

eCommerce Asia 2021 Virtual Conference

Aug. 4th - 5th, 2021. Digitally Presented on Airmeet

Shaping the Future of eCommerce How to Thrive in 2021 and Beyond



Partners include

ORACLE

Resulticks

Alibaba Cloud

EKOTO

CleverTap

SAJARI

Celtra

Anaplan

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NETWORKS

LOCAD

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iCLICK
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lynxanalytics

Appier

parcelperform

channeladvisor

snowflake

gorgias

WhereScape

Insider

Presented by

UESCOM

Asia Retail
Technology & Innovations

ABOUT THE EVENT

Amid slowing economic activity, COVID-19 has led to a surge in e-commerce and accelerated digital transformation. Bringing together the worldwide digital commerce community to tackle the challenges that the digital future presents to commerce activities, **eCommerce Asia 2021 Virtual Conference** is a 2 days event to discover the trends that will dominate the Ecommerce landscape in 2021 and beyond: new customers, e-payment, new customer experience, ultra-personalization, omnichannel approach, AR/VR, machine learning & AI, chatbots, conversational commerce, unified commerce, B2B eCommerce, social commerce, paying methods, shoppable TV, ReCommerce, sustainability, and many more.

With 50+ Speakers, 500+ C-level attendees from major Southeast Asia businesses, 10 dedicated tracks, **eCommerce Asia 2021 Virtual Conference** is one of the largest eCommerce-themed strategic decision makers' gathering. Major retailers, banks, pharma/health stores, O2Os, consumers brand owners and B2B commerce agencies are invited.

This event will be presented digitally on Airmee and it will be interactive networking sessions, virtual tea break sessions, one to one meetings, virtual exhibitions, workshops arranged for attendees. Basically we will provide you the same experiences as you attend a normal physical event.

The event is part of Escom's Asia Retail Innovations Series Events, which was founded in 2014 and is annually presented in China, Singapore, Indonesia, Malaysia, Philippines, Vietnam. The event has been serving 100,000+ retail and digital business solutions decision makers across the globe.



