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Knowledge for the world business leaders

iRetail WORLD ASIA 2013

21 - 24 October 2013

Four Seasons Hotel, Singapore



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iRetail PRE-CONFERENCE WORKSHOPS

21 OCTOBER 2013

iRetail WORLD ASIA MAIN CONFERENCE

22 - 23 OCTOBER 2013

iRetail SUPPLY CHAIN ASIA 2013

24 OCTOBER 2013

FEATURING 5 KEY THEMES

1 MARKET EXPANSION

2 USER EXPERIENCE

3 OMNI CHANNEL

4 SUPPLY CHAIN

5 BIG DATA

IRETAIL MAIN CONFERENCE



Loo Cheng Chuan
Head, Local Life,
Group Digital Life
SingTel



Sean Seah
Managing Director
Groupon Travel
Asia Pacific



Todd Kurie
VP Marketing
RedMart



Zaheer Nooruddin
Vice President &
Regional Lead,
Studio D Asia
Pacific,
Waggener Edstrom



Shahin Padath
Director,
eCommerce
& Business
Development –
South East Asia
Adidas



David Lee
Head, eTailers &
Social Commerce,
Asia Pacific
Dell



Christine Ng
Chief Marketing
Officer
Luxola



Rob Bratby
Managing Partner,
Asia
Olswang Asia LLP

IRETAIL SUPPLY CHAIN CONFERENCE



Tom Wills
Director
Ontrack Advisory
Group



Gary Wheelhouse
General Manager –
Digital
Harvey Norman



Anil Srinivas
Regional Director
for Online
Business &
Consumer GTM
- APJ
Dell

IRETAIL PRE CONFERENCE WORKSHOPS



Marcelo Wesseler
Senior Vice
President of
eCommerce
Singapore Post



Sundi Aiyer
Management
Consultant,
Supply Chain &
Operations
Aiyer Group LLC

iRetail

PRE-CONFERENCE WORKSHOPS

21 OCTOBER 2013

HIGHLIGHTS

Workshop A: How to Succeed in Omni-Channel Ecommerce by Building a Trusted Brand

- Dealing with the biggest threats: Security, privacy, and more
- Managing trust across multiple delivery channels: Internet, mobile, ATM, etc.
- Case studies on market leaders like PayPal, Visa, Google, Amazon and others

Workshop B: Implementing an Efficient Supply Chain Strategy for Your Online Retailing Business

- Manage the nuts & bolts for efficient online retailing supply chain strategies
- Navigate challenges & opportunities for your fulfilment operations
- Group exercises: Draft a supply chain strategy for a hypothetical online retailer

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WORLD ASIA MAIN CONFERENCE

22 - 23 OCTOBER 2013

HIGHLIGHTS

- 2 Day iRetail World Asia 2013: The Future of Shopping Conference on Digital Marketing for Ecommerce
- 4+ Leading Ecommerce Players' Insights
- 5+ Purely Online Retailers Who are Disrupting the Retail Landscape
- 20+ Current Challenges & Solution Driven Presentations for Ecommerce Stakeholders
- 25+ Ecommerce Frontrunners Excelling at their Game
- 16+ Hours of Professional Learning & Networking Opportunities
- Industry Practitioner Led Workshop on Gaining Consumer Trust for Online Retail Payment

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SUPPLY CHAIN ASIA 2013

24 OCTOBER 2013

HIGHLIGHTS

- 1 Day iRetail Supply Chain World Asia 2013: Developing an Integrated Supply Chain Strategy to Deliver Compelling Customer Experiences
- 3+ Online Retail Frontrunners Leveraging Customer Focused Supply Chains Strategies
- 4+ Supply Chain & Logistics Professionals Driving Ecommerce Logistics Operations Across Asia
- 10+ Practical & Solution Driven Sessions on Ecommerce Supply Chains for the Retail Industry
- 12+ Hours of Professional Learning & Networking Opportunities
- 1 Industry Expert Led Workshop to Improve Supply Chain Strategies for Your Ecommerce Business

HEAR FROM MAJOR ORGANIZATIONS INCLUDING

accenture
Accenture Interactive



OLSWANG



Hall & Partners



Luxola
WWW.LUXOLA.COM

WAGGENER EDSTROM
WORLDWIDE



Harvey Norman

BBDO proximity



clozette.co
Your Fashion Social Network

WHO YOU WILL MEET

iRETAIL WORLD ASIA MAIN CONFERENCE

Online and Offline Retailers and Industry Thought Leaders

- C-level executives of businesses doing or looking to do ecommerce
- Director / President / VP / Head / Manager of
 - » Ecommerce
 - » Mcommerce
 - » Online marketing / digital marketing / multi-channel marketing
 - » Retail
 - » Marketing
 - » Loyalty
 - » CRM
 - » Social media / online
 - » SEO / Web analytics
 - » Retail development / Business development / Growth
 - » Brand

Private Equity / Asset Management / Investment Management / Venture Capital

- CEO / Managing Director / Managing Partner
- Head of Investments
- Head of Business Development
- Head of Strategy
- Head Fund Manager

Online Payment

- Director / President / VP / Head / Manager of:
 - » Solutions
 - » Business development
 - » Implementation
 - » Payment
 - » Information security

iRETAIL SUPPLY CHAIN WORLD ASIA

C-level Executives, Vice Presidents, Managing Directors, Directors and Head of Departments in charge of:

