



Asia Retail Series Events

# 4th Retail Technology & Innovation Summit Asia

🕒 April 25th, 2018

📍 City of Dreams Manila Hotel, the Philippines

A Three-in One Event

**T** Retail Technology / **S** Visibility Supply Chain / **O** eCommerce & Omni Channel

New retailing mode, innovations and disruptive technologies that keep retailers to stay competitive in the fast changing market

Presented by



Strategic Partner



Media Partner



ASIA RETAIL INNOVATIONS EVENTS  
China Vietnam Indonesia Philippines

<http://retail-asia-events.com/>

## EVENT AT A GLANCE

### The Philippines is a growing retail hotspot offers tremendous growth potential

Philippine is the hottest land for retail development. Retailing in the Philippines is expected to significantly grow alongside the continued improvement in the economy. The increasing disposable income of Filipinos will encourage further purchases of products within grocery and non-grocery categories. The constant exposure to various media sources and overseas travel are also expected to further increase sophistication of Filipinos, which will hasten the growth of local and foreign retail brands already present.

### Transforming to a Omni Channel Retailer, Providing the best customer experience are the priorities for all types of retailers

Thanks to rising internet and social media adoption, retailers in Philippines are also investing in eCommerce, mCommerce and Social intelligence. Philippines has the fastest growing internet audience in Southeast Asia with over 22% growth year on year. The population structure and the digitalization wave, along with the competition from the international retailers and brands, it all urges Philippines retailers to adopt a full omni channel strategies that truly enhance the customer experiences.

### The 4th Retail Technology & Innovation Summit unites stake holders, decision makers , thought leaders and disruptor to share their experience of utilizing technology to stay competitive

It sets to help retailers, suppliers and partners to understand the trends and innovations in the age of digital retail and discuss how to engage and serve consumers – no matter where they shop. It addresses the concrete topics such as enterprise-wide inventory visibility, many-to-many fulfillment agility, and building effective customer loyalty. It allows retailers to get actionable ideas to create meaningful engagement with today's consumers and identify valuable resources and solutions that can empower and supercharge their retail operations. Key topics include:

- Investment, Store Expansion & Brand Penetration to the Philippines
- Understanding the evolving customers in digital age and Adapting new Business Skills
- Smart Store and Technology innovations
- What important new technology should retailers watch out for
- Exploring a Journey of Digital Transformation
- Payment innovations and latest data collection technologies
- Putting the Customer in the Driving Seat
- Supply Chain Visibility
- Omni-channel Fulfilment Strategies
- Digital Disruption- What's Next?
- The Concept of New Retailing

This is an Not-to miss event for retailers and retail solutions providers, see you in Manila!

### • WHY PHILIPPINES

Strong economy performance and consumer-driven economy structure

A growing young population with Strong Spending Powers

Changing lifestyle offers opportunities for new brands

Real estate developers continue to diversify into the retail segment

Foreign retailers continue to penetrate the local landscape

The Philippines is experiencing a online shopping boom

High smartphone usage and data infrastructure to boost new Retailing

Luxury Retail segment is rapidly growing

### • EVENT HIGHLIGHT

200+

Senior Level Decision Makers

15+

Latest Retail Technologies showcased

20+

Speakers/ Panelists

10+

Countries represented

100+

Retailers of All Types

5+

Dedicated networking session





Festival Supermall Inc., Lower Ground Floor, Administration Office, Filinvest City  
Alabang, Muntinlupa City 1770, Philippines Tel. (632) 8503517 to 32



Metro Manila, February 7, 2018

To whom it may concern,

Filinvest Lifemalls is pleased to support ESCOM as a strategic partner for the Philippines Retail Technology and Innovation Summit 2018.

Taking place on the 25<sup>th</sup> of April 2018 in Metro Manila, Philippines, the Summit will bring over 25 industry leaders from the country's rapidly expanding retail sector to share their insights or act as panelists.

This event is an important chance to support the efforts to explore the potentiality and future of the retail industry in the Philippines as well as stimulate networking, knowledge sharing and education.

On such note, we would like to warmly invite our friends in the retail industry and community to join us in taking part in the country's foremost retail-focused event.

Yours sincerely,

Jovita Roset Polloso  
Senior Vice President  
Filinvest Lifemalls

Greetings!

The continuous development of technology and innovation has enabled retail to flourish more as an industry. Since the invention of online shopping, many became interested into investing in digital commerce. Likewise, the percentage of online shoppers wanting to have easy and convenient way of shopping around the world has been increasing and it has boosted the retail sales coming from the e-commerce industry. With these factors, the e-commerce and the retailing industry is set to grow more in the coming years, especially in the Philippines.

We at the Digital Commerce Association of the Philippines (DCOM) is proud to support the **4<sup>th</sup> Retail Technology and Innovation Summit Asia** happening on **April 25, 2018** at the **City of Dreams Manila Hotel, Philippines**, presented by Escom Events. With the topics on Retail Technology, Visibility Supply Chain, and eCommerce & Omni-Channel, this will allow Philippine retailers to adopt into the new mode of retailing and apply innovative approach to their day-to-day operations and dealings with the growing consumer market to remain competitive.

In line with this, we invite everyone to join us at the event. Let's all learn from the great set of speakers in store for us, visit exhibitors, and let's meet like-minded people as we all grow our endeavours in the digital-era!

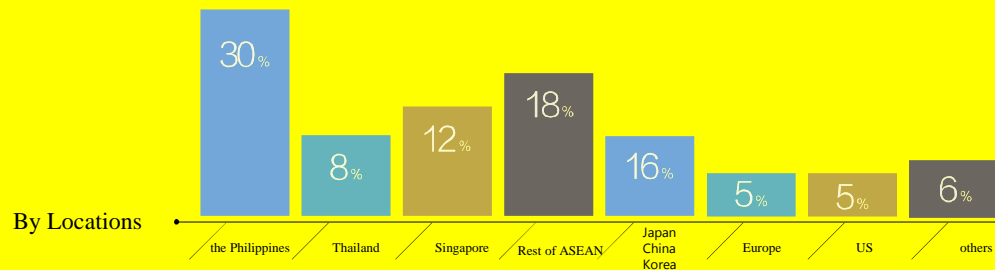
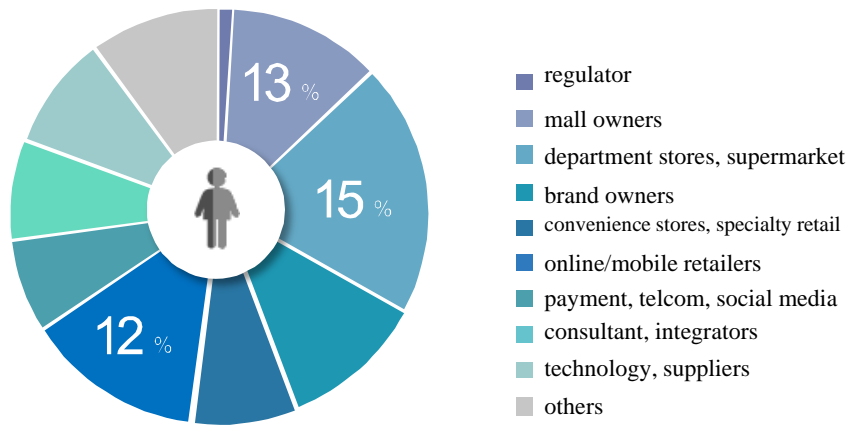
Yours in e-commerce,

Mark Joseph P. Panganiban  
Executive Director  
Digital Commerce Association of the Philippines (DCOM), Inc.

executivedirector@dcom.ph  
<http://www.dcom.ph>



## DELEGATE DEMOGRAPHY



- General Management
- Operation
- Business Development
- Merchandising & Display
- Supply Chain
- E Commerce
- Marketing, AD & Promotion
- Customer Services & CRM
- Distribution & Logistics
- IT
- Others



## CONFIRMED SPEAKERS



**Rowel S. Barba**  
Undersecretary, Competitiveness and  
Ease of Doing Business Group  
DTI



**Robert Kwee**  
President SM Hypermarket  
President at Alfamart Philippines



**Samie Lim**  
Chairman of Blims Lifestyle Group  
Philippine Retailers Association  
Chairman Emeritus



**Jovita Polloso**  
Senior VP for retail operations  
Filinvest Lifemalls



**Ivan Cristopher Lanuza**  
Former CIO of Puregold Price Club  
and Senior I.T. Manager of Procter  
& Gamble



**Reynaldo Lugtu**  
President  
Hungry Workhorse



**Ernest Lingad**  
General Manager/Senior Designer  
Apartment 8 Clothing



**Jose Victor Paterno**  
President & CEO  
Philippine Seven Corporation



**Mark Joseph P. Panganiban**  
Executive Director  
Digital Commerce Association of the  
Philippines



**David Carman**  
Vice President  
HMR Philippines



**Wilson Chua**  
CEO of Goods.ph



**Alex Duterrage**  
General Manager  
Kantar Philippines



**Michael Ngo Dee**  
Senior VP Supply Chain  
Lazada



**Richard Sanz**  
President, Philippine Franchise  
Association  
CEO, FoodAsia Group



**Mike Ghasemi**  
Retail Chief Analyst, Writer and  
Speaker  
Mike Ghasemi Research Pte Ltd

## SPEAKERS CONFIRMING

**Jorge Mendiola**  
President SM Retail

**Marx Cabrera**  
E-Commerce Country Manager Adidas Philippines

**Richard Sanz**  
CEO of Philippine FoodAsia Corporation

**Pooranan Balasubramanian**  
VP Technology Platform SP eCommerce

**Bernie Liu**  
President Penshoppe

**Formigones Weng**  
Head of Information Technology  
Ayala Land Corporation

## KEY TOPICS TO BE DISCUSSED



## SERIES SPONSORS



## KEY TOPICS TO BE DISCUSSED

8:00	9:00	10:50	12:10	13:10	15:10	15:50	17:20	18:00	20:00
Registration	Conference Session	Morning Tea Break	Lunch Break	Conference Session	Afternoon Tea Session	Conference Session	Lucky Draws + Photo Session	Gala Dinner + Party	Close of the Event

### Morning Session: Retail Transformation Forum

- Developing Traditional Retailers All-round Competitiveness -

- ◆ **Philippines Retail Landscape, Performance, Trends and Predictions to 2020**  
Retail Performance in Indochina: Current status and Forecast to 2020  
Trends of the retail transformation: Learning from China: How is retail industry evolve and What strategy to stay competitive  
Identifying the investment hotspots in now and next five years Signature retail projects
- ◆ **Going Omni-Channels and Embracing new retailing**  
What is the true meaning of Omni Channel Retailing  
Linking CRM to your Omni Channel Strategy; Digitalizing In-Store Customer Experience  
Providing your Customer more payment options  
Definition of New Retailing & Is the Philippines ready?
- ◆ **Understanding the young consumers and the future buying behaviors**  
Meeting Millennials where they shop: Shaping the Future of Shopping Malls  
Consumers Buying behaviour from traditional stores to modern online and off-line channels  
Space Optimization for better productivity

### Morning Session: Retail Innovations Forum

- Experiences, Efficiency, Cost Control -

- ◆ **Technologies that help Malls & Supermarkets to Create Irresistible Experiences**  
Challenges and opportunities for traditional retailers and the transformation to new retailing by technology innovations  
What are the Criteria of Shoppers-Friendly Malls / Shops  
Technological Advancement for Better Shopping Experiences and attract cyber shoppers back
- ◆ **Supply Chain Visibility & Connectivity**  
Supply Chain Visibility: From Theory to Practice  
retailing in a connected world  
Connectivity-Visibility-Optimization: Three keys for a great warehouse system
- ◆ **E Commerce Challenges and Inner City Distribution**  
Develop Inner city distribution hubs  
Challenges of Distribution and last mile fulfillment in the Philippines  
Best practices in the market
- ◆ **Retail Innovations: artificial intelligence in Retailing and New Species**  
Global perspective, what are the new retail species coming up?  
Artificial Intelligence in Retail – some Present and Future Use Cases



## SERIES EVENTS



“

Escom's Retail Technology & Innovation series events aim to unite senior level executives from shopping malls, retailers, brand owners, online retailers, technological leaders to share insights, experiences and future thinking on topics including Omni-channel strategies, Digital Transformation & Social Intelligence in Retailing, creating customer-centric business mode and more.

