ Services in the Market

Krishna Vankayala

Director of Global Pricing, **Schneider Electric, Singapore**

2

Customer-Value Management

Aligning Your Pricing with Customer's Expectations

Gautam Mahajan

President, **Customer Value Foundation, India**

3

Emerging Markets Pricing

Value-Based Price Setting & Implementation

Darrell Phun

APAC Strategic Pricing Lead, **Zoetis, Singapore**

4

Inventory & Revenue Management

Striking a Delicate Balance

Tejveer Bedi

Group Director Revenue Management,
Park Hotel Group, Singapore

1300 **Lunch**

1400 **Revenue Management Case Study: The Power of Pack-Price Strategy**

Join Heinz for a creative session on how they are refreshing their packing strategies to drive additional revenues in a mature market.

- Pack-Price Cube: The 6 critical faces of pricing strategy (Macroeconomics + Category + Occasion + Channel + Price Tiers + Package)
- Why pack sizes are important to manage penetration, promo frequency, promo depth and consumption per capita
- Value rail: Innovation, revenue management and supply chain

Marcus Alves

Director of Revenue Management - APAC & China,
Kraft Heinz, Singapore

1430 **Delivery of Pricing through Automation: A Telecom B2B Services Case Study**

This session will showcase how Telstra Global is leveraging pricing automation to stay ahead of its competition by delivering market relevant price points to its B2B customers in a timely manner.

Rami Hajir

Global Head Pricing Strategy & Operations,
Telstra Global, Singapore

1500 **Price Monitoring: One Step Beyond**

With years of experience in the price monitoring business and nearly 300 clients worldwide, Price2Spy is one of the first and most seasoned companies in this field. This session will cover some of the most interesting topics that may not seem so obvious at the beginning of your pricing journey but are essential when it comes to 'making one step beyond' in a successful pricing strategy.

CONFERENCE DAY ONE

Wednesday, 2nd December 2015



- Reactive (acting upon price change alerts) or proactive (with help of analytics reports) pricing policy?
- Pricing leaders versus pricing followers – Who's monitoring whom?
- Features to look for when choosing your price monitoring tool

Misha Krunic, Founder & CEO, **Price2Spy**, Serbia

1515 Afternoon Networking & Refreshment Break

1545 Optimising Revenues through Product-Line Differentiation & Customer Segmentation

This session will feature practical value-based pricing approaches from FEI Company and showcase how they contributed to a continuous growth in services revenues and gross margins.

- Create customer preferences allowing firms to enhance normal profits
- Manage market growth by enhancing value to customers
- Driving revenues by superior mix of customer segmentation, product-line differentiation and product positioning

Atul Rege

Strategic Global Pricing Lead & Business Development,
FEI Company, Singapore

1615 Launching Discounts & Promotions in Asia – Deciding What to Offer & At What Price?

This session will talk about segmenting customers in order to identify relevant discounting and promotional strategies and tactics and the common tools used in value-based pricing

research in order to determine what to offer.

- Organizing your strategies and tactics to make informed discounting decisions
- Identifying higher and lower discounted customers
- Using price corridors to manage price
- Tools available to manage price and discounts
- Determining when to offer incentives, bundles and discounts

Michael Hurwich

President, SPMG Global & Vice President,
Core Pricing SPMG Asia

1645 Price Customisation: To What Extent Should Sales Team Be Allowed to Deviate from the Optimal Price-Point?

- How can you effectively maintain price integrity yet allow your sales team the flexibility to change prices in order to win businesses?
- What is an acceptable deviation range and when does a discount becomes 'too much'?
- Transitioning from discount to value-approach

Pratap Kale

Director of Pricing Operations & Strategy – APAC & Japan,
EMC, Japan

1715 End of Summit Day One

CONFERENCE DAY TWO

Thursday, 3rd December 2015

0830 Registration & Morning Coffee

0900 Chairman's Summary of Day One & Day Two Opening Remarks

Jesper Hansson

President, **Asia Pricing Professionals**

ASIA PRICING MARKET LANDSCAPE

0910 Multi-Jurisdiction Pricing Guidelines in Asia

As a leading mobile alliance working with 36 operators providing seamless roaming and enterprise multi-country services, Bridge Alliance has an extensive global footprint. This session will draw attention to the intricacies of pricing when working with diverse markets in Asia, review of unique pricing challenges and risks, ultimately serving as an invaluable guide for your pricing strategies in the region.

Alessandro Adriani

Former CEO, **Bridge Alliance**, Singapore

0945 Pricing for Different Categories, Product Segments & Markets – How can You Tailor Your Pricing Strategy Effectively?