- Supply Chain Management/Planning/Strategy/Development,
- Procurement/Purchasing/Sourcing,
- Operations, Transport & Logistics,
- Delivery/Distribution and Fulfilment, Planning,
- Performance Management, Demand Planning,
- Warehousing, E-commerce, Inventory Management, Online/Online Channels, Multi-Channel Retailing,
- CRM,
- Chief Information Officer,
- Chief Financial Officer

From:

- » Retail & Consumer Goods
- » Food & Beverage
- » Electronics & Technology Companies
- » Ecommerce Companies
- » Logistics
- » Warehousing
- » Vendors & Solution Providers



Pre-Conference Workshops

21 OCTOBER 2013, MONDAY

WORKSHOP A: 09:00 - 12:30, HOW TO SUCCEED IN OMNI-CHANNEL ECOMMERCE BY BUILDING A TRUSTED BRAND

WORKSHOP OUTLINE

How is it that some ecommerce players have flourished online, while others have floundered? One common denominator found among the winners is their solid grasp of the trust factor. Join us in this workshop on payment in ecommerce to gain actionable insight on:

- The direct relationship between trust in the market and adoption of your online product or service
- Business practices that build and erode trust, and what companies often overlook
- Managing both realities and perceptions about security in the market - and why both are equally important
- The biggest online security threats for businesses today: fraud, malware, denial of service, social engineering, and more
- How to effectively secure web and mobile applications, and protect your customers' privacy
- Why regulatory compliance does not equal security
- Trust strategies to grow your customer base, increase product usage, build shareholder value and boost profits across multiple delivery channels: Internet, mobile, ATM, phone, call center, and brick-and-mortar storefront
- Best practices to propagate trust across your partner ecosystem: risk information sharing, security awareness, and others
- Case studies including PayPal, Visa, Google, Amazon and others on which brands are trusted the most and which the least, and how to keep customers engaged by balancing usability and cost with strong security

ABOUT YOUR WORKSHOP LEADER



Tom Wills
Director
Ontrack Advisory Group



Tom Wills is an expert in digital trust – the field of enabling trusted interactions between different stakeholders over multiple channels (mobile networks, the Internet, call centers, face-to-face and others). For over three decades he has helped blue chip players including Visa, VeriFone, Intuit, Wells Fargo and Bank of America – as well as multiple startups – to navigate and balance the often opposing forces of security and compliance with speed, usability, and cost-revenue optimization in their businesses.

With global experience as a security and fraud executive, business and product developer, technopreneur and industry analyst, Tom has unique insights into what works and what doesn't when it comes to securing businesses within – and across – any given delivery channel.

Tom is a regular speaker and media commentator on the topics of identity and security, speaking at such recent events as Central Banking Asia, Cards & Payments Asia, Mobile Commerce Summit Asia, Mobile Payments & NFC World Summit, Mobile Banking Africa, CTIA Wireless, and RSA Security. Currently based in Singapore, Tom has also lived and worked in the USA, UK, UAE, and Dominican Republic.

WORKSHOP B: 03:30 - 17:00, IMPLEMENTING AN EFFICIENT SUPPLY CHAIN STRATEGY FOR YOUR ECOMMERCE BUSINESS

WORKSHOP OUTLINE

- Operational, infrastructure, technology, legal, labour and costs considerations; challenges and opportunities for order fulfilment and supply chain efficiencies in e-commerce
- Key elements for implementing your supply chain strategy – getting the foundations right; technology enablement to ensure flexibility and scalability; process
- e-business models for omnichannel retailing – key requirements and critical success factors
- Risk mitigation and quick response as part of your strategy and execution
- Global and Asian case studies of best-practice applications from broad range of e-commerce and online businesses
- Group exercise – participants will work on planning a supply chain strategy for a hypothetical e-retailer using frameworks and learnings from case studies

Note:
This program will use a highly interactive and collaborative approach to share insights and perspectives with participants. A key goal is to share experience that relates to the specific interest of the participants while offering ideas and implementation concepts from other companies and examples to learn from.

Participants can expect a highly engaging experience, and are encouraged to come prepared with specific issues and challenges that they are facing or opportunities that they are exploring.

ABOUT YOUR WORKSHOP LEADER



Sundi Aiyer
Management Consultant,
Supply Chain & Operations
Aiyer Group LLC



Mr. Aiyer brings over 20 years of industry and consulting experience in supply chain and operations management, capped by his recent role as Asia Operations Practice Expert with McKinsey & Company.

He offers rich perspectives and insights from working across Australia, Greater China, India, Japan, Latin America, Scandinavia, Southeast Asia, UK and Central Europe, and USA. His clients have included leaders in the Consumer Products, Retail and Distribution; High-Tech, Media and Telecommunications; Transportation and Third-Party Logistics; and Industrials, Mining and Manufacturing sectors.

He has conducted briefings with Gartner/ AMR, Forrester, IDC, and taught at leading universities. He is a Director of Supply Chain Asia's Advisory Board and frequent speaks at conferences.

His experience includes senior roles at Capgemini, Ernst & Young, Andersen, and SABRE Group. He also founded and currently runs a successful management advisory firm. Earlier, he built the foundation of his career at Penske Logistics, BP, and Tecnova.

iRetail World Asia Main Conference

22 - 23 OCTOBER 2013, TUESDAY - WEDNESDAY

DAY 1: 22ND OCTOBER 2013, TUESDAY

08:30 REGISTRATION AND MORNING COFFEE

09:00 CHAIRPERSON'S OPENING REMARKS

Zaheer Nooruddin,
Vice President & Regional Lead, Studio D Asia Pacific,
Waggener Edstrom



Zaheer has worked with a wide range of marketing strategies to support ecommerce with international brands including Walmart, Moet Hennessy and Pirelli in different geographic markets across Asia. With more than a decade of integrated digital marketing-communications cross-platform consulting experience, he now leads WE Studio D, the agency's specialist digital services brand in Asia-Pacific.