10 Tracks/ 2 Days Program



Market & Customer
Study Track



eCommerce CEO
Talk Track



Artificial intelligence
Track



Influencer Marketing
Track



Indonesia Country
Focused Track



Customer Experience
Track



Fintech & Payment
Innovation Track



Supply Chain &
Fulfilment Track



Malaysia Country
Focused Track



Philippines Country
Focused Track

500+

Attendees

81%

Senior Level
Decision Makers

50+

Speakers/
Panelists

10+

Global Leading
Solutions

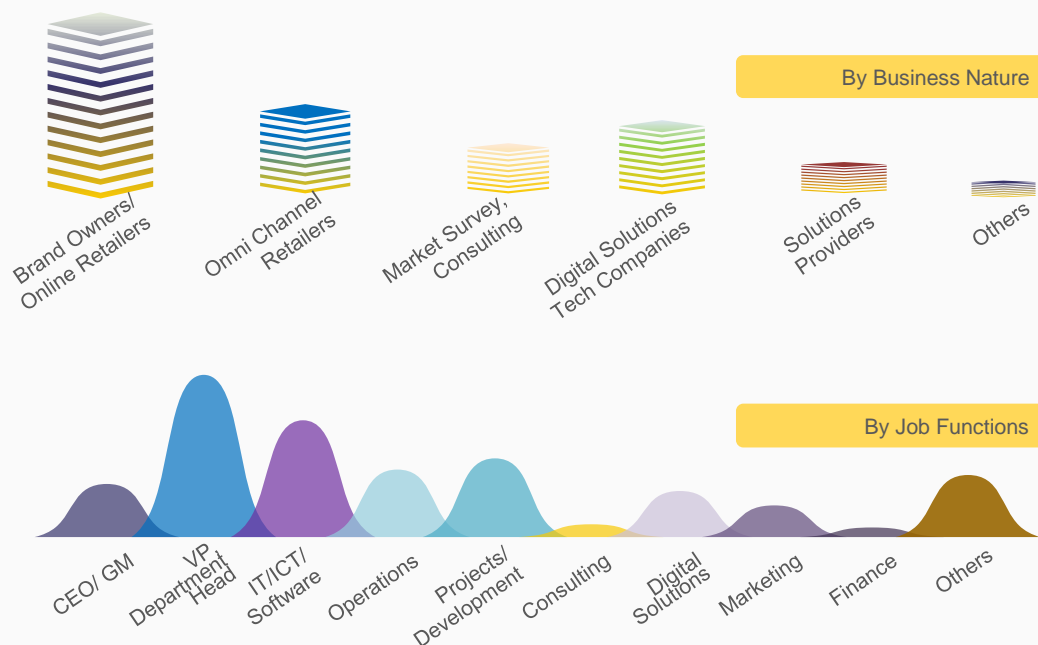
100+

Corporate Buyers

5000+

Media Coverage

Delegate Demography



Top reasons to be part of the event



Connecting eCommerce
Decision Makers



First-hand, high value
Client intelligence



Insights into the
eCommerce tomorrow



Have your brand and your
solutions presented



Getting to know more
Digital Disruptors



To have one-one private
meetings and sell



Spencer Ng

Media Analytics Lead for GfK APAC,
Middle East, Turkey & Africa
GfK



Claudius Ng

President
Singapore Chamber of
E-commerce



Kenneth Soh

Head of Shopee Mall
Shopee



Anurag Mukherjee

Head of Technology
PT. Matahari Department
Store



Tang Siew Wai

Country Head, Malaysia
Carousell



Karim Cheboub

Retail Leader
Decathlon Malaysia



Eric Zheng

Vice President, APAC
iClick Interactive Asia
Group Limited



Yang Khan

Director of Big Data
and Consulting
Alibaba Cloud



LE AN BINH

Head of Innovation
Sonkim Fashion



Bok Chou Loong

Head of eCommerce
Bata Malaysia



Varun Verma

APAC Head of Data & Analytics
HEINEKEN



Rossana Fajardo

Consulting Leader and EY
ASEAN Chief Operating Officer
EY



Hery Atmadja

EY ASEAN and Indonesia Digital
& Emerging Technology
Consulting Lead, Partner
EY



Klaas van Asten

Director Global Strategy &
Transformation
LEGO Group



Loek Berendsen

Global Omnichannel
Strategist



Caesario Parlindungan

XD Strategy & E-commerce
Lion Super Indo



Andrew Koger

Founder & CEO
GoodWork



William Kusuma

Head of Partnership and Business
Development – GoClub
Gojek



Vanessa Yeo Barger

VP of Brand
Love, Bonito



Idan Haim

Vice President, Growth &
Marketing
foodpanda



Izzat Aziz

AVP- Emerging
Technology and
Cyber Security
CIMB



Maria Roesli

VP of Business Expansion
DANA Indonesia



Gopal Kiran

Director - Financial Services
Deloitte



Kelly Umberfield

Lead for Fintech,
Telecom, App & D2C
Tik Tok



Amanda Tan

Lead for Technology and
Consumer Electronics

Tik Tok



Jean Thomas

CMO
Pomelo Fashion



Nakul Gaur

Senior Global Leader,
eCommerce
Unilever



Ferry Tenka

CMO SIRCLO & Founder Orami
Orami



Zain Suharwardy

Head of SP eCommerce
Singpost



Katherine De Castro

Vice President, First Mile
Operations, Lazada E-
Services Philippines

Market & customer study track

09:00	<p>Chair opening remarks Opening Remarks by Conference Chair</p> <ul style="list-style-type: none"> Presenter to be announced
09:05	<p>Panel Modern Consumer Behaviour in the New Omni-Channel World</p> <ul style="list-style-type: none"> Spencer Ng, Marketing Analytics APAC lead at GFK Idan Haim, Vice President, Growth & Marketing at foodpanda Sireethorn Satchatippavarn, Vice President, App Transactions at The 1 Central Kelly Umberfield, Head of Growth Markets – MY/SG/PH at Tik Tok Marc-Antoine Hager, Director, APAC Business at Clevertap Thomas Wasser, Global Director, Digital Excellence at Shiseido Ginza Tokyo

eCommerce CEO Talk

09:50	<p>Presentation Reshaping Retail with Alibaba Cloud</p> <ul style="list-style-type: none"> Yang Kan, Director of Big Data and Consulting at Alibaba Cloud
10:10	<p>Panel I Digital Commerce Success In The New Normal</p> <p>Claudius Ng, President at Singapore Chamber of E-commerce</p> <ul style="list-style-type: none"> Yang Kan, Director of Big Data and Consulting at Alibaba Cloud Mike Ghasemi, Founder & Chief Analyst at Mike Ghasemi Research Pte Ltd Herman Widjaja, CTO & SVP at Tokopedia Simon Kelly, Solutions Manager at ChannelAdvisor APAC
10:55	<p>Presentation How does Livestream e-Commerce Benefit your business</p> <p>Doyle Deng, Head of Product Management at CDNetworks</p>
11:10	<p>Presentation New Marketing World of Opportunities in China:What's Next in Winning Emerging Digital-Savvy Chinese Consumers</p> <ul style="list-style-type: none"> Eric Zheng, Vice President, APAC at iClick Interactive Asia Group Limited
11:20	<p>Presentation From Digital Novice to Digital Native – Reimagining Retail and Brand Commerce with Cloud Adoption</p> <ul style="list-style-type: none"> Rathina Kumar Vaidyanathan, Director, Strategy and Business Development for Industries at Oracle Asia Pacific
11:50	<p>Panel II: Winning The E-Commerce Battle During the COVID-19 Era</p> <ul style="list-style-type: none"> Tang Siew Wai, Country Head, Malaysia at Carousell Constantin Robertz, CEO and Co-founder at Locad Raushida Vasaiwala, General Manager, APAC at Celtra Evan Quasney, VP Global Supply Chain LoB at Anaplan Robbie Lunn, Customer & Channel Strategy, Big transformations at KPMG

Customer Experience Track

13:20	<p>Presentation: Digital Commerce in Café, creating a unified customer experience.</p> <ul style="list-style-type: none"> Mike Ghasemi, Founder & Chief Analyst at Mike Ghasemi Research Pte Ltd
13:40	<p>Panel Discussion How leaders in e-commerce deliver exceptional customer experience</p> <ul style="list-style-type: none"> Klaas van Asten, Director Global Strategy & Transformation at LEGO Group Binh Le, Head of Ecommerce at Sonkim Fashion Jean Thomas, CMO at Pomelo Fashion Suresh Dalai, Senior Director at Alvarez & Marsal Asia Jens Schumacher, Chief Product Officer at Sajari Mani Gopalaratnam, CEO and CTO at Resulticks
14:25	<p>Presentation TOPIC: The Evolving Future of Customer Experience in E-Commerce</p> <ul style="list-style-type: none"> Meenakshi Ganesh, Director of Customer Success at Clevertap
14:45	<p>Presentation TOPIC: Building Consumer Trust with Creative Automation</p> <ul style="list-style-type: none"> Raushida Vasaiwala, General Manager, APAC at Celtra

