



Asia Retail Series Events

Indochina Retail Technology & Innovation Summit

🕒 November 9th, 2017

📍 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 Experience across All Channels



Presented by



Strategically Supported by



Sponsors





**HIỆP HỘI CÁC NHÀ BÁN LẺ VIỆT NAM
ASSOCIATION OF VIETNAM RETAILERS**

P 309 -310 nhà E1 khu Ngoại giao đoàn Trung Tự, số 6 Đặng Văn Ngữ, Quận Đống Đa, Hà Nội
R309-310, Block E1, Trungtu Diplomatic Compound, No.6 Dang Van Ngu Str., Dong Da Dist., Hanoi, Vietnam
T: +84 4 62753379/ 62753258 * F: 84 4 62753393 * E: hanoiavr@gmail.com * W: <http://hiephoibanle.com>

Hanoi, August 14th, 2017

To whom it may concern,

Association of Vietnam Retailers (AVR) is pleased to support Escom as a strategic partner for the Indochina Retail Technology & Innovation Summit 2017.

Taking place on 9th November 2017 in Ho Chi Minh, Vietnam, the Summit will bring together over 200 key decision makers from the region's rapidly expanding retail sector.

This event is an important chance to support efforts to explore the potentiality of Indochina retail development and stimulate partnership - goals that are very much in line with Association of Vietnam Retailers' objectives.

As the national retailers association of the host nation, we would therefore like to warmly invite our friends in the retail industry and community to join us in taking part in the region's foremost retail-focused event.

Yours sincerely,

Dr. Dinh Thi My Loan
Chairwoman of AVR

RETAIL & FRANCHISE



TO WHOM IT MAY CONCERN

I am writing to confirm my support for the upcoming Indochina Retail Technology & Innovation Summit organized by Escom. With the rate of development in retail in general and retail technology in particular in this region, it is essential that retailers and retail partners get together and discuss future trends as well as future collaboration in order to prosper together.

Emerging Indochina is a region with one of the highest growth rates in consumer expenditure now up to 2030. However, this is also a region where household income is the lowest in ASEAN. As a result, this is a region where transformation shall happen at an amazing rate, yet flexibility and innovation in formats and channels require utmost attention to capture both the growing middle class and the bigger bottom of the pyramid. In such an exciting market conditions, I believe an event such as Indochina Retail Technology & Innovation shall bring together the best and the most innovative players of the industry to learn, unlearn, and relearn the way forward. I encourage you all to participate in the event and look forward to meeting you there.

Kind regards,

Phi Van, Nguyen
Chairperson
Retail & Franchise Asia

Speakers confirmed

- Tran Kim Chung**
Chairman
C.T Group
- Hoang Viet Ha**
COO
FPT Retail
- Nguyen Van Tuan**
President of Vccorp
CEO of Zamba E-commerce group
- Nguyen Thanh Van An**
CEO
HotDeal
- to be announced**
Viet Nam Retailers Association (VRA)
- Long Tran**
Head of Marketing
Nguyen Kim E-commerce
- Thomas Joseph Ngo**
General Director
Nkid Corporation
- Bao, Ngo Quoc**
Director of Business Development cum
Technical Service
FPT Retail
- Nguyen Thi Hong**
CEO
VinMart+

- Loh Chai Hoon**
General Director Vietnam
Parkson Retail
- Anh Duc Nguyen**
Standing Deputy CEO
Saigon Co.op
- Hang Dang**
Managing Director
CBRE Vietnam
- Van Hoa Trinh**
Vice President
Central Group Vietnam
- Wong Yiew Song**
General Director
Saigon Center
- Thuy Nguyen**
Country Director - FMCG
LAZADA Vietnam
- Joanne Gasgonia**
General Manager
Crescent Mall
- Phi Nguyen**
Executive Director and Founder
Retail and Franchise Asia
- Sumit Jasoria**
Managing Director
Shop.com.mm & Kaymu MM
- Trung Huynh**
Digital Director
The Coffee House

Speakers confirming

- Duong Duy Hung**
Director General, Ministry of Industry and Trade
Planning Department
- Pham Thuy Ha**
Marketing Director, Vincom Retail, Vingroup
- Terapon Kietsuranon**
President of Lifestyle & Retail Biz Management, BJC
- Loh Chai Hoon**
General Director, Parkson Retail Group Limited

- Suhrid Devsharma**
Regional Retail Director - Asia, Crocs, Asia
- Daw Win Win Tint**
Founder and MD, City Mart Holding
- Pham Thi Hong Nhue**
Director, Maison Hanoi
- Mike Ghasemi**
Research Director, Retail Insights Asia Pacific, IDC

10+
Countries Represented

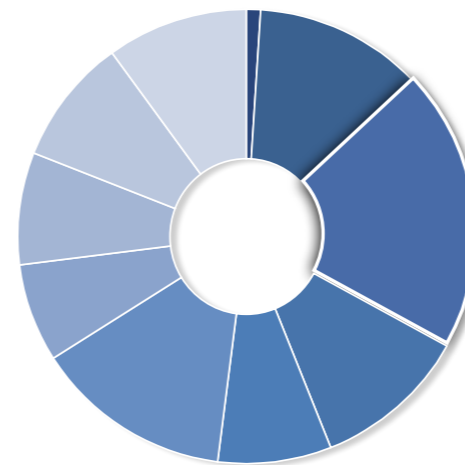
30+
Speