



Asia Retail Series Events / 2019  
**Indochina Retail Technology  
& Innovation Summit**

🕒 **March 7th 2019**  
📍 **Hotel Nikko Saigon, HCMC, Vietnam**

A Three-in One Event

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

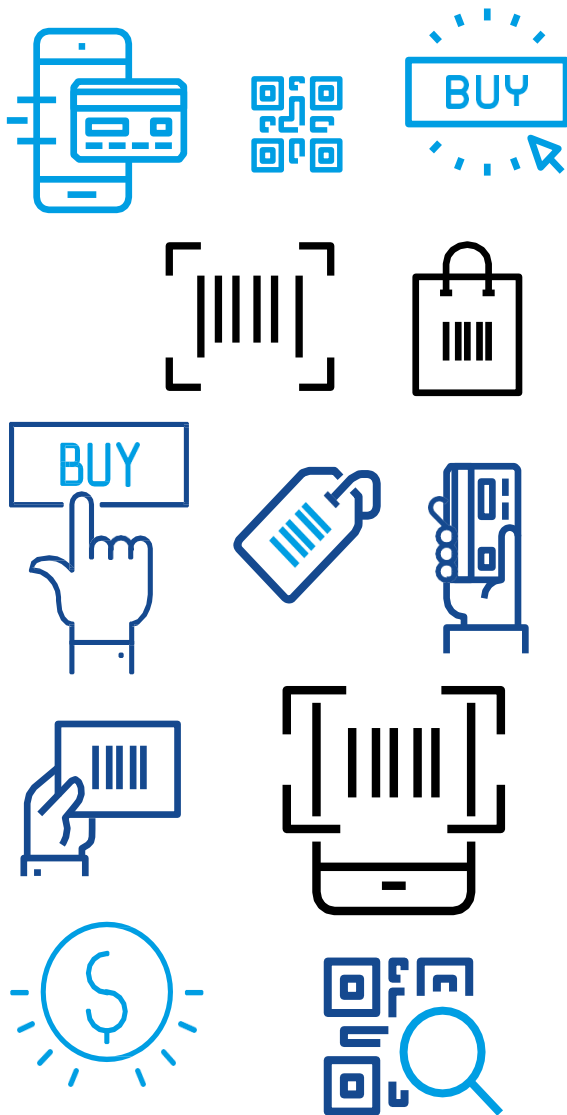
Staying Competitive by using the right Omni-channel strategies, adopting the latest Technologies and creating the best Customer Experiences across all Channels

Series Partners



SERIES EVENTS IN CHINA, PHILIPPINES, INDONESIA  
[RETAIL-ASIA-EVENTS.COM](http://RETAIL-ASIA-EVENTS.COM)

## Event Brief



### Indochina, spearheaded by Vietnam, is one of the fastest growing, and best performing retail market in the world

With increasing disposable incomes, rapid urbanization and rising living standards, Indochina, as a region, is one of the most dynamic emerging economies in the world, notably in Vietnam, Thailand, Myanmar. Retailers, in particular, have also been drawn by its relatively young population of consumers – of which 70% are aged between 15 and 64– who promise to be a key driver of robust market growth.

Vietnam's stable economic growth rate and population size of approximately 90 million people providing an attractive backdrop for development of the retail industry. Over the last few years, its retail sector has also witnessed healthy growth rates, with retail sales growing by 60% from 2013-2017, and forecasted to reach USD153 billion in 2018

### Traditional Retailers are rapidly expanding and innovating, while with the wave of e-Shop, Mobile-Shop, the way consumers shop has changed drastically, and with it the structure of retail has had to adapt to embrace the Omni-channel strategic and digital retailing concept

As the industry continues to embrace the wider international community, multinational retail groups have taken active steps to penetrate the market. Local Retailers are expanding the facilities and enhancing the services level to stay competitive. Mall developers, department store operators, and retailers, brands are investing in its infrastructure and

technologies which creates enormous opportunities suppliers, vendors and services vendors, such as RFID, digital signage, Digital retailing solutions, Big Data, customer analytics vendors. It's no good just jumping on the latest technology bandwagon - retailers must know what their consumer wants before they know what to deliver with everyone thinking of new ways to make more meaningful connections with customers.

### Gathering 200+ key stake holders, decision makers and technology leaders, the Indochina Retail Technology & Innovation Summit is the first and foremost retail technology focused event and it is a MUST-ATTEND event

Focusing on 6 key themes: "Understanding customer expectation", "Going Truly Omni-Channel", "Digitising the physical store", "Re-engineering the supply chain", "Digitising operations", "Adopting New-retailing Concept". This summit unites retail professionals and innovators of all type under one roof and this interactive event has been designed to allow a focused peer group of Asia retail executives the opportunity to network and discuss omni-channel best practices in a relaxed environment. Meet with the potential partners and sourcing the latest technologies, embrace the innovations and trends. There will be plenty of time for networking occasions during registration, buffet lunch, refreshment breaks and a drinks reception.

The organizing committee looks forward to your active participation to this important industry gatherings!

# Previous & Inviting Speakers



**Long Tran**  
Head of Marketing  
Nguyen Kim



**Phi Nguyen**  
Executive Director and  
Founder  
Retail and Franchise Asia



**Sumit Jasoria**  
Managing Director  
Shop.com.mm & Kaymu MM



**Trinh Van Hoa**  
Senior VP  
Redsun



**Nguyen Thanh Van An**  
CEO  
MekongCom Corp



**Nguyen Van Tuan**  
President  
Vccorp



**Thomas Joseph Ngo**  
General Director  
N Kid



**Dao Trung Kien**  
Chief Strategy Officer  
Phu Nhuan Jewelry Joint Stock  
Company



**Hoang Viet Ha**  
COO  
FPT



**Joanne S. Gasgonia**  
General Manager  
Crescent Mall



**Nguyen Anh Duc**  
Standing Deputy CEO  
Saigon Co.op



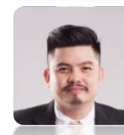
**Akkasha Sultan**  
APAC Business Solution Lead  
Microsoft



**Ah Yiam Tng**  
Deputy CEO  
NTUC FairPrice



**May Zin Soe Htet**  
Marketing Director  
City Mart Holding Co., Ltd



**Ngo Quoc Bao**  
Director of BD cum Technical  
Service cum  
e-Commerce Department  
FPT Retail



**Hang Dang**  
Managing Director  
CBRE



**Marcelo Wessler**  
CEO  
SP eCommerce



**Karen Cvornyek**  
Principal  
B+H Architects



**Soumitra Sharma**  
Director - Global Strategy &  
Partnerships  
Alibaba Group



**Pawoot (Pom)  
Pongvitayapanu**  
CEO & Founder TARAD.com  
President of Thai E-  
Commerce Association



**Paul Le**  
Vice President Operations  
Support at Central Group



**Duong Duy Hung**  
Deputy Director General  
Ministry of Industry and Trade  
(MOIT)'s Domestic Market  
Department



**Nguyen Phuc Khoa**  
Vice Chairman of Association  
of Vietnamese Retailers Vice  
General Director of Satra

# Delegate Demography

 **300** Retail Industry Decision Makers from the Indochina Region

Shopping Malls, Development Stores, Super/Hyper-markets/e-Marts **50+**

Retail Brand Owners/ Specialty Retailers **30+**

Technology/ Solutions Providers **20+**

Gov Agency, Associations, Consultants **10+**

Medias and Others **20+**

 **81%** C-level Decision Makers

 **100+** Retailers

 **20+** Speakers

# Series Sponsors



# 2017 Event Attendees From

ACS Solutions Joint Stock Company	DongA Bank	MekongCom Corp	SHAAZ products trading Fze
Acidas Vietnam Co ltd	Dutyfree Pacific	Memberson Co.,Ltd	Shop & Go
Aeon	Duy Anh Fashion and Cosmetics Co., LTD.	Microsoft	Shop.com.mm & Kaymu MM
Aeon Vietnam	Emart Vietnam	Microsoft Vietnam Limited Liability Company	SmartOsc
AJE Vietnam	EuroCham Vietnam	Minh Phuc Joint Stock Company	Solutions Union
Alabaster	F.Studio	Ministop	Sonkim Land Corporation
Alphaking	Family Mart	NaviWorld Vietnam Co., Ltd	Sony Electronics Viet Nam
Antonio De Torres	Fast Forwarding	New Kids Service Trading Corporation	Sun Group
Association of VietnamRetailer	Fossil Vietnam	Nguoi lao dong	sun V.N transport corporation
Âu Châu Fashion and Cosmetics Co Ltd	FPT Retail	Nguyen Kim	Swarovski Singapore Trading Pte Ltd
Auchan Retail VietNam	FPT SOFTWARE	Parkson	Takashimaya
B+H Architects	Global MTS Co.ltd	Pavilion International Vietnam JSC	Talent Company Limited
BOLLORE LOGISTICS Vietnam	Golden Gate Trade Service Jsc.	Pharmacy	TBS Sport
Brandloyalty	Gotadi	Philips Electronics Vietnam Co.Ltd	The Central & Eastern European Chamber of Commerce in Vietnam (CEEC)
British American Tobacco Vietnam (BAT Vietnam)	Greentek Viet Nam Technology Co., Ltd	Phong Chau Group	The Coffee House
Brother International(Vietnam) Co.,Ltd	Hellmann Worldwide Logistics (Vietnam) Co.,Ltd	Phu My Hung Development Corporation	The Garden Investment & Trade SoleMember Limited Liability Company
Brueggmann(Thailand) Ltd.	Hoang Gia Pearl Co., Ltd	Phu Nhuan Jewelry Joint Stock Company	The Walt Disney Company
B's Mart	Hotdeal	Phuong Nga Corporation	Tiki.vn
C.T Group	HP Inc. Vietnam	PNJ	Tiny Ink
CADIVI	ICC VN INNOVATIVE SOLUTION CONSULTING SERVICE JSC	QSR Vietnam	TOSHIBA Digital Solutions
Camia Investment JSC	IMEX PAN PACIFIC CO.,LTD	Radiant	Toshiba Software Development Vietnam
CBRE Vietnam	International Investment Connection and Enterprises Trading JSC	Ramie	Toshiba Vietnam Consumer Products
Central Group Vietnam	IPP Group	Redsun	Triumph Việt Nam
Central Retail Corp.	Keppel Land	Retail and Franchise Asia	Trung Nguyen group
Chin Media	KINGSMEN VIETNAM CO . LTD	Robin Online (Central Group)	Tuoi Tre Newspaper
Circle K Vietnam	KOCHAM HCMC	Robins(Central Group)	Unionsquare
Comarch S.A.	Kohnan Vietnam	RomeA	Vascara Company
Cong ty Xuan 283 - Liberty	Le Media	RomeA Co., Ltd	Vccorp
Crescent Mall	LG Electronics VIETNAM HAI PHONG	Saigon Centre Shopping Mall	VCI Legal
Dai Hoang Gia	Lotte.vn	Saigon Co.op	Viet tinh anh
Dai Thuan Corp	LS Retail Inc.	Saigon Times Group	Vietnam News
Dairy Farm Vietnam	Magic Brand	Saigon Union of Trading co-operatives	Vincommerce Logistics Vincom LLC
DCORCP-GLOBAL	Mainetti	Samsung Electronics	VinMart +
Dell EMC	Maison Retail Management International	Sao Phuong Nam Corp	Watch World
Diamond Plaza/Lotte	Medicare	Satra	Xuan An Style Co., Ltd
DIEBOLD NIXDORF		Savills Vietnam Limited	
Digiworld		Seko Logistics Vietnam	

**309** participants **13** presentations **1** Panel Sessions **6** Oversea Speakers **13** Vietnam-based Speakers **4** networking  
**91%** attendees rated "excellent" **93%** attendees will attend next year **82%** Attendees expanded their  
 professional network at this summit **16** Sponsors **10** Partners

## Draft Agenda

**9:00 Market Updates, New Investment and Understanding customer expectation**

Investment Hotspots and partnership opportunities; Current market performance, trends and forecast of 2019; Understand young consumers;

**10:30 AM Tea Break**

**11:10 New Retailing Strategies**

What is New Retail: Digitalization + Omnichannelization+ Platformization+Entertainmentization; How to implement the New retailing concept in the Indochina market

**12:10 Lunch Break**

**13:10 Digitising the Physical Store and Operations Processes**

Digitalization enables shopping to be a singular experience, not separate interactions in different channels; The technology exists for retail processes to become highly automated and digitized

**14:30 Re-engineering the Supply Chain**

Supply chain has to reach beyond the retail store to the customer's home and pick-up points. This requires real-time, channel-agnostic visibility of inventory across the supply chain and a single view of the customer as they move from one channel to another

**15:30 PM Tea Break**

**16:10 The game changing Technologies and Innovations**

Discussions of the latest technologies that being adopted to the retail sector especially the IoT, Artificial intelligence, Digital Marketing, Chatbots, Visual Search, VR, Unmanned Stores

**17:20 Networking Session**

**18:00 Dinner + Networking Cocktail Party**

**20:00 Close of the event**

## Onsite Activities



Full Event Materials



One to One Meetings



Panel Discussions



Keynote Presentation



Exhibition & Showcasing



Five Star Food & Beverage



Lucky Draws & Cocktail Party



Networking Tea Sessions



# Asia Retail Series Events Brief



“ 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](#)

”



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

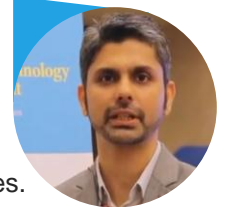
Naresh VV, Intellect Design Arena Vice President



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

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 an eye opener that the customers are looking at digital channels as part of its strategy, and we love to make sure they use technology to maintain their advantages.



Akkasha Sultan Microsoft Dynamics 360 Lead APAC

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

# Why to Sponsor



## Leaders Under One Roof

Malls, Department Stores, Brand Owners, ERetailers; IT Experts; Consultants; Designers...



## Brand Recognition

Create Brand Awareness & Visibility among your Potential Buyers



## Drive Sales

Tailored Sales Facilitation Packages meeting your Needs and Budgets



## Relationships-Building

Networking, Collecting Intelligence and Forging Partnerships



## Identify Opportunities

Investment Landscape and the latest Development Projects Revealed



## Quality Leads

Receive our Post-Event Report and Updates which includes the Delegate Contacts



## Stay Inspired

Being around Like-Minded People is Inspirational and Refreshing



## A lot of FUN!

New & Innovative Programming & High Energy Networking

# Sponsorship Packages



Asia Retail Series Events / 2019  
Indochina Retail Technology & Innovation Summit

## Gold Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner
- ② Receive the full delegate list one week prior the event
- ③ 20 min speaking slot
- ④ One 2\*3m exhibiting booth
- ⑤ 1 roll-up banner inside the ballroom
- ⑥ 3 passes to the conference
- ⑦ 3 passes to the dinner session
- ⑧ Receive full delegate contact info and event presentation files one week after the event

**10,900 USD**

## Silver Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner (such as event booklet, brochure, website, banner, backdrop, media materials etc.,)
- ② Receive the full delegate list one week prior the event
- ③ 20 min speaking slot
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 3 passes to the conference
- ⑥ 3 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

**8,900 USD**

## Bronze Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner
- ② Receive the full delegate list one week prior the event
- ③ 6 one to one meetings with your selected clients
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 2 passes to the conference
- ⑥ 2 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

**7,900 USD**

## Exhibitor Sponsor

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner
- ② Receive the full delegate list one week prior the event
- ③ One 3\*2m exhibiting booth
- ④ 1 roll-up banner set up inside the ballroom
- ⑤ 2 passes to the conference
- ⑥ 2 passes to the dinner session
- ⑦ Receive full delegate contact info and event presentation files one week after the event

**6,900 USD**

## Attending Specialist

- ① Company being branded and promoted as event sponsor in all event materials from the organizer and its media partner
- ② Receive the full delegate list one week prior the event
- ③ 1 roll-up banner set up inside the ballroom
- ④ 2 passes to the conference
- ⑤ 2 passes to the dinner session
- ⑥ Receive full delegate contact info and event presentation files one week after the event

**3,900 USD**

## Dinner Sponsor

- ① Company being branded and promoted as Exclusive dinner sponsor in all event materials
- ② Receive the full delegate list one week prior the event
- ③ 10 min opening speech by dinner
- ④ The privilege to decorate the dinner venue
- ⑤ 3 passes to the conference and dinner
- ⑥ Get to invite your clients as dinner VVIP
- ⑦ Receive full delegate contact info and event presentation files one week after the event

**10,900 USD**





# Venue – Hotel Nikko Saigon



# Upcoming Events 2019

Retail Innovations & Technology Asia is a series events brand covering Southeast Asia and China region. It gathers retail brand owners, mall operators, tech disruptor and solutions providers under one roof to dissect the trends and innovations in retail sector.