Artificial Intelligence Track

15:05	<p>Panel Discussion How is AI Creating the Next Wave of Growth in E-Commerce</p> <ul style="list-style-type: none"> Varun Arora, Partner at Kearney Loek Berendsen, Global Omnichannel Strategist Varun Verma, APAC Head of Data & Analytics at HEINEKEN Adrienne Lee, Managing Partner, Hong Kong at Lynx Analytics Hong-Chia How, Senior Director, Enterprise Solutions, SouthEast Asia/India at Appier Yu Ka Chan, Senior Manager, Technology Cloud Engineering, Oracle ASEAN at Oracle
15:50	<p>Presentation How to Unlock Revenue with AI Search and Discovery</p> <ul style="list-style-type: none"> Jens Schumacher, Chief Product Officer at Sajari

Fintech & Payment Security Track

16:10	<p>Presentation Topic: False Positives: Minimising Lost Revenue & Customer Friction</p> <ul style="list-style-type: none"> Dan Jiao, Director, Asia Pacific at Ekata
16:30	<p>Panel Discussion The Role of Payment and Fintech Innovations in E-Commerce</p> <ul style="list-style-type: none"> Izzat Aziz, Director- Emerging Technology Risk and Cyber at KPMG Maria Roesli, VP of Commercial Partnership at DANA Indonesia Gopal Kiran, Director - Financial Services at Deloitte Srikanth Gonuguntla, Industry Architect – Banking, Financial Services, Insurance at Oracle Asia Pacific Sonal Kapoor, Director - Financial services at Flipkart
17:15	<p>Networking Session (30 min) & Close of Day One</p>

Influencer Marketing Track

- | | |
|-------|---|
| 09:00 | Chair Opening Remarks
Opening Remarks by Conference Chair <ul style="list-style-type: none"> • Presenter to be announced |
| 09:10 | Panel
Case Studies: Successful Influencer Marketing <ul style="list-style-type: none"> • Joanna Lim, Fashion Designer and Founder at Joannalsm • Amanda Tan, Lead for Technology and Consumer Electronics at Tik Tok • Stephanie Aliwarga, Head of Sales and Partnership at Orami • Long Tran, Head of Retail Marketing at PNJ • Spencer Ng, Marketing Analytics APAC lead at GFK |

Supply Chain & Fulfilment Track

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|-------|--|
| 09:55 | Keynote
S & OP - from evolution to Revolution <ul style="list-style-type: none"> • Deborah Pike, Solutions Consultant at Anaplan |
| 10:15 | Panel
Streamline Last mile operations <ul style="list-style-type: none"> • Edwin Koh, Regional Sales Director (SEA & ANZ) at Limelight Networks • Sushant Mantry, VP of Operations and Emerging Markets at Zilingo • Nicole Tretwer, Head of Logistics Services APAC at Swarovski • Dr. Arne Jeroschewski, Founder & CEO at Parcel Perform • Robbie Lunn, Customer & Channel Strategy, Big transformations at KPMG |
| 11:00 | Presentation
Getting martech right: What to do. Pitfalls to avoid.
Mani Gopalaratnam, CEO and CTO at Resulticks |
| 11:30 | Presentation
Mastering Fulfillment: The Key to eCommerce Success <ul style="list-style-type: none"> • Constantin Robertz, CEO and Co-founder at Locad |
| 11:40 | Lunch Break & Networking Session |

Malaysia Focused Track

- | | |
|-------|--|
| 13:40 | Panel
Malaysia eCommerce Leaders Talk: Growth, Trends & Opportunities <ul style="list-style-type: none"> • Kenneth Soh, Head of Shopee Mall at Shopee • Alwan Ahimmat, Head of Business Reporting at MYDIN • Karim Cheboub, Retail Leader at Decathlon Malaysia • John Low, Senior Partner, Managing Partner at Roland Berger • Vignes Varun, Regional Commercial Manager at Luxasia |
| 14:25 | Presentation
Keeping shoppers at the heart of your eCommerce strategy <ul style="list-style-type: none"> • Yasir Qureshi, Client Partner, Strategy Solution Cluster+ Leading eCommerce domain in SEA at Kantar |

Indonesia Focused Track

- | | |
|-------|---|
| 14:45 | Panel
Strengthening digital business resilience through technology in 2021 <ul style="list-style-type: none"> • Hery Atmadja, ASEAN and Indonesia Digital & Emerging Technology Consulting Lead, Partner at EY • William Kusuma, Head of Partnership and Business Development – GoClub at Gojek • Maneesha Bhusal, Director, Head of Customer Experience at JD. Id • Huan Yang, CTO at Gudangada • Jack Nguyen, Regional Managing Director for SEA at Insider |
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Philippines Focused Track

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|-------|---|
| 15:30 | Panel Discussion
The eCommerce Philippines Roadmap for 2022 and what opportunities will arise in the Philippines <ul style="list-style-type: none"> • Rossana Fajardo, Consulting Leader and EY ASEAN Chief Operating Officer at EY • Jonathan Juan "JJ" Moreno, Chief Strategy Officer at Metro Retail Stores Group Inc. • Mark Joseph Panganiban, Director at Digital Commerce Association of the Philippines • Arnel Gamboa, VP/ Logistics at AceHardware Philippines |
|-------|---|