In a fiercely competitive ecommerce market in SEA, pricing is both an art and a science that requires an experimental attitude coupled with an intuitive feel for how you want your products to be perceived in accordance to different categories. How do you strike a balance between being profitable and being competitive? How do you ensure competitive pricing in a pure marketplace model? How do you manage your retail inventory churn with pricing?

- Pricing strategy for retail and marketplace
- Tailoring pricing for different categories
- Localised pricing strategy

Anvita Varshney

COO, **Naspers Group**, Middle-East & Africa

1025 Morning Networking & Refreshment Break

1100 Dynamic Pricing Case Study in China

Based on Yihaodian.com's pricing case study (an online grocery retailer), this session will offer exclusive insights on emerging consumer trends in China, effective pricing and revenue strategies that work in one of the world's fastest-growing e-commerce sector.

- Online consumer pricing patterns in China
- Yihaodian's pricing strategy and system
- Review of Yihaodian's dynamic pricing projects and their results

Jerry Liu

Director of Pricing, **Yiguo.com** (an Alibaba-Invested Company), China

PRICING BIG IDEAS

1135 Making Use of Big Data in Your Pricing & Marketing Strategy

- Reinventing your pricing strategy in the new digital marketing landscape
- Embracing big data and converting useful insights in marketing
- What are the pitfalls to watch out for?

Anuprita Bhomick

API Enterprise Product Management & Pricing Director,
Dell, Singapore

CONFERENCE DAY TWO

Thursday, 3rd December 2015

1210 **Recruiting & Retaining Pricing/ Revenue Management Future Leaders: How can we Bridge the Talent Gap?**

PANEL DISCUSSION

Using this hospitality industry revenue management discipline as a case study, the following will be addressed:

- Understanding how academia and industry can work better together to develop future leaders in the pricing and revenue discipline
- Combining the need for quantitative skills with a marketing focus, making the world of data analytics more attractive
- Defining a career path to senior management in the discipline that appeals to today's Gen Y and tomorrow's Gen Z
- How academic research and university resources can help bridge the gap

Professor David L. Jones

Programme Director (Hospitality Business), **Singapore Institute of Technology, Singapore**

1245 **Lunch**

1345 **Bringing Pricing to the Boardroom**

- Pricing function in your organisation – Is it getting adequate attention from senior management?
- What are the major gaps and challenges in bringing across the importance of pricing?
- How can you effectively convey and measure pricing KPIs?
- Pricing discipline and governance

Chester Twigg

VP of Customer Business Development, **Procter & Gamble, Singapore**

Anvita Varshney

COO, **Naspers Group, Middle-East & Africa**

Yann Le Roux

APAC Spare Parts Manager, **Electrolux S.E.A, Singapore**

Chhavi Malhotra

Regional Director Revenue Management Asia & India, **Hilton Worldwide, Singapore**

PRICING IN THE ORGANISATION

1445 **Long-Term Pricing Strategy & Planning through Product/Technology Life-Cycle**

- Strategic market pricing strategy and benchmark vs. tactical competitive benchmark

- Support S&OP and long-term business planning
- Improving communication, collaboration and alignment of pricing strategy at all levels

Darrell Phun

APAC Strategic Pricing Lead, **Zoetis, Singapore**

1520 **Afternoon Networking & Refreshment Break**

1550 **Implementing a Data-Driven Pricing & Commercial Excellence Transformation Journey for B2B Industry (Especially in Volatile Market Environment)**

- Pricing process maturity
- Structured price setting methodology and pricing policies to generate recommended deal price
- Pricing guidelines during price uptrend / downtrend
- Strategic pricing power analysis and customer value pricing
- Customer worth-based, needs-based and behaviour-based segmentation
- Advanced deal decision support to enhance sales negotiation, manage discount and evaluate prioritization of volume allocation
- Transactional pricing/ profitability analysis to reduce revenue and margin leakages

CK Chung

Managing Director, **Acceval, Singapore**

1625 **From Strategy to Execution: How can You Effectively Implement Internal Pricing Framework & Guidelines?**

- Connecting pricing to marketing, sales, supply/demand, finance: How does it impact management decision-making on a regular basis
- Reinforcing pricing as a service, not a product: Continuous excellence and engagement strategies
- Education and change management for internal pricing stakeholders

Albert Yang

APAC Commercial Policy/Pricing Lead, **Philips, Singapore**

1700 **Chairman's Closing Remarks & End of Asia Pricing Summit**

PRE-CONFERENCE MASTERCLASS

Tuesday, 1st December 2015 (9AM-5PM)

4th Annual
**ASIA PRICING
SUMMIT**

CUSTOMER-VALUE PRICING

Increasing Profits through Value Creation & Enhanced Pricing

A 1% price improvement increases profit by 11%. How do you get the best price, yet at the same time, be valued by your customers? Using Customer Value is a way of getting closer to your pricing goal. Pricing excellence is achieved when the customer says you are charging a higher price but still wishes to do business with you. This workshop will take you through the steps of effectively measuring value, understanding what the customer values, what the customer is willing to pay for and then price accordingly. Participants in this workshop will become more price savvy, going beyond an industry pricing strategy, a product/ market price strategy, and a transactional strategy to a Customer Value pricing strategy.

In addition, participants will learn to build the Customer waterfall of needs, the price waterfall, price perceptions, and the importance of non-price factors in the pricing equation plus explore how to take advantage of "other factors" in pricing and wallet share. This workshop will showcase Customer Value Pricing strategies used by leading companies and participants will gain invaluable insights on applying this newfound knowledge to their companies and products. Equipped with this specialised knowledge, they will gain competitive advantage, a Customer, price and profit advantage.

Key Topics Covered:

- What Customer Value is and why manage it
- How to measure it
- How to use value to create prices
- How to create value and sell on that basis
- Learn that every part of your offering has a price associated with it and what the customer is willing to pay and why, and why are non-price terms important
- How to apply the learning's in your business

Who Should Attend:

Specially designed for CEOs, CXOs, Heads of Marketing, Sales, Operations, Pricing, Purchase, Customer Service, Business Strategy

Workshop Leader :



Gautam Mahajan
President,
Customer Value Foundation, India

The workshop is conducted by Mr. Gautam Mahajan, President of Customer Value Foundation and the leading global thought-leader in Total Customer Value Management. Mr Mahajan worked for a Fortune 50 company in the USA for 17 years and has hands-on experience in consulting, training of leaders, professionals, managers and CEOs from numerous MNCs and local conglomerates like Tata, Birla and Godrej groups. He is also the author of widely acclaimed books "Total Customer Value Management: Transforming Business Thinking" (Business Books from SAGE, 2011) and "Customer Value Investment: Formula for Sustained Business Success" (Response Books from SAGE, 2007).

Gautam was President, of the Indo-American Chamber of Commerce, and was Chairman, PlastIndia Committee, Vice President All India Plastics Manufacturers Association, Trustee Plastics Institute of America. He was a member of the US India think-tank and Chairman of the US India Economics Relations Forum.

He is a graduate of IIT Madras, where he was an Institute Merit Scholar, has a Master's degree in Mechanics and has completed his PhD coursework from the Illinois Institute of Technology, and an MBA from Suffolk University and a Fellowship from Harvard Business School.

SPONSORSHIP OPPORTUNITIES

Organisations in Asia are now actively-pursuing pricing strategy in their forward business plans. However, pricing in Asia is not without challenges.

- Pricing adoption is still in its infancy in Asia and has not reached full potential
- Pricing in Asia can be complicated due to Asia's diverse markets with varying political and cultural landscape
- Lack of pricing awareness and talent in the market

How can You Contribute to the Growth of Pricing in Asia?

- Do you provide **cost-effective pricing software and tools**?
- Are you able to advise on **pricing strategies that works for the Asia market**?
- Can you perform **price scrapping, pricing data analytics, predictive trade promotion optimisation services**?
- Will you be able to consult on **pricing and change management**?

If your answer is **YES** to any of the above questions, then you cannot afford to miss the 4th Annual Asia Pricing Summit. Partner with us and showcase your pricing thought-leadership today!

Gain direct access to Asia's top pricing professionals and senior business decision-makers involved in marketing, finance, operations and sales!

- Debut current products, services and new launches
- Profile your brand to the right pricing audience in Asia
- Educate Asia's fast-growing pricing community
- Meet new business partners/ distributors
- Develop key relationships and connect with the right decision-maker
- Close deals

Contact Us

With deliberately limited sponsorship opportunities, this event ensures a buyer-to-seller ratio that gives your company dedicated time to engage with key buyers attending the summit.

Call us today to discuss how we can customise a sponsorship package that achieves your business objectives. Get in touch at **+65 6722 9410** or email us today!

POST-CONFERENCE MASTERCLASS

Friday, 4th December 2015 (9AM-5PM)

REVENUE MANAGEMENT & OPTIMISATION

Application of Revenue Management (RM) techniques by companies typically leads to revenue increases of between 2% and 8%, in turn, leading to profit increases between 50% and 100%. This highly interactive workshop is designed to bring participants up-to-speed on why RM works, the main principles of RM and walk away with practical ideas on initiating and/or improving RM practices within their organisation.