Covering all major retail markets in Asia, including China, Southeast Asia and India, this events have served 1500+ delegates, 100+ sponsors and partners and is recognized as one of Asia's best retail focused events.

”

View Video on [YOUTUBE](#)

View Video on [优酷Youku](#)

## TESTIMONIALS



We have demonstrated our retailing 360 solutions among a lot of retailers in Southeast Asia, it is a great opportunity to get us exposed to the market as a solutions provider and to connect with potential buyers

**Naresh VV**, Intellect Design Arena Vice President

It's very exciting and encouraging to see 300+ delegates and Microsoft being one of the sponsors. It was great to see the energy and trying to understand the local trends and what is on top of mind of retailers. We're at the brink of industry revolution, and retailers need to think out loud about how to serve their customers better. We've talked about customer experiences, empowering employees, retail operations and optimizations and they way to transform its products. It was a eye opener that the customers are looking at digital channels as part of their strategy, and we would love to make sure they use technology to maintain their advantages.



**Akkasha Sultan** Microsoft Dynamics 360 Lead APAC



Escom has been continuously doing a great job on conference arrangement, they have arranged a lot of meetings with our potential clients and partners and we effectively introduced LG solutions.

**Eddie Kim** LG B2B Department

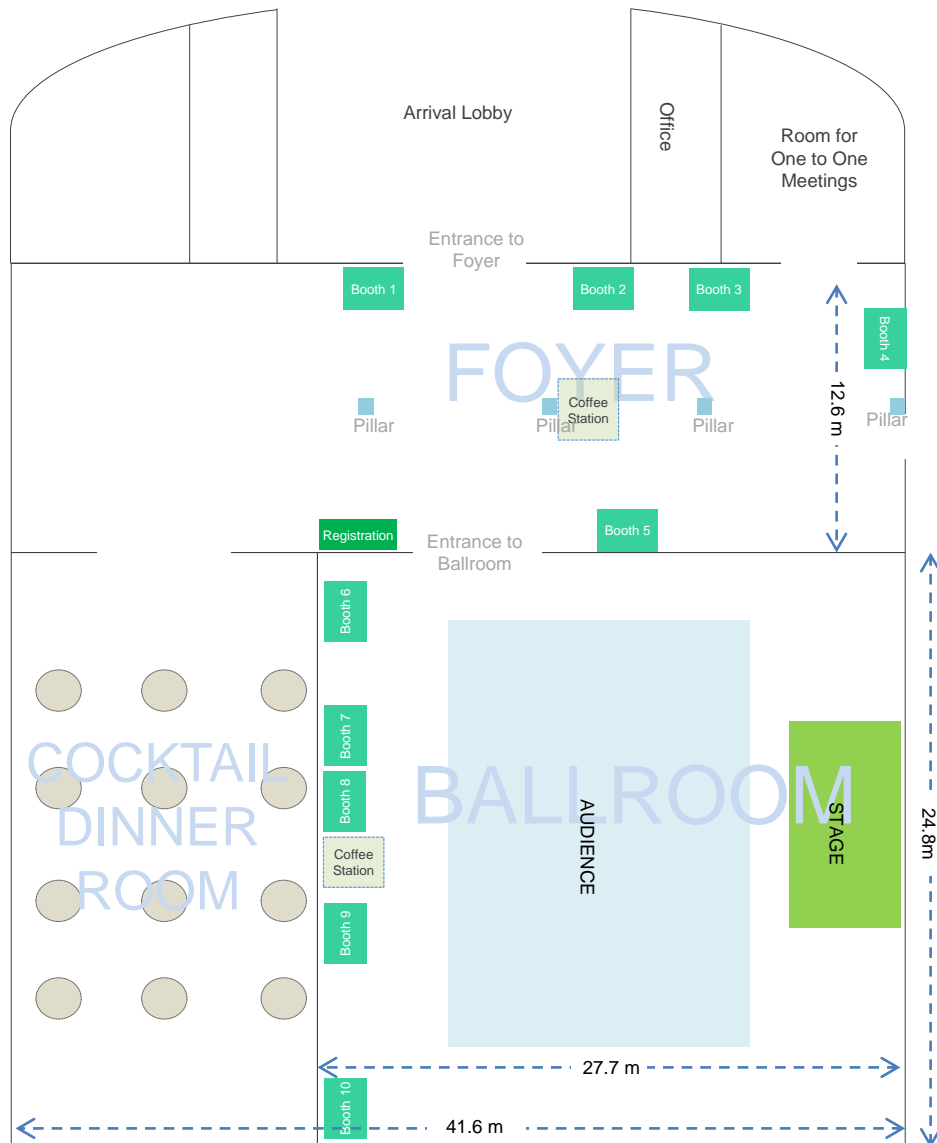
Very pleased to be here. The conversation was very exciting and it touched upon a lot of things that we are thinking about in our design work. The world is changing, retail is changing, consumers are changing, so we need to change ourselves and reinvent in future of retail environment, that's is what we are thinking right now, what is the future of a retail malls and we have a lot of ideas.