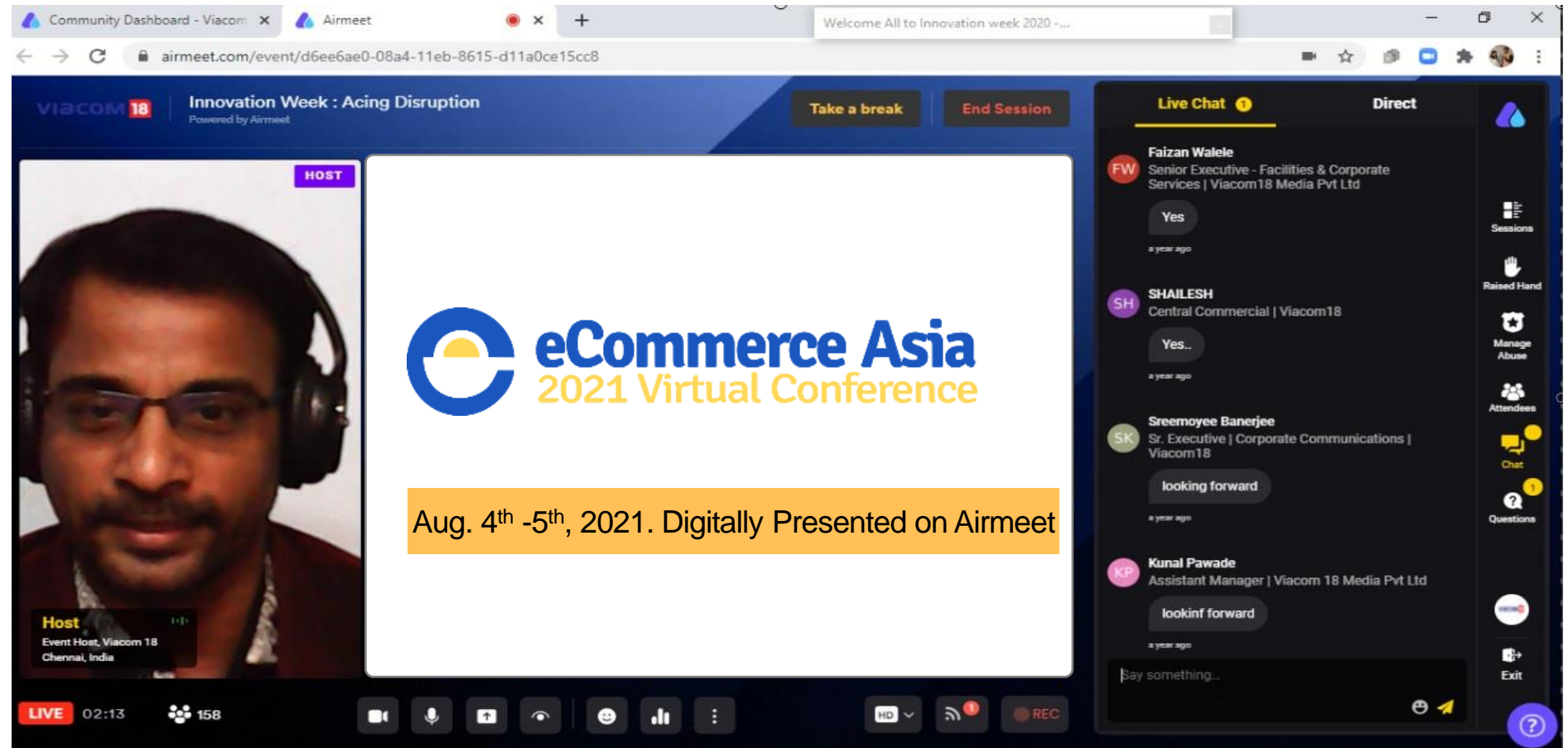
AirAsia	IDC – Asia Pacific	Masan Group	PACC	Corporation	Stark Retail Indonesia
Bank of China	IHH Healthcare Singapore	Matahari Group	Pakuwon Sentosa Abadi	Robins Department Store	Sumber Alfaria Trijaya
China Construction Bank	IKEA	Mataharimall.com	Panen Wangi Abadi	Robinsons Department Store	Sun Resources Food
Citi Bank	i-MartPH	Mclnica	Pantheon Law	Robinsons Land Corp.	Supermal Karawaci
DBS Bank	Imex Pan Pacific Group (IPPG)	MEDiCARE Vietnam	Papa Johns Pizza	Robinsons Retail Holdings, Incorporated	TBS Sport
DoctorOnCall.com.my	Indofood CBP Sukses Makmur	Megaworld Lifestyle Malls	Parkson Group	Rockwell Land Corp.	The Coca-Cola Company
Facebook	Tbk	Merriman	Penworld JSC	Rose Pharmacy	The Viet Thai Group
Faretina	Indonesia Chamber of Commerce & Industry Coordinating Committee	metraplaza	Pewarta indonesia	Royal Duty Free Shops Inc	The Walt Disney Company
Fiditour Joint Stock Company	Indonesia Retailers Association	Metro Retail Stores Group	Pharmacy	Royal Wiseborn Retailers, Inc.	THUAN PHUONG Group
Fiery Style	APRINDO	Metroxgroup	Philippine Airlines	Rustan Supercenters, Inc.	Tiki.vn
Filinvest LIFEMALLS	International Specialty Concepts Inc.	Mindshare	Philippine Savings Bank	S&R Membership Shopping	Time International
Food Asia Group	JD.com.	Mitra10	Philstar Global	Saigon Union of Trading Co-operatives	Tiny Ink
Fortis Company	Jollibee Foods Corporation	Mitsui Indonesia	Phu Nhuan Jewelry	Saigon Centre mall	Tozy Sentosa
FPT Retail	kalbe farma	MM Mega Market Vietnam	Phuonnambook	Saka Farma Laboratories	Trans Retail Group
Frost & Sullivan	Kantar	Moca.	Pilmico Foods Corporation	Sapporo	Transmarco
Gandaria City	Kaskus	Moet Hennessy Vietnam	Pizza 4ps	SaveMax	Traveloka Philippines
Garuda Indonesia	Kawan Lama Sejahtera	MOMO.vn	Poggen Pohl	Senayan City	Trifoglio Ristorante
Genietech Global Brands	KDS	Monitor Deloitte SEA	Point Break Indonesia	Sepatu Bata Indonesia	Trung Dung
Gianhangvn.com	Keppel Land	Moradi	Pointwest Technologies Corporation	Sephora	Trung Nguyen group
GLOBAL LINK (RUNWAY / TAVOLA)	Kerry Asia Pacific	Moxy	Powerbuy.	Sewu Segar Primatama	Unilever Asia Private Limited
Gojek	KFC Philippines	Multi Trend Indo	Primer Globalindo	SHAAZ products trading Fze	Union Bank of the Philippines
Gold Martindo	Kompas	My Bridesmade	Proton Partners Asia	Shangproperties	Unionsquare
Golden Resource Development International	Kredivo	My Home Manila	PT Mitra Adiperkasa, Tbk	Shop & Go	United Overseas Bank (UOB)
GoldMart Jewellery	Kurnia Ciptamoda Gemilang	Myhome interior furniture co.	Purantara Mitra Angkasa Dua	Shopee.com	Urban City
Grab	La Nestanna International	National University Health System	Puregold Price Club Inc.	Sinarماس land	Van Hanh Mall
Gramedia	Lazada	Navigossearch	QSR Vietnam	Singapore Airlines	Vascara Ltd
Grand Indonesia	Lazada Group.	Nawakara	Quadrille & Vera	SingPost eCommerce	VietFashion Corporation
Group Global Digital Prima	LCC Group	NBV Jewelry	Raffles City	SM Hypermarket/Alfamart	Vietnam E-commerce Association
GS25 Vietnam	LinkAja.	Nirwana Lestari	Ralali.com	Son Kim Group	Vin Group
Guardian	Lion Super Indo	Nursery Care Corp	Ramayana&Co	SonKim Retail Corporation	Vinabook
H&M	L'Oréal	OCBC Bank	Ratu Pertiwi Group	Sportdeca	Vincom Retail
Hapihomes finiture inc.	LOTTE	OIA	Redsun Group	Sriboga Food Group	Vista Malls / Vista Land
Hero Supermarket	Luxasia	Olive Batik	Relindo Prima Marema	Sta. Lucia Department Store	Walmart
Hoang Gia Pearl Co., Ltd	Malaysia Airlines	OLX Philippines/Property24	Retail and Franchise Asia	Star Department store	Walt Disney
Hotdeal JSC	Mall at Bassura-Synthesia	Omni Digitama Internusa	Retail in Asia	Star Malls	Walter Mart Supermarket
HSBC	Mangala Gelora Perkasa	Openasia Group(Tam Son)	Retail News Asia	Starbucks	Watsons
Hypermart		Orami	RHB Malaysia		Xentro Malls
		Orang Tua Group Retail	Rizal Commercial Banking		Zalora
		OxfordRIESTA			

