

## 2017 FIRAE MID-YEAR MEETING

*Friday, October 6, 2017  
8:30 – 12:30  
PERGAMI Room  
Hotel Villa d'Este – Lake Como  
Via Regina, 40  
Cernobbio, Italy*

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### AGENDA

<b>Time</b>	<b>Agenda Item</b>
08:30	<b>Call to Order</b>
08:35	<b>Opening Remarks</b>  <b>Massimo Volpe</b> , FIRAE Chairman <b>Jacques Creyssel</b> , FIRAE Vice-Chairman <b>Matt Shay</b> , President and CEO, National Retail Federation
08:40	<b>Member Introductions + 3 Market Issues Faced by Country Member</b>
09:10	<b>FIRAE Leadership Update</b> <ul style="list-style-type: none"><li>• 2018 Officers Election</li><li>• Opportunities for further engagement of FIRAE group at the 2018 NRF's Retail BIG Show</li><li>• Other businesses</li></ul>
09:30	<b>FIRAE Implementation: Comments on the 2017 Survey Results</b> <ul style="list-style-type: none"><li>• Result analysis</li><li>• Strategic Group updates</li></ul>
10:00	<b>Presentation by FIRAE Member: "Sustainability in Retail"</b> <b>Darrell Doren</b> , Senior Director Sustainability, Foreign Trade Association   Belgium
10:30	<b>Presentation by NRF Executives: "U.S. Perspective on Trade and Immigration"</b> <b>David French</b> , SVP Government Relations, National Retail Federation   United States <b>Mallory Duncan</b> , General Counsel
11:00	<b>Coffee Break</b>  <i>Move to TORLONIA Room (adjacent to PERGAMI Room)</i>
11:15	<b>Pre-Summit Panel: "Present and Fusion of Commerce Integration"</b> <ul style="list-style-type: none"><li>• <b>Xia Feng</b>, VP Digital Development and Strategy Vice President, <i>VF Corporation</i></li><li>• <b>Jarvis Macchi</b>, Head of Digital, <i>Pinko</i></li><li>• <b>Ricardo Pozzoli</b>, Co-founder and CEO, <i>The Blonde Salad</i></li></ul>
12:45	<b>Lunch</b>