MARKET EXPANSION

09:10 KEYNOTE ADDRESS: HOW ECOMMERCE IS DISRUPTING THE RETAIL INDUSTRY IN ASIA

- Asia's economic growth and population demographics will make up the top region for ecommerce in the coming years
- Disruption of traditional offline retail: Merging of online and offline commerce, rise of "show-rooming" giving online retailers unique opportunities
- Rising affluence in Asia: More discerning and selective consumers in terms of design, user experience etc.
- Personalization: Consumers will increasingly assert their own tastes and preferences, leading to some to switch from the role of passive consumer to reviewers, curators, trend-leaders, and even self-made merchants
- Commodity Commerce will face serious threat from Emotional Commerce

Loo Cheng Chuan,
Head, Local Life, Group Digital Life,
SingTel



Cheng Chuan is responsible for driving SingTel's hyperlocal digital initiatives. Under Local Life, he leads a few Internet companies, including hyperSing.com, HungryGoWhere.com and Eatability.com, among various others. Cheng Chuan is a well-known technologist in Asia and spoken widely in a series of events over the last three years, including appsworld 2010, French Singapore Innovation Day 2010, Technologies for Next Generation Media Search 2010 (NUS Enterprise), Oresund Mobile Meetup 2011, AMDocs Asia Pacific Intouch Business Forum 2011 and INET 2012.

09:40 PANEL: TRENDS AND CHALLENGES FOR ECOMMERCE IN ASIA

- Challenges in gaining ecommerce traction among consumers and expanding market share in the different retail industries
- The rise of 3rd party platforms and online retailers and how they are disrupting the retail industry
- mCommerce and how it will shape the landscape in Asia
- Digital marketing, user experience, analytics, search, mobile, supply chain: Are ecommerce professionals equipped with the right skill sets to build successful ecommerce strategies?

Panellists:

Shahin Padath, Director, eCommerce & Business Development (South East Asia), adidas
Arnaud Frade, Managing Partner, Hall & Partners, an Omnicom Group Inc. company
(Invited) Andy Chang, Director of Digital Marketing & E-Commerce, Hyatt Asia Pacific
Patrick Linden, CEO, Dealguru Holdings Pte Ltd (deal.com.sg)



10:30 LEGAL AND REGULATORY ISSUES IN ECOMMERCE IN ASIA

- Understanding the legal and regulatory framework
- Update and developments on privacy and data protection rules
- Dealing with the cloud for ecommerce
- Managing contractual issues that may arise

Rob Bratby,
Managing Partner,
Olswang Asia LLP



Rob is an international lawyer based in Singapore and has been recommended as a leading telecoms, technology and ecommerce lawyer by independent guides including Chambers & Partners, Legal 500, plc Which Lawyer?, the Who's Who of Regulatory Communications Lawyers and the Who's Who of Internet and E-Commerce lawyers. His commercial practice spans ecommerce, mcommerce, mobile services and applications, digital and mobile money and many more.

11:00 MORNING REFRESHMENTS

11:30 ESSENTIAL CONSIDERATIONS FOR ECOMMERCE MARKET EXPANSION AND CASE STUDY ON ADIDAS

- Overview and statistics on market trends for ecommerce expansion
- Checklist for market entry strategies

- adidas Southeast Asia case study
 - The basics and key success factors
 - Conversion optimization
 - Reliable and fast delivery in Asia
 - eCommerce digital marketing tactics

Marcelo Wesseler,
Senior Vice President of eCommerce,
Singapore Post



Marcelo has more than 15 years of international experience in global ecommerce and joined Singapore Post as Senior Vice President of eCommerce in 2012 and oversees the eCommerce business unit, a major initiative for the company's regional expansion. He currently manages vPost.com and a growing portfolio of B2C and B2B eCommerce platforms for Fortune 500 companies.

12.15 CASE STUDY ON EXPANSION PLANS FOR ECOMMERCE IN ASIA

- Key considerations when starting on ecommerce
- Challenges and successful strategies to overcome them
 - Competing with local brands
- Choosing the right service providers
- Evaluating different markets in Asia and sustainable expansion

13:00 NETWORKING LUNCHEON

USER EXPERIENCE

14:00 MAXIMIZING BRAND-BUILDING INVESTMENTS

- Key branding challenges for ecommerce operators, recommendations and best practices
- The changing nature of brand engagement for consumers and the challenges this creates
- The Asian branding landscape
- Key metrics and solutions to truly understand the holistic nature of the branded experience

Arnaud Frade,
Managing Partner, Hall & Partners,
an Omnicom Group Inc. company



Arnaud is the Managing Partner of Hall & Partners, the leading global research boutique specializing in brand engagement and communications research. He has over 17 years of experience in commercial, strategic and consultative roles in companies like Information Resources, TNS Worldpanel, American Express and most recently TNS APAC, where he was the Regional Director responsible for both the Retail & Shopper and Digital practices across Asia Pacific.

14:30 PANEL: USER EXPERIENCE

- Roadblocks to good, customer-centric UX and how to overcome them
- The emergence of responsive design and if it should be an established best practice
- Should UX be the very first consideration in planning
- What key areas of UX design are ecommerce brands unaware of

Panellists:

Sean Seah, Managing Director,
Groupon Travel Asia Pacific
Marco Ryan, Managing Director of Accenture Interactive
ASEAN, Accenture



15:10 RESPONSIVE DESIGN: A FUTURE FRIENDLY TECHNOLOGY

- Designing for a multi screen world
- Responsive design defined
- What are the consumer benefits of using responsive design?
- What are the associated costs and how to get management buy-in?

(Invited) Laurent Thevenet,
Technical Director and Creative Technologist,
BBDO/Proximity Singapore



Laurent is the Technical Director / Creative Technologist at BBDO/Proximity Singapore since December 2012. His clients include VISA, ExxonMobil, Singtel, Fonterra, Mercedes and Guinness. Prior to BBDO/Proximity, he has led new business, as well as front/backend development, user experience, user interaction, responsive web design, server infrastructure design, video production & motion graphics. Clients included Singapore Ministry Of Community Development, Youth and Sports, Pascal Morabito and Mediaport Suria Channel.

15:40 AFTERNOON NETWORKING REFRESHMENTS

16:10 TAPPING INTO BUYING BEHAVIORS OF TOP SPENDERS FOR A CUSTOMIZED LOYALTY PROGRAM

- What does loyalty mean for ecommerce in different Asian markets?
- Comparing the spending of customers in loyalty programs with those who are not
- How to identify your customers
- How big is your base? Strategies to engage customers
- Building the right program: Community reviews, point systems, rewards and more

iRetail World Asia Main Conference

22 - 23 OCTOBER 2013, TUESDAY - WEDNESDAY

Christine Ng,
Chief Marketing Officer,
Luxola



Christine leads the regional marketing team at Luxola.com, a leading online cosmetics and beauty store based in Singapore. Having spent 13 years in Silicon Valley, she has worked for industry giants, eBay and Sephora.com, in addition to several fashion startups. Most recently, she came from PopSugar, where she was the director of affiliates and social media for Shopstyle, PopSugar's shopping search engine arm.

16:40 REDMART: GETTING CUSTOMER SEGMENTATION AND COMMUNICATION INITIATIVES IN PLACE QUICKLY AND EASILY

- "Customer lifecycle communications" and why it is critical to ecommerce
- RFM (Recency, Frequency, Monetary Value) customer segmentation and communications
- Event based communications or incorporating incentives and discounts
- Practical steps to implement: Build vs buy, which vendors to consider
- Measurement: Pre/Post and A/B testing and some examples



Todd Kurie,
VP Marketing,
RedMart

Todd Kurie is currently VP Marketing for RedMart, Singapore's leading online grocery service. Todd has over twenty years of marketing experience, the last ten years focusing on ecommerce, including positions at eBay/PayPal, Xoom (international money transfer), BetOnMarkets (financial trading).

17:10 CHAIRPERSON'S CLOSING REMARKS AND END OF DAY ONE

DAY 2: 23RD OCTOBER 2013, WEDNESDAY

09:00 CHAIRPERSON'S OPENING REMARKS

Zaheer Nooruddin,
Vice President & Regional Lead, Studio D Asia Pacific,
Waggener Edstrom



Zaheer has worked with a wide range of marketing strategies to support ecommerce with international brands including Walmart, Moet Hennessy and Pirelli in different geographic markets across Asia. With more than a decade of integrated digital marketing-communications cross-platform consulting experience, he now leads WE Studio D, the agency's specialist digital services brand in Asia-Pacific.

OMNI-CHANNEL CONTENT STRATEGY

09:10 5 KEY TRENDS AND 8 PRACTICAL TIPS FOR OMNICHANNEL CONTENT STRATEGY

- Digital asset management: Delivering rich media assets at the right size, resolution and moment of consumption
- Marketing managed services: Dealing with the lack of capability, need to scale and increasing commoditization of content
- User experience led: Looking at user journeys and designing a content strategy to fit any time, any place, any device
- Responsive design: Design once, publish much, maintain little
- The 'R' factor: Relevancy is key, creating, sourcing and managing content that is contextual, relevant and up to date
- 8 practical tips including progressing from self-generated content to 3rd party content to user-generated content, looking end-to-end across all touch points and more

Marco Ryan,
Managing Director of Accenture Interactive ASEAN,
Accenture



Marco has over 15 years' experience in running profitable eCommerce businesses, leading digital marketing teams, creating and implementing digital strategies and selecting and using analytics, digital platforms, content management and marketing analytics software. His experience covers everything from luxury car manufacturers in Italy, to national Pharmaceutical companies in China. He is a regular speaker at conferences and events and lectures part time at a UK business school.

09:50 OMNI-CHANNEL CONTENT STRATEGY CASE STUDY

- How to create and execute an omni-channel content strategy
- Choosing the right channels
- Getting rid of sources of fragmented user experiences

10:20 SOCIAL COMMERCE

- How social commerce fits in the overall strategy
- When to use social commerce or ecommerce or both
- Pros and cons of social commerce in Asia

Roger Yuen,
Founder & CEO,
Clozette Pte Ltd



Clozette, a social shopping network in Asia, recently announced their collaboration with Rakuten Ichiba Taiwan, in their latest initiative to scale up their presence. With 30 years of sales, marketing and operations experience in the interactive media industry, Roger has a proven track record of innovating new businesses and bridging cultural borders. He has extensive knowledge in Asian markets (conducted business in China and India markets since 1984), travels widely, well verse in bridging cross-cultural barriers.

10:50 MORNING NETWORKING REFRESHMENTS

11:20 INTEGRATING THE ONLINE AND OFFLINE EXPERIENCE

- In-store digital and mobile marketing strategies
- Engaging customers with an integrated shopping experience

11:50 DELL'S SOCIAL MOBILE COMMERCE EXPERIENCE: GAINING INSIGHTS INTO THE NEW SHOPPING EXPERIENCE OF MOBILE CONNECT, SOCIAL SHARE AND E-MARKETPLACE SWARM

- Mobile Connect for multi-touch customer experience
- Social Share for usable and valuable content from your communities
- E-marketplace swarm with multi-displays, online/offline traffic and conversion to sales

David Lee,
Head of eTailers & Social Commerce,
Dell Asia Pacific Japan



In his role at Dell, David drives the continual success of Dell.com sales and growing eTailing revenue 100% in the regions. He is also the Dell Global Social Media & Community and Marketing University ambassador, enabling Dell staff to engage branding & social media with customers confidently and participates proactively in the internal and external communities. With over 20 years of experience in the digital industry, David has covered all aspects of sales, marketing and business development; in the area of product, merchandising, pricing, marcom, PR, alliances, channel, e-loyalty and more.

12:20 LEAD GENERATION CASE STUDY 1

- ROI-driven content strategies
- Engaging and monetizing brand fans

12:50 NETWORKING LUNCHEON

14:00 LEAD GENERATION CASE STUDY 2

- ROI-driven content strategies
- Engaging and monetizing brand fans

14:30 PANEL: OMNI-CHANNEL CONTENT STRATEGY

- Evaluating the state of omni-channel approaches in Asia
- Should every campaign be omni-channel?

DATA AND ANALYTICS

15:10 SEARCH ENGINE OPTIMIZATION (SEO)

- Organic search vs non-organic search
- Feasible tactics to improve search rankings
- Benchmarking, measuring and tracking SEO performance

15:40 AFTERNOON NETWORKING REFRESHMENTS

16:10 BIG DATA AND DATA MINING

- Setting up an integrated dashboard: What are key things to measure for ecommerce
- Translating data into insights for ecommerce strategy
- Predicting trends with data mining to make proactive and knowledge-based decisions

16:40 ANALYTICS CASE STUDY

- How a brand established ecommerce measurement best practice
- Comparison of analytic tools and how a choice was made

17:10 CHAIRPERSON'S CLOSING REMARKS AND END OF MAIN CONFERENCE



iRetail Supply Chain Asia 2013

24 OCTOBER 2013, THURSDAY

08:30 REGISTRATION AND MORNING COFFEE

09:00 CHAIRPERSON'S OPENING REMARKS
**Craig Rawlings, Managing Director,
Operations Lead ASEAN, Accenture**



09:10 KEYNOTE: SUPPLY CHAIN TRANSFORMATION & TRENDS FOR E-COMMERCE

**Marcelo Wesseler,
Senior Vice President of eCommerce,
Singapore Post**

Marcelo Wesseler joined Singapore Post as senior vice-president of e-commerce in September 2012 and oversees the e-commerce business unit, a major initiative for the company's regional expansion. He has more than 14 years of international experience in global e-commerce businesses. He previously worked with RS Components, Hewlett-Packard and KPMG.

09:50 ASSESSING CRITICAL CHALLENGES & OPPORTUNITIES FOR SUPPLY CHAIN EFFICIENCIES IN E-COMMERCE

- Unique characteristics for e-commerce supply chain
- Operational, technology, infrastructure, labour and costs considerations for fulfilment
- Network optimization
- Implementing logistics capability building & logistics outsourcing

**Tommy Lui
Executive Vice President - Supply Chain Solutions, Head of Asia
LF Logistics**

Mr. Tommy Lui is the Executive VP responsible for the Asia Region of the Supply Chain Solutions of LF Logistics, which is the Global Logistics Network of the Li & Fung Group. Tommy's business involves providing customized, innovative supply chain models and services for multi-national corporations from factories to retail doors.

10:30 MORNING REFRESHMENTS

11:00 LINKING SUPPLY CHAIN STRATEGY WITH CUSTOMER SYSTEMS & BRANDING IN E-COMMERCE MARKETS

- Business value creation through customer focused supply chain transformation
- Identifying planned customer service goals & building an end-to-end supply chain to meet these goals
- Supporting customer requirements for order-cycle time/customer experience

Speaker being confirmed

11:40 CREATING AN E-COMMERCE DISTRIBUTION MODEL THAT COMBINES EFFICIENCY & COST EFFECTIVENESS

- Reviewing fundamentals of ecommerce distribution in the online retailing landscape
- Key areas to improve cost effectiveness and efficiency in distribution
- Keeping full visibility over your distribution and fulfilment operations
- Innovations in ecommerce distribution - store base distribution models, Crowd-funded distribution models
- Case Study of Singapore's innovative Store based distribution model

**Vaibhav Dabhade,
CEO,
Anchanto**

Vaibhav founded Anchanto in mid 2011 in Singapore, where he focuses on helping retailers extend sales online, define and implement online strategies and on the product roadmap. Prior to Anchanto, Vaibhav worked with Welcome Real-time, a payment card marketing company based in France, Singapore and Brazil to deploy real-time rewards platform for leading banks globally.