We work with Airmeeet (one of the world's best online event platform) to run this event. Basically it has all the features available just like you attend a physical conference



 Provide a wish-list and you invite them accordingly?	Yes
 Virtual booth?	Yes, product intro, video, video call available
 Set up private meeting (arranged by Escom team or I invite people to my virtual meeting room myself)	Yes
 Exchange Biz Card with any delegate?	Yes
 Randomly meet people to expand my connection?	Yes, 180seconds limit per talk
 Presentation in front of everybody?	Yes
 Handout my e-brochure, flyers?	Yes
 Collect Polls or Surveys on my product?	Yes

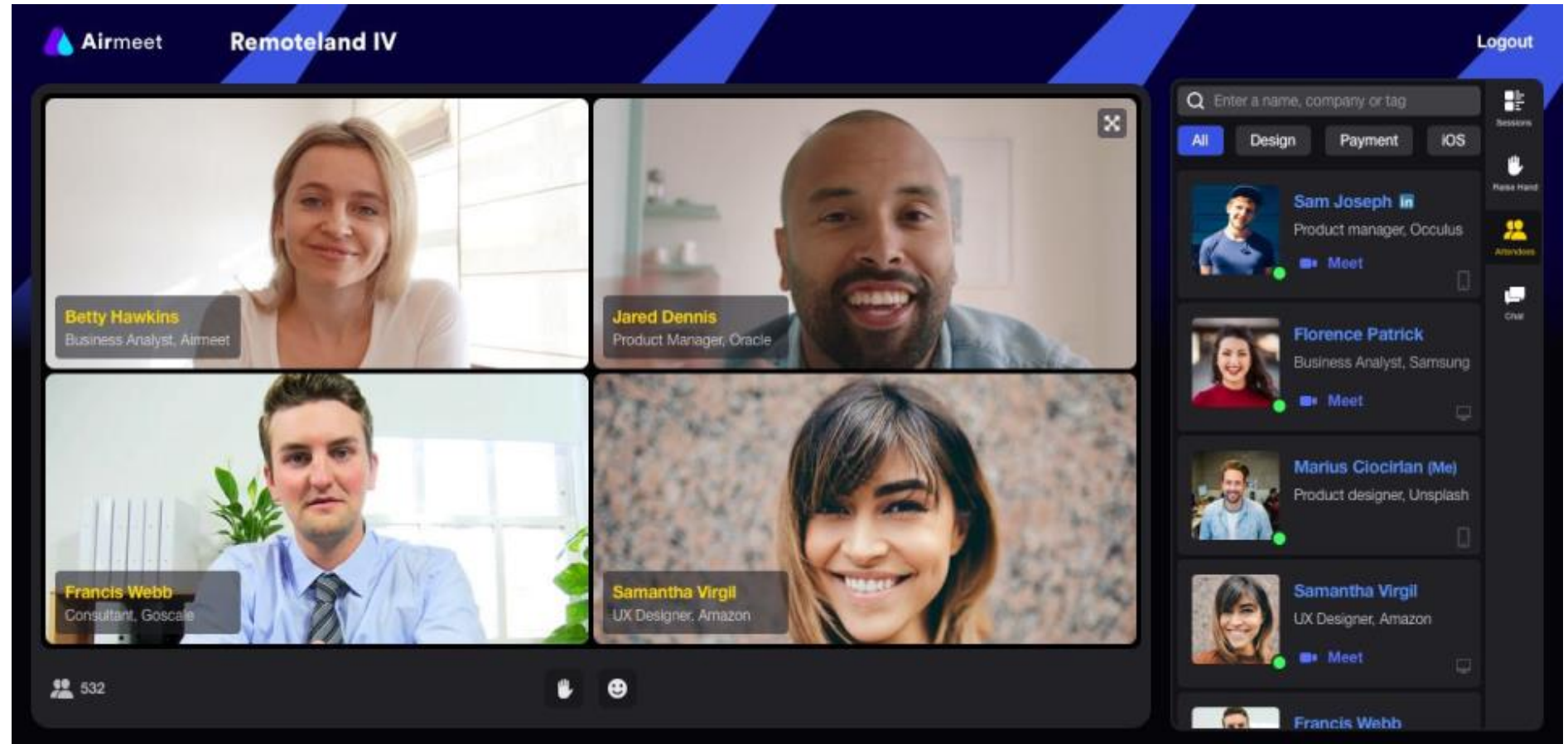
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Making Presentation
in the main stage in front of everyone

What you can do on Airmeet

We work with Airmeet (one of the world's best online event platform) to run this event. Basically it has all the features available just like you attend a physical conference