**Karen Cvornyek**, President and Managing Principal  
B+H Architects Asia

## VENUE & FLOORPLAN

The Main Ballroom, City of Dreams Manila Hotel



## ONSITE ACTIVITIES



Keynote Speech



Panel Session



Speed networking



Exhibition



One to One Meetings



Dinner & Cocktail Party



# SPONSORSHIP OPPORTUNITIES



12,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
- 3 delegate passes access to all event programs include buffet lunch
- Receiving the full delegate contact list one week after the event

## Exhibiting

- 3\*2m raw space for exhibiting

## One-one meetings

- 6 private one to one meetings

## Dinner & Party

- As the Exclusive Dinner Sponsor
- 3 tickets access to dinner & party
- Privileged to invite 20+ clients or partners as VIP's of dinner session



9,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
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- Receiving the full delegate contact list one week after the event

## Speaking Opportunity

- 20 minutes company/product presentation

## Exhibiting

- 3\*2m raw space for exhibiting

## Dinner & Party

- 3 tickets access to dinner & party



7,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

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## Speaking Opportunity

- 20 minutes company/product presentation

## Dinner & Party

- 3 tickets access to dinner & party



6,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
- 2 delegate passes access to all event programs include buffet lunch
- Receiving the full delegate contact list one week after the event

## One-one meetings

- 6 private one to one meetings

## Dinner & Party

- 2 tickets access to dinner & party

## Exhibitor Sponsor

5,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
- 2 delegate passes access to all event programs include buffet lunch
- Receiving the full delegate contact list one week after the event

## Exhibiting

- 3\*2m raw space for exhibiting

## Dinner & Party

- 2 tickets access to dinner & party

## Badge Sponsor

3,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
- 2 delegate passes access to all event programs include buffet lunch
- Receiving the full delegate contact list one week after the event

## Privilege

- Logo, company name & website shown on all delegate badges (1/3 of the badge space)

## Dinner & Party

- 2 tickets access to dinner & party

## Attending Specialist

2,900 USD

## Branding/Marketing

- One page A5 insertion page in the event book
- Branded as sponsor in all event materials including website, brochure, email blasts, backdrop, banner, press materials etc.,
- Company brochures inserted in the event bags

## Attending

- Receiving the full delegate list one week before the event
- 1 delegate pass access to all event programs include buffet lunch
- Receiving the full delegate contact list one week after the event

## Dinner & Party

- 1 ticket access to dinner & party

## Vendor Delegate

1,200 USD

- 1 delegate pass access to all event programs
- Receiving the full conference documents including the event book, delegate list, presentation copies
- Receiving partial of the delegate contact info
- Access to networking & business matching sessions
- Access to the dinner & party session



Asia Retail Series Events

**4th Retail Technology  
& Innovation Summit**





Welcome to Beautiful City of Manila  
to participate Asia Retail Technology &  
Innovation Summit!

## GETTING IN TOUCH

### ► **Speaking & Partnership Opportunities**

Angela Wei, Conference Producer  
angela.wei@escom-events.com  
Tel +86-28-6929 4918

### ► **Media Relations & Marketing**

Mike Li, Events Planning  
mike.li@escom-events.com

### ► **Participation & Sponsorship**

Hannah Lei, Event Producer  
hannah.lei@escom-events.com

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