

STRENGTHENING LAST MILE AS CORE DRIVER TO REALISE CROSS BORDER ECOMMERCE FULFILMENT POTENTIAL

SINGAPORE, 31 JANUARY 2017 – Last Mile Fulfilment Asia (LMFAsia), the region’s premier trade show for the retail, ecommerce, logistics and parcel industries, returns with the 3rd edition on 2nd to 3rd March 2017. Themed “Go Global, Deliver Local”, the event aims to drive and strengthen a borderless fulfilment process, where in-market industry players fortify their business locally whilst expanding their foothold in the region through perfecting the last mile beyond borders.

Amidst a backdrop of economic uncertainties today, Southeast Asia ecommerce market continues to grow to 16 times and will reach \$88 billion by 2025¹. The two-day conference and exhibition, organised by SingEx Exhibitions will deep-dive into the need to tap on the potential growth of ecommerce, and optimise the cross border fulfilment and delivery processes.

The multi-track conference component of the trade show will focus on evolutionary topics such as turning fulfilment challenges into opportunities, designing cross-border fulfilment solutions across Asia. In recognising that the last mile of the fulfilment process costs almost 28% of total cost of moving goods², achieving cost efficiency through innovative logistics solutions will be key to amplify the ecommerce market that is already expanding at rapid speed in the region. According to Frost & Sullivan, the global B2B ecommerce market alone will reach US\$6.7 trillion by 2020³. This year’s conference will feature a new track “The Future of ecommerce is B2B ecommerce”, in which industry speakers from renowned retail, ecommerce and logistics leaders will share

¹ [Google and Temasek, e-economy SEA \(2016\)](#)

² [Future Ready Singapore, Last mile fulfilment in Asia: 4 trends to watch \(2015\)](#)

³ [Frost and Sullivan, The Global B2B ecommerce market will reach 6.7 trillion USD by 2020 \(2015\)](#)



keynotes, highlighting the potential wins of adapting a successful B2C model into the B2B segment to conduct ecommerce business in a similar fashion.

Separately, the exhibition component of Last Mile Fulfilment Asia will offer a convenient business matching platform for innovative companies to meet potential business partners, and showcase products and technologies that add value in the delivery chain. There will be three thematic zones dedicated to specific solution categories ranging from last mile, fulfilment centres, warehousing to automation.

Mr. Adrian Sng, General Manager of SingEx Exhibitions said, "Industry giants from China and US are pursuing significant ecommerce market shares in Asia and it will be a challenging year with headwinds affecting many in the fulfilment business. In order for companies to gain a competitive edge, there is a need to leverage technology to advance and conquer the last mile. This year's overarching objective will be to bring this to the forefront. Through our focused strategy of curating trade events in emerging markets and industries with high-growth potential, Last Mile Fulfilment Asia will be a driving force for change that will see ecommerce and the fulfilment business playing a much more significant role in the region."

Charles Brewer, Chief Executive Officer of DHL eCommerce, who will be sharing during the conference on leveraging opportunities presented in cross-border ecommerce, acknowledges the game-changing benefits last mile fulfilment will bring. "Perfecting logistics is the key to delivering the best ecommerce experience and a great chance to deliver a smile in the last mile. I am looking forward to sharing and connecting with other ecommerce players at the conference to discuss latest trends in this very exciting industry."

Mr. Joseph Yuen, Board Chairman of the Hong Kong Federation of ecommerce and Managing Director of China Post Trade Development Company Limited, will also be speaking during the conference on paving the way into doing business in China through "11.11" case study.

SingEx Exhibitions Pte Ltd

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“Technology brings businesses closer to each other and around the world, but successful cross border ecommerce does need a mastery in the difference in culture, trade practices, government policy and others. On this note, Last Mile Fulfilment Asia 2017 provides a great opportunity for industry stakeholders to catch up with the latest trends and solutions in cross-border ecommerce.”

For more information on Last Mile Fulfilment Asia, please visit

Website: www.lmfasia.com
Linkedin: [tinyurl.com/LMFALinkedin](https://www.linkedin.com/company/lmfasia)
Twitter: twitter.com/lmfasia (@Imfasia, #LMFConnect)
YouTube: [tinyurl.com/LMFAYouTube](https://www.youtube.com/channel/UC...)
Email: lmfasia@singex.com

For media queries and one-on-one interview opportunities, please contact

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About SingEx Exhibitions

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore’s investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries, including automotive, environment, ecommerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing. For more information, log on to www.singex.com

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Annex 1

Date: 2 - 3 March 2017

Time: 9am – 6pm

Venue: Singapore Expo, Hall 5, 1 Expo Drive, Singapore 486150

Last Mile Fulfilment Asia (LMFAsia) is the only Asian conference and exhibition to curate an ecosystem-based platform for cross border last mile fulfilment in Asia.

What to expect at LMFAsia 2017

- 2 days conference & exhibition
- 3 industry-specific conference tracks
- 70 international speakers
- 3,500 sqm exhibition with multiple zones
- 120 exhibitors
- Hosted visitors programme
- Business-to-Business matching
- 3,500 international attendees

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