Methodologies of this workshop will include presentations and lectures, games, hands-on exercises, case studies, pre-course questionnaire, group discussion and mind sharing.

Key Topics Covered:

- Principles of pricing & revenue management
- Opportunities for RM in differential pricing and customer segmentation
- Inventory and capacity management
- RM decision-making under uncertainty
- Forecasting and optimisation
- RM ethical and legal issues
- Revenue protection

Who Should Attend:

Specially designed for RM professionals in airlines, hotels, cargo, cruises, media and other related industries

Workshop Leaders:



Dr. Nilotpal Chakravarti
Regional Director - Singapore,
Core Pricing SPMG Asia

Dr. Nilotpal Chakravarti served in the Sales and Revenue Management Department of Singapore Airlines from 1998-2001 where he headed the Revenue Technology team, led the development of an Origin-Destination Revenue Management System and was involved in initiatives to improve revenue management within the Star Alliance.

Since 2002 he has been a consultant and has executed projects in diverse areas including logistics, media, forecasting, finance, human resource management, and aviation. His projects included the development of a Revenue Management system for one of India's largest broadcasters and the largest low cost airline in the Middle East. Nilotpal has carried segmentation and pricing exercises for a large US automobile loan company and a mortgage provider in UK. He has also taught courses at the National University of Singapore and the SP Jain Institute of Management and carried out training in Revenue Management for SpiceJet in India.

Dr. Nilotpal Chakravarti received his PhD from the University of Waterloo, Canada, in the field of Operations Research (OR) in 1987.

4th Annual
**ASIA PRICING
SUMMIT**



**VISIT
OUR DOWNLOAD
CENTRE TODAY!**
For the latest industry trends,
reports, news and views visit
www.asiapricingsummit.com

**Asia Pricing
Professionals**

Asia Pricing Professionals (APP) is a not-for-profit community of pricing management practitioners. APP's key objective is to raise the profile of pricing management in Asia through:

- Organizing formal and informal meetings and discuss on the latest trends and challenges in Pricing
- Sharing industry specific knowledge related to pricing management with interested parties
- Providing pricing skills certification
- Building a network of industry pricing experts who are easily accessible

Find out more at
www.asiapricingprofessionals.com



**JOIN ASIA PRICING
PROFESSIONALS DEDICATED
LINKEDIN NETWORK AND KEEP
UP-TO-DATE ON ALL ASPECTS
AFFECTING THE INDUSTRY.**

PRODUCTIVITY & INNOVATION CREDIT (PIC) GRANT

All Singapore-registered businesses are eligible for PIC. The enterprises enjoy up to 400% tax deduction or get a 60% cash payouts per year in each of the six qualifying activities. Expenditure on training of employees is one of 6 qualifying activities for which a trade or business may claim Productivity and Innovation Credit (PIC).

Find out more about PIC Scheme,
please read here <http://www.iqpc.sg/PIC>



4th Annual ASIA PRICING SUMMIT

- Pre-Conference Masterclass: 1st December 2015
- Main Conference: 2nd & 3rd December 2015
- Post-Conference Masterclass: 4th December 2015
- Venue: Singapore

Please complete in BLOCK CAPITALS as information is used to produce delegate badges. Please photocopy for multiple bookings. Your priority registration code is printed below. Please quote it when registering.

EVENT CODE: 25801.001 PDFW

CONFERENCE PACKAGES ALL PRICES SHOWN ARE IN SINGAPORE DOLLARS	STANDARD PRICE
<input type="checkbox"/> Conference + 2 Masterclasses	3899 (SAVE 200)
<input type="checkbox"/> Conference + Masterclass A <input type="checkbox"/> OR B <input type="checkbox"/>	3099
<input type="checkbox"/> Conference Only	2099
<input type="checkbox"/> Masterclass Only (Add-on) A <input type="checkbox"/> OR B <input type="checkbox"/>	1000

- Discounts DO NOT apply to masterclass(s)-only bookings • Singapore companies, please add prevailing GST.
- Registrations without immediate payment or credit card details will incur a processing fee of SGD99 per delegate

DELEGATES REGISTRATION DETAILS

Title: Mr. Mrs. Ms. Dr. Other

First name: Surname:

Job Title: Department:

Email Address: Company:

Address:

Country: Postcode:

Telephone: OFFICE MOBILE Fax:

Approving Managers Name:

Email Address:

Delegates Signature: Approving Managers Signature: Date: DD / MM / YYYY

I agree to IQPC's payment terms.