12:20 MANAGING E-COMMERCE INFRASTRUCTURE CHALLENGES IN DEVELOPING ASIA

- What is available/ limited infrastructure; cost effectiveness
- Dedicated facilities vs shared with brick & mortar distribution centres
- Operational, delivery challenges
- Third party fulfillment and levels of control available when working with supply chain partners

Speaker being confirmed

13:00 NETWORKING LUNCHEON

14:00 INCORPORATING STRONG RISK MITIGATION PRACTICES IN THE E-COMMERCE SUPPLY CHAIN

- Reviewing key risk elements that need to be managed
- Identification services to safeguard logistic processes against fraud on the online platform
- Third party risk

Speaker being confirmed

14:40 MEETING THE CHALLENGE OF OMNI-CHANNEL FULFILLMENT

- Delivering anything, anytime, from anywhere, to anywhere
- Our stores are our warehouses - big challenges!
- Order Management Systems - a big competitive advantage IF you get it right

- Logistics - surprise and delight, or just ruthlessly efficient?
- Drop-Ship, In-store Pickup, Digital Delivery - many options and combinations!

**Gary Wheelhouse,
General Manager – Digital,
Harvey Norman**



Gary is instrumental at Harvey Norman in predicting the 'next big thing', understanding how the consumer uses technology and how this influences the way the product should be marketed. He is also responsible for the online, customer service, and social media activities of the business.

15:20 (OPERATIONAL MODEL BEST PRACTICE)
HOW E-COMMERCE COMPANIES ARE UTILIZING THE SUPPLY CHAIN FOR COMPETITIVE ADVANTAGE— i.e. **warehousing and supply chain management for retail; last mile delivery**
Speaker being confirmed

15:50 AFTERNOON NETWORKING REFRESHMENTS

16:20 (OPERATIONAL MODEL BEST PRACTICE B)
HOW CAN SUPPLY CHAIN EFFICIENCY BE USED FOR COMPETITIVE ADVANTAGE BY RETAILERS? – i.e. **warehousing and supply chain management for retail; last mile delivery**
Speaker being confirmed

16:50 IDENTIFYING NEW INNOVATIONS & TECHNOLOGIES FOR SUPPLY CHAIN EFFICIENCIES IN THE E-COMMERCE MARKET – i.e. **cost; avoiding the silo affect; next day & same-day shipments**
Speaker being confirmed

17:20 CLOSING PANEL: FUTURE OUTLOOK FOR CUSTOMER FOCUSED SUPPLY CHAIN STRATEGIES IN THE E-COMMERCE SPACE FOR E-RETAILERS

- Closer collaboration amongst stakeholders in the end-to-end supply chain
- Creating more efficient, cost effective and flexible supply chains
- Scalability & meeting business and geographical growth of e-commerce retailers
- Staying ahead through supply chain innovation

Moderator

**Craig Rawlings, Managing Director - Operations lead ASEAN,
Accenture**

Panelists

Gary Wheelhouse, General Manager –

Digital, Harvey Norman

Anil Srinivas, Regional Director for Online

Business & Consumer GTM - APJ, Dell



18:00 CHAIRMAN'S CLOSING SUMMARY REMARKS AND END OF CONFERENCE

“ASIA PACIFIC'S E-COMMERCE LOGISTICS MARKET IS ONE OF THE FASTEST GROWING IN THE WORLD AND COULD BECOME THE BIGGEST REGION FOR E-COMMERCE SALES WITHIN A FEW YEARS...”

**Source: "The E-Commerce Logistics Market in Asia",
Research and Markets, July 2013**

Global Speakers & Industry Leaders

iRETAIL WORLD ASIA MAIN CONFERENCE

KEYNOTE SPEAKERS



Loo Cheng Chuan
Head, Local Life, Group
Digital Life, SingTel

HOW ECOMMERCE IS DISRUPTING THE RETAIL INDUSTRY IN ASIA

From the merging of online and offline commerce, to the rise of show rooming, online retailers are looking at many unique opportunities to gain market share. But they also face many new challenges in implementation. Join us at iRetail World Asia and hear straight from SingTel's Cheng Chuan who leads multiple consumer focused Internet companies, where he will be sharing his insights on how consumer demand is transforming the retail landscape. Learn how to position your company directly on a consumer's path to purchase.



Marco Ryan
Managing Director of
Accenture Interactive
ASEAN, Accenture

5 KEY TRENDS AND 8 PRACTICAL TIPS FOR OMNICHANNEL CONTENT STRATEGY

Consumers today are shopping using multiple screens and are exposed to multiple brand messages on different channels. How can companies ensure a cohesive overall shopping experience end-to-end? Marco Ryan, who has over 15 years of experience running profitable commerce businesses and leading digital marketing teams will share 5 key trends and 8 practical tips on how omnichannel content strategies need to be user experience led in order to resonate with consumers.

LEADING COMPANIES



Loo Cheng Chuan
Head, Local Life,
Group Digital Life,
SingTel



Patrick Linden,
CEO, Dealguru
Holdings Pte Ltd
(deal.com.sg)



Sean Seah,
Managing
Director, Groupon
Travel Asia Pacific



Zaheer Nooruddin,
Vice President &
Regional Lead,
Studio D Asia
Pacific, Waggener
Edstrom



Shahin Padath,
Director, eCommerce
& Business
Development –
South East Asia,
adidas



Todd Kurie,
VP Marketing,
RedMart



Rob Bratby,
Managing Partner,
Asia, Olswang
Asia LLP



David Lee, Head,
eTailers & Social
Commerce, Asia
Pacific, Dell



Arnaud Frade,
Managing Partner,
Hall & Partners,
an Omnicom
Group Inc.
company

iRETAIL SUPPLY CHAIN CONFERENCE

KEYNOTE SPEAKERS



Marcelo Wessler
Senior Vice President
of eCommerce,
Singapore Post

SUPPLY CHAIN TRANSFORMATION & TRENDS FOR ECOMMERCE

As ecommerce markets across Asia grow and customers become increasingly familiar with omni-channels for shopping, it is critical for the supply chain to adapt to the unique needs of this online retail channel, in order to deliver compelling customer service experiences and competitive advantage. Join us at iRetail Supply Chain World Asia 2013 and learn from Marcelo how the supply chain is evolving to support the booming growth of the ecommerce channel across Asia



Gary Wheelhouse
General Manager –
Digital
Harvey Norman

MEETING THE CHALLENGE OF OMNI-CHANNEL FULFILMENT

In the ecommerce world, businesses need to strategically plan for fulfilment across a range of channels in order to consistently deliver speed, quality, price & winning customer service. With Gary, examine how Harvey Norman is working to revolutionize customer experiences through omni-channel fulfilment strategies in its supply chain strategy.

LEADING COMPANIES



Marcelo Wessler, Senior
Vice President
of eCommerce,
Singapore Post



Gary Wheelhouse
General Manager
– Digital
Harvey Norman



Anil Srinivas
Regional Director
for Online
Business &
Consumer GTM -
APJ, Dell



Tommy Lui
Executive Vice
President - Supply
Chain Solutions,
Head of Asia
LF Logistics



Craig Rawlings
Managing Director,
Operations Lead
ASEAN
Accenture
(tentative)



Vaibhav Dabhade
CEO
Anchanto

CAPITALIZE ON THIS CONFERENCE!

iRetail World Asia 2013 is slated to be the ecommerce business and networking platform for industry leaders already in the industry, or rising players who will be venturing into ecommerce in Asia. This event also expects attendance from industry professionals driving supply chain and logistics strategies both in the brick-and-mortar and online environment. Don't miss this opportunity to connect with senior industry professionals from established retail brands, ecommerce companies and logistics and warehousing companies.

Partnering through an Event Sponsorship will enable you to:

- Get unparalleled industry exposure
- Generate leads and set-up key meetings
- Position your company as a thought-leader
- Reaffirm your position in the industry

Please contact Janis Tan at +65 6899 5036 or email janis.tan@claridenglobal.com to discuss potential sponsorship opportunities.

10 REASONS TO ATTEND

- 1 Explore four tracks covering main hot button issues on ecommerce in Asia: Market expansion, user experience, omni-channel content strategy, data and analytics

- 2 Review key market trends and statistics on ecommerce in Asia like the disruption of traditional offline retail, the changing nature of brand engagement, merging of online and offline commerce, rise of "show-rooming"

- 3 Identify best practices and uncover potential for growth for market expansion of online retail

- 4 Understand end-to-end solutions from brand awareness to point of purchase to last mile delivery all in one event

- 5 Gain invaluable insights direct from leading retailers, online retailers, regulators and industry advisors who are shaping Asia's retail industry

- 6 Integrate a customer focused and forward thinking supply chain strategy for your e-commerce business in the retail industry

- 7 Identify the evolving requirements & unique characteristics for ecommerce supply chains and logistics amidst Asia's booming ecommerce industry growth

- 8 Review supply chain challenges in the different Asian markets and how to overcome them

- 9 Benchmark how leading Asian ecommerce businesses are overcoming challenges and leveraging their supply chains for competitive advantage

- 10 Create more efficient, cost effective and flexible supply chains through effective planning and execution of omni-channel fulfilment

CONFERENCE OVERVIEW

By 2014, Asia Pacific will become the largest ecommerce market in the world. Fueled by increasing spending powers of a rising middle class and greater web access, businesses that can successfully position themselves in consumers' paths to purchase are set to be the future market leaders in the digitally revolutionized retail landscape. But while there is much promise, retailers are still struggling to see significantly tangible bottom line results.

Clariden Global is pleased to present the inaugural **i-Retail World Asia Conference 2013**.

iRetail World Asia 2013, consisting of two co-located events on digital marketing and supply chain, will be the key platform for ecommerce players to pick up actionable insights in a fast developing growth engine (growth in B2C ecommerce sales in Asia Pacific for 2012 was higher than 33%, according to eMarketer).

Traditional retailers remain cautious due to challenges in implementation of an end-to-end ecommerce solution, from setting up a seamless omni-channel retail presence and customer experience, to a lack of consumer trust in payment systems at the point of purchase to last mile delivery hurdles due to a lack of infrastructure. The emergence of purely online retailers, group buying sites and start-ups, whom are more nimble in their skill sets and capabilities are set to dominate the industry and control vast amounts of invaluable consumer data.

To address these urgent needs of businesses doing or looking to do ecommerce, the 2-day ecommerce digital marketing conference will highlight **sustainable expansion plans in Asia**, while identifying best practices for **digital and operational aspects of e-commerce** including **user experience, content strategy, mobile, big data, payments** and more.

Having a flexible and efficient supply chain and logistics strategy can mean the difference between success and failure of an ecommerce initiative, in order to deliver compelling customer service experiences and competitive advantage.

iRetail Supply Chain Asia 2013 will be key for senior industry professionals driving supply chain and logistics strategies across both retail brands with a brick-and-mortar presence, as well as dedicated online retailers, in the drive to consistently deliver speed, quality, price & winning customer service efficiencies.

Co-located with the i-Retail World Asia 2013, this conference will focus on practical stakeholder concerns including **business integration of customer focused supply chain strategies, evolving requirements and unique characteristics for ecommerce supply chains, overcoming supply chain challenges across different Asian jurisdictions while creating more efficient, cost effective & flexible supply chains through omni-channel fulfilment** in an increasingly borderless and globalized world.

Join us this October at the business and networking platform that brings together senior Ecommerce stakeholders in the retail industry to develop and implement compelling end-to-end customer experiences that generate strong leads and secure return customers!

Book Your Seat Today!
 Email admissions@claridenglobal.com or
 Call (65) 6899 5030 today for immediate booking.

REGISTRATION PAGE

Please complete this section.

Booking Contact (Approving Manager) Mr/Mrs/Ms: _____ Job Title: _____ Department: _____ Telephone: _____ Fax: _____ Email: _____ Organization: _____ Address: _____ _____ Postal Code: _____ <input type="checkbox"/> I would like to receive more information on hotel accommodation using Clariden Global corporate rate.
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Promotional Code (Optional): _____

Please register the following participant(s) for this Conference
 (Please tick to select your Conference packages. You may tick more than one.)

1st Participant Name (Mr/Mrs/Ms): _____

Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

Select Package(s): Pre Conference Workshops 21 Oct 2013 (1 Day) Main Conference 22 & 23 Oct 2013 (2 Days) Supply Chain Conference 24 Oct 2013 (1 Day)

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Job Title: _____ Department: _____

Telephone: _____ Fax: _____

Email: _____ Date of Birth: _____

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GROUP DISCOUNTS

Group Discount: For registration for 2 participants, enjoy 10% discount on 2nd participant. For a limited time only by 30 September 2013, register 3 participants and the 4th participant will receive a complimentary seat. Complimentary seat will be registration of lowest value. Enter Promotional Code: **C306REG3**. Only 1 discount scheme applies.

CONFERENCE FEES

Conference Packages	1st Early Bird Fee (If payments & registrations are received by 2nd Sept 2013)	2nd Early Bird Fee (If payments & registrations are received by 30th Sept 2013)	Regular Fee Nett
1- Day Pass	S\$ 1,595	S\$ 1,795	S\$ 1,895
2- Day Pass	S\$ 2,395	S\$ 2,595	S\$ 2,695
3- Day Pass	S\$ 2,995	S\$ 3,195	US\$ 3,295
4- Day Pass	S\$ 3,395	S\$ 3,595	US\$ 3,695

Please Note: 7% GST is applicable to Singapore Registered Companies. The conference fee includes lunch, refreshments and conference documentation. Payments are required with registration and must be received prior to the Conference to guarantee your place.

CONFERENCE VENUE AND ACCOMMODATION INFORMATION

Four Seasons Hotel, Singapore

Address : 190 Orchard Boulevard Singapore 248646

Tel : (65) 6734-1110

Fax : (65) 6733-0682

Website : <http://www.fourseasons.com/singapore/>

4 WAYS TO REGISTER



Email: admissions@claridenglobal.com



Fax: +65 6567 4328



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Made payable to CLARIDEN GLOBAL INTERNATIONAL LIMITED and mail to: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927.

BY TELEGRAPHIC TRANSFER TO:

Bank Name: **Standard Chartered Bank**
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 Bank Address: **6 Battery Road, #01-01, Singapore 049909**
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Please note that all bank charges are to be borne by participants. Please ensure Clariden Global receives the full invoiced amount.

Note: Please include invoice number on all payment types and your company's name in your payment instructions for our reference.

CREDIT CARD:

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HOW TO REGISTER AND PAY

An invoice and registration confirmation will be sent within 7 days, please contact us if you have not heard from us within 7 days. Payment can be made by credit card, by bank transfer (for bank account details, please see payment details section of booking form) or by cheque made payable to "Clariden Global International Limited" and posted to Clariden Global at: 3 International Business Park, #04-29, Nordic European Centre, Singapore 609927. ALL PAYMENTS MUST BE RECEIVED IN ADVANCE OF THE EVENT.

ACCOMMODATION

Accommodation is not included in the conference fee but you will be entitled to use our corporate rate for your accommodation. Information will be sent with the registration confirmation.

CANCELLATIONS AND SUBSTITUTIONS

Once we have received your booking, the place(s) are confirmed. No refunds will be made for any cancellations, however, program credits of equivalent value only applicable for Clariden Global events will be provided. Credits can only be redeemed for 1 program and is valid for only one (1) year from date of issue.

Substitution with a qualified candidate is allowed by providing at least 5 working days of advance notice to Clariden Global. One time substitution is allowed with no charges. Subsequent substitutions will be charged 10% admin fee.

ALL CANCELLATIONS MUST BE RECEIVED IN WRITTEN FORM

PLEASE NOTE: Clariden Global International Limited reserves the right to change the content and timing of the programme, the speakers and the date and venue due to reasons beyond their control. If in the unlikely event that the course is cancelled, Clariden Global International Limited will refund the full amount and disclaim any further liability.

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