

ASIA'S LARGEST RETAIL SHOW GROWS FURTHER, INCORPORATING INTERNET RETAILING EXPO

Bangkok, 13th July, 2017: More than 7,500 attendees and over 200 exhibitors from the region are expected to converge at this year's RetailEX ASEAN event, a 30% increase over last year's turnout and 10% increase in floor space taken up by exhibitors. RetailEX ASEAN is already Asia's largest retail event, and as well as the fastest growing event.

To be held from 14-16 September 2017 at Hall 4 of the IMPACT Exhibition and Convention Center, Bangkok, [RetailEX ASEAN](#) will encompass three co-located shows: ShopFIT, ShopTECH and the newly-added [InternetRetailing Expo ASEAN](#). Increased interest in e-commerce transactions is one of the key drivers for adding this additional show and for the projected increase in turnout.

The exhibition and conference will bring together major brands, retailers, marketplaces and technology providers. The conference will include four tracks: brick and mortar retail; digital empowering retail sales and marketing; payment, security and fulfillment; and customer insights and experience.

The 2-day conference will include keynotes from retail experts such as Aswin Techajareonvikul, President, Big C and BJC, Franz Kraatz, CEO, The Mall Group, Anusha Babbar, Head of eCommerce SEA, Unilever, Alessandro Piscini, CEO of Lazada Thailand and more. The show will be filled with high-level panel discussions, thought-provoking fireside chats and in-depth case studies, covering a range of topics such as online and offline ecosystem, cross-border e-commerce, big data/data analytics, content and digital marketing, cloud technologies, logistics and fulfilment and payment and security.

Julia Kwan - Portfolio Director for Asia, InternetRetailing Expo said: "Every major retailer is thinking about their digital strategy today. InternetRetailing Expo is the conference that they must attend to future proof their business. Retailers will learn about the online and offline trends that are shaping retail as we know it, and the strategies they need to adopt to exploit them to their advantage."

ShopFIT is a store equipment and solutions expo showcasing shop fittings, store design, architecture, lighting and refrigeration technology, as well as in store POP marketing, visual merchandising and display. ShopTECH will showcase solutions on checkout systems, merchandise management, payment systems, article surveillance/POS technologies, communications, information and security technologies.

Ton Chirathivat - Head of Customer Strategy, Central Group said: "Shoppers are increasingly digital savvy and sophisticated. Serving them effectively will require retailers to adopt innovative omnichannel strategies. Shifting marketing spend from traditional media to digital media is important but also strategies that needs to re-structured towards customer-centric (data driven) in areas like analytics, digital content, ad-ops, channel optimisation and platform based."

Registration is open to public. For more information, please visit www.retailxasean.com and www.internetretailingexpo-asean.com.

Early-bird conference passes will be available at US\$350.00 from now until 15 August 2017. (UP: US\$500.00). The delegate ticket is an all access pass to all conference sessions, exhibition, lunch/tea breaks and networking party. The visitor pass is free and allows access to the exhibition hall and expo seminars.

-ENDS-

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14-16 September 2017
Bangkok, Thailand

Co-located with Retail EX
ASEAN 2017

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