## Philippines Edition

2nd Philippines Retail Tech & Innovation Summit  
May, 23rd 2019, Manila Marriott Hotel



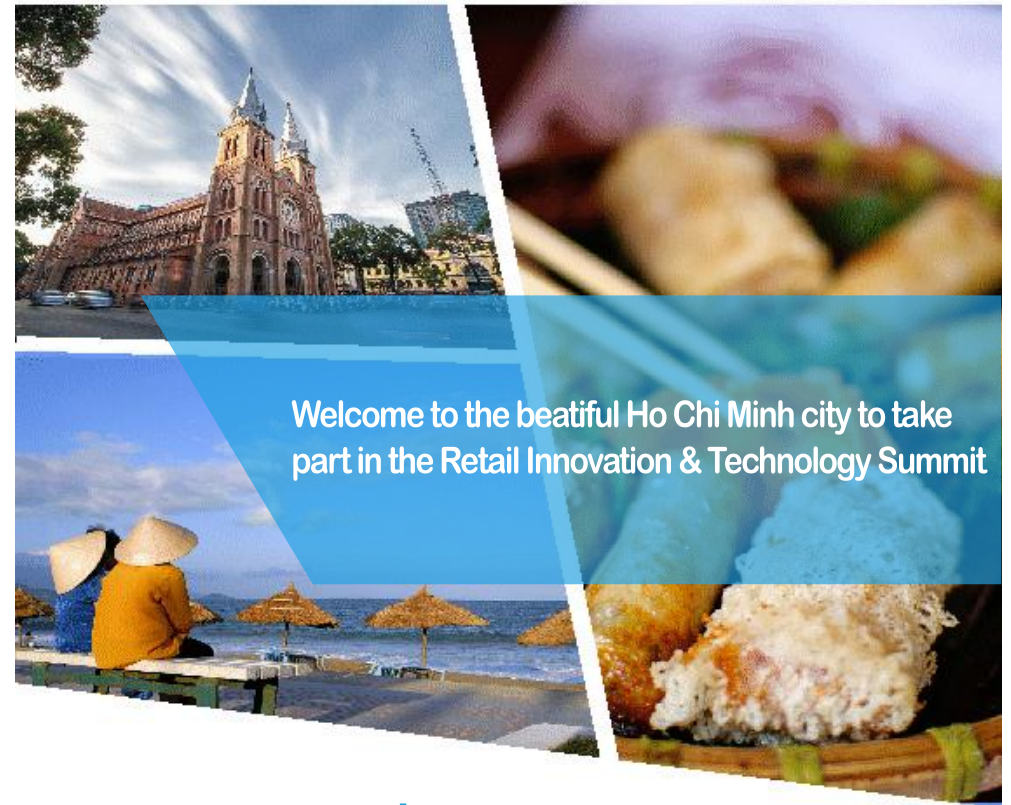
## Indonesia Edition

4th Indonesia Retail Tech & Innovation Summit  
September 26th, 2019, Jakarta



## China Edition

China Retail Innovations Summit 2019  
September 19th, 2019, Beijing



Welcome to the beautiful Ho Chi Minh city to take part in the Retail Innovation & Technology Summit

## Getting in Touch

Attending & Sponsorship

**Angela Wei** Events Director  
angela.wei@escom-events.com  
Tel +86-28-8695 4933  
Mobile +861 35 6887 1872

Speaking & Partnership

**Hannal Lei** Event Content Manager  
hannal.lei@escom-events.com  
Tel +86-28-8695 4933  
Mobile +136 8908 2446



Asia Retail Series Events / 2019

**Indochina Retail Technology  
& Innovation Summit**

**escom**

SERIES EVENTS IN CHINA, PHILIPPINES, INDONESIA  
[RETAIL-ASIA-EVENTS.COM](http://RETAIL-ASIA-EVENTS.COM)