If the invoice is to be addressed for the attention of a different person than the delegate, please complete the details below:

First name: Surname:

Email Address: Telephone: OFFICE

If you have not received an acknowledgement before the conference please call us on **+65 6722 9388** to confirm your booking.

PAYMENT METHOD

I WISH TO PAY BY CREDIT CARD: PLEASE DEBIT MY CREDIT CARD

Card Type: Visa Mastercard American Express Expiry Date: M M / Y Y Y Y

Card Number: / /

Name Printed on the Card:

Signature: Date: DD / MM / YYYY

BY DIRECT TRANSFER Please quote **25801.001** with remittance advice

IQPC Bank Details: Account Name: IQPC WORLDWIDE PTE LTD
Account Number: 147-048128-001 Swift Code: HSBCSGSG
Bank Address: The Hong Kong and Shanghai Banking Corporation, 21 Collyer Quay, #08-01 HSBC Building, Singapore 049320

All bank charges to be borne by the payer. Please ensure that IQPC receives the full invoiced amount.

5 WAYS TO REGISTER

- +65 6722 9388 enquiry@iqpc.com.sg
- +65 6720 3804 www.asiapricingsummit.com
- IQPC Worldwide Pte Ltd, 61 Robinson Road, #14-01 Robinson Centre, Singapore 068893

TEAM DISCOUNTS

IQPC recognises the value of learning in teams. Group bookings at the same time from the same company receive these discounts:

- ◆ 3 or more 7%
- ◆ 5 or more 10%
- ◆ 8 or more 15%

Only one discount available per booking. Team discounts are not available in conjunction with another discount, and do not apply to workshop(s) only bookings. Call us for a special discount rate for teams of 10 and above.

VENUE & ACCOMMODATION

Hotel accommodation and travel costs are not included in the registration fee. A reduced corporate room rate will be arranged for attendees at this conference once the venue is confirmed. We will supply all attendees a hotel room reservation form once the venue and their attendance is confirmed.

CONFERENCE DOCUMENTATION

- I am registering as a delegate, please send me an extra set of Conference Documentation with Audio CD with a SGD100 discount: SGD699.
- I cannot attend the event, please send me the Conference Documentation and Audio CD at SGD799.
- I cannot attend the event, please send me the Conference Documentation only at SGD549.

Orders without immediate payment or credit card details will incur a processing fee of SGD99 per delegate.

(N.B. Advance orders will determine whether or not this conference will be recorded - Please enclose payment with your order.)

Any custom duties & taxes imposed on the shipment of order/s shall be borne by the recipient.

IQPC CANCELLATION, POSTPONEMENT AND SUBSTITUTION POLICY

- You may substitute delegates at any time by providing reasonable advance notice to IQPC.
- For any cancellations received in writing not less than eight (8) days prior to the conference, you will receive a 90% credit to be used at another IQPC conference which must occur within one year from the date of issuance of such credit. An administration fee of 10% of the contract fee will be retained by IQPC for all permitted cancellations. No credit will be issued for any cancellations occurring within seven (7) days (inclusive) of the conference.
- In the event that IQPC postpones an event for any reason and the delegate is unable or unwilling to attend in on the rescheduled date, you will receive a credit for 100% of the contract fee paid. You may use this credit for another IQPC event to be mutually agreed with IQPC, which must occur within one year from the date of postponement.
- Except as specified above, no credits will be issued for cancellations. There are no refunds given under any circumstances.
- IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, Act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable, illegal or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergency.
- Please note that while speakers and topics were confirmed at the time of publishing, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary without any liability to you whatsoever. Any substitutions or alterations will be updated on our web page as soon as possible.

DISCOUNTS:

All 'Early Bird' Discounts require payment at time of registration and before the cut-off date in order to receive any discount. Any discounts offered whether by IQPC (including team discounts) must also require payment at the time of registration. All discount offers cannot be combined with any other offer.

YOUR DETAILS:

Please email our Database Manager at enquiry@iqpc.com.sg and inform them of any incorrect details which will be amended accordingly.

DATA PROTECTION:

Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please tick the box below.

- Please do not pass my information to any third party.

PAYMENT TERMS

Registrations/orders received without immediate payment or credit card details will incur a processing fee of SGD99 per delegate. Payment is due in full upon receipt of invoice. Full payment prior to the event is mandatory for attendance.

IQPC WORLDWIDE PTE. LTD.
Company Registration No: 199702288Z

©Copyright 2015 IQPC Worldwide Pte. Ltd. All rights reserved. This brochure may not be copied, photocopied, reproduced, translated, or converted to any electronic or machine-readable form in whole or in part without prior written approval of IQPC Worldwide Pte. Ltd.