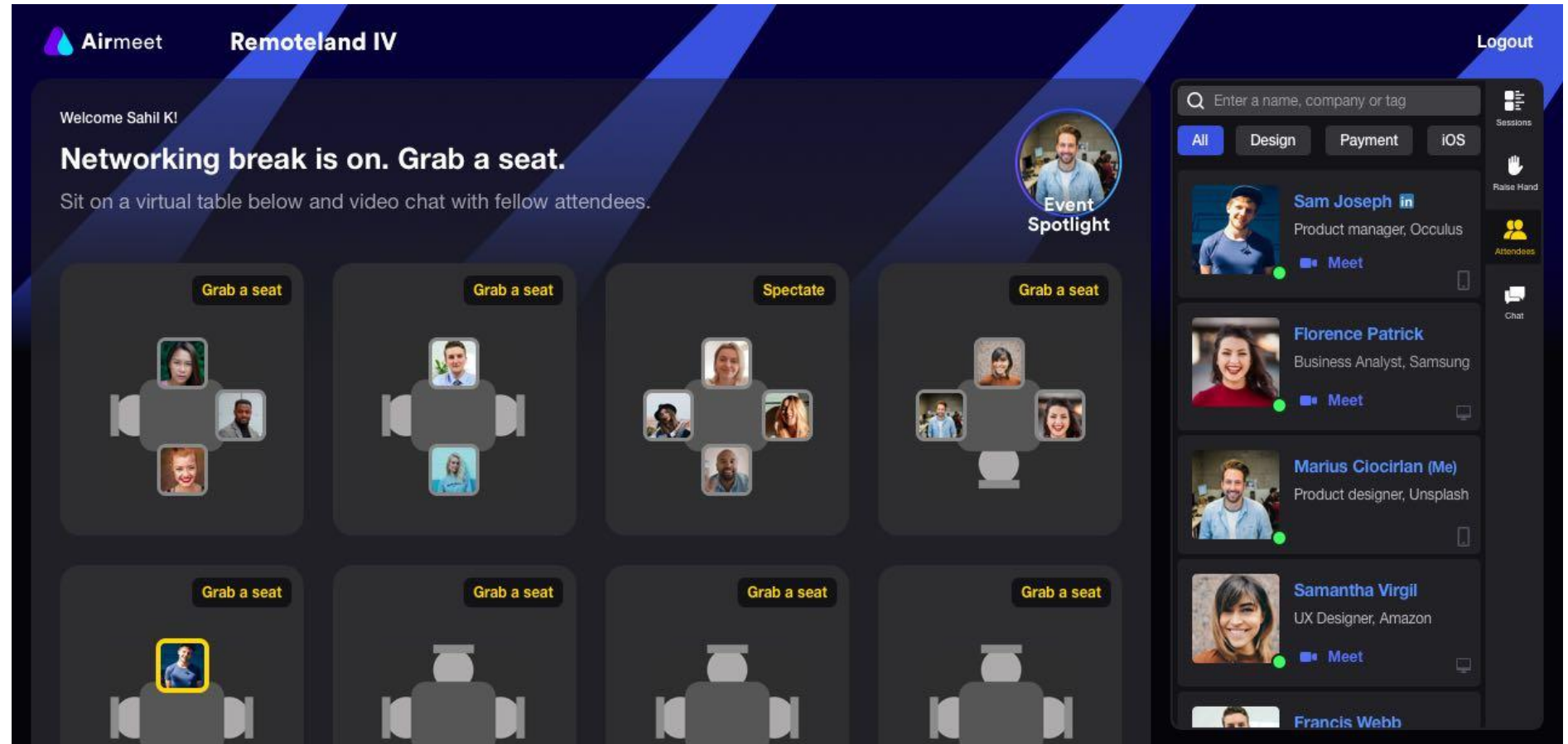


Join Panel Discussion

in the main stage in front of everyone

What you can do on Airmeet

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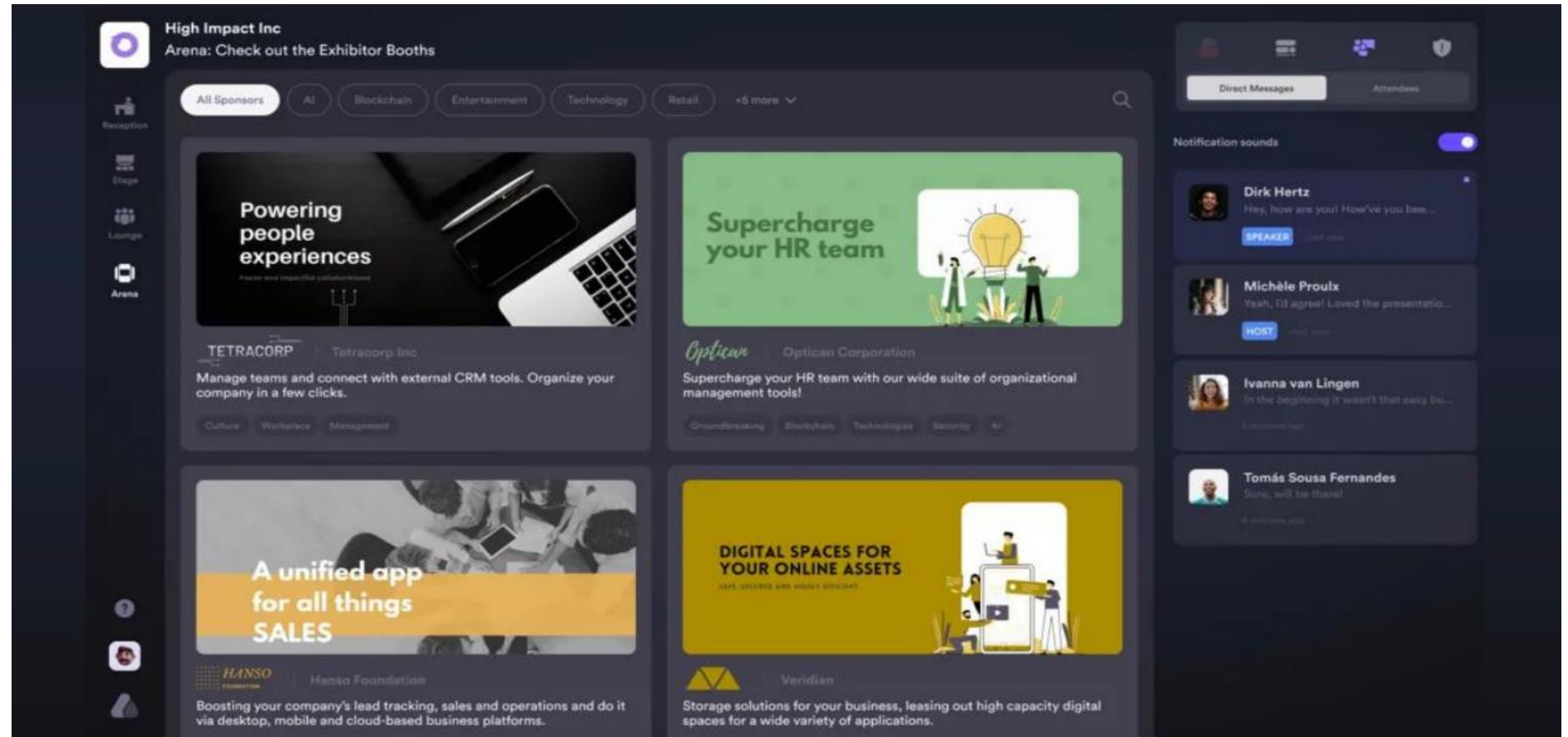


Host Private 1-1 Meetings

With anyone you wish to meet

What you can do on Airmeet

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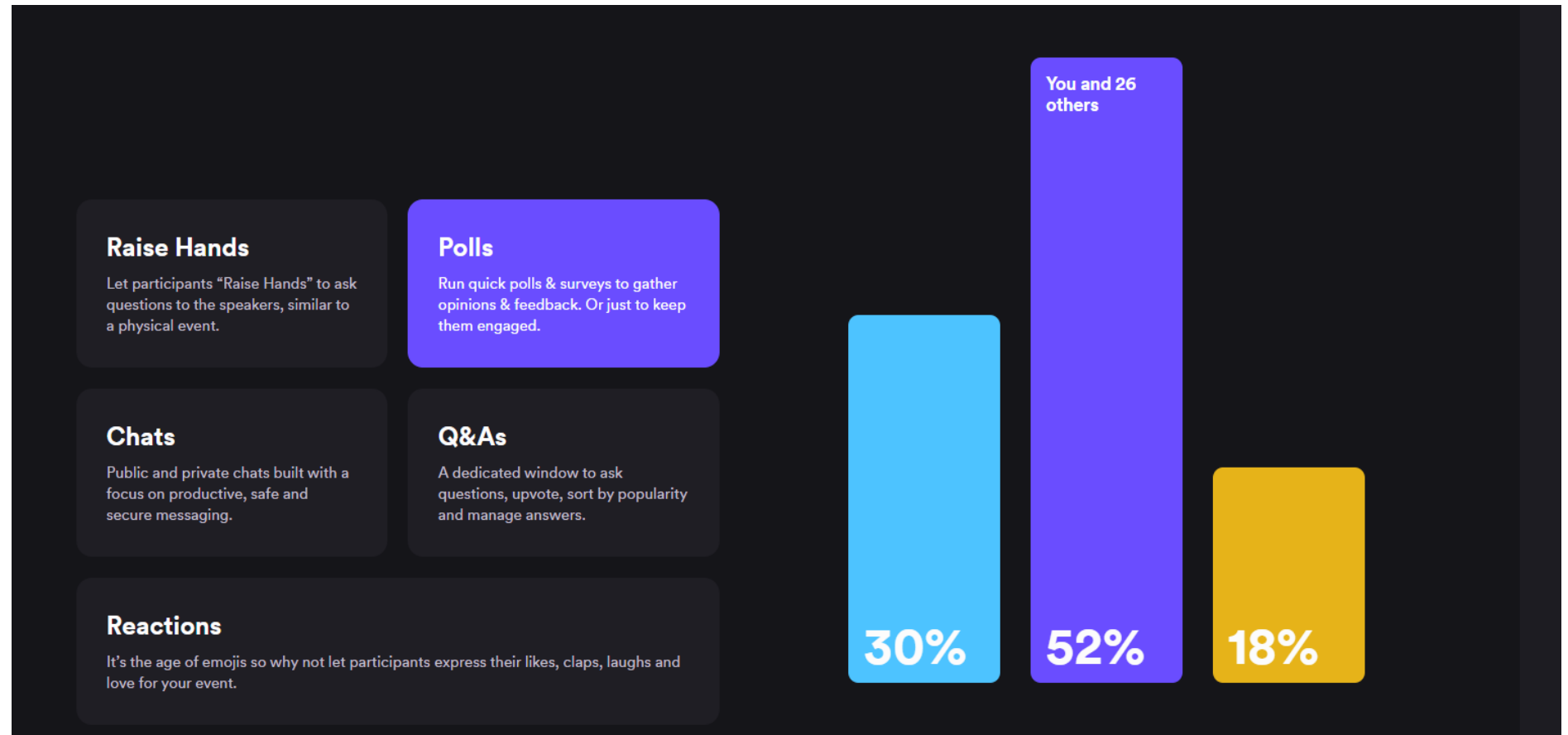


Virtual Booth

To virtually exhibit your products or solutions

What you can do on Airmeet

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Interact with attendees

And get the full report of how people react to your session

What you can do on Airmeet

We work with Airmmeet (one of the world's best online event platform) to run this event. Basically it has all the features available just like you attend a physical conference



Connect People Privately

Stay to build your connections in eCommerce sector

What you can do on Airmmeet

We work with Airmeet (one of the world's best online event platform) to run this event. Basically it has all the features available just like you attend a physical conference



Delegate Contact Details

One week after the event

What you can do on Airmeet

BENEFITS	Platinum Sponsor	Gold Sponsor	Presentation Sponsor	Knowledge Sponsor	Exhibitor Sponsor
Branded as Sponsor in all event materials	√	√	√	√	√
Company eBanner and Intro Promoted on pre and post event email blasts	√	√	√	√	√
Speaking Slot	30 minutes	20 minutes	10 minutes	X	X
Join Panel Discussion	Join 1 panel sessions	X	X	Join 1 panel session	X
Virtual Exhibition Booth	√	√	√	√	√
Organizer to arrange One to One meetings with people on your wishlist	4	X	X	X	X
Wish listed clients (you can send your potential clients list to us and we will invite them to ensure you can meet the right people)	30	10	5	3	X
Delegate Pass	6	3	2	2	2
Receive the post event report with detailed Contact details	√	√	√	√	√
Your product/solutions pushed to the delegates (including the "Arrange Meeting" Option on Post Event Survey)	√	√	X	X	X
Your Investment	8,900 USD	6,900 USD	3,900 USD	2, 400 USD	1,200 USD

Delegates Pass

Business Nature	Standard Rate /person	Early Bird Rate /person
Non-Retail Companies	499 USD	299 USD
eCommerce Players/ Retailers/ Government/ Association Leaders	Complimentary	

* Early Bird promo rate is available by May 31st 2021

eCommerce Asia 2021 Virtual Conference

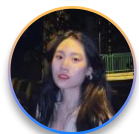
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About the Organizer



Escom Events provides business executives with tailored practical conferences, large scale events, topical seminars, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. Escom Events conferences are market leading "must attend" events for their respective industries. All our events are designed for cooperate vendors to reach their prospects and explore new business opportunities at our "One Stop Shop" Summit. We bring together the government authorities and investors, developers, operators and all other type of stakeholders in a common platform to conduct 2-3 days exclusive workshop on each specific industry. The event programs address the most pressing industry strategic topics and give answers to concrete issues and even technical prospective. Our conferences are major industry gatherings that focus on market entry, business facilitation & brand communication. By means of our comprehensive market research, strong government relationship, promotion channels, and most importantly our business integrity & dedication, Escom Events is able to provide you with the unrivaled services ensuring your expectation is perfectly met.

For more about us, please visit: <https://escom-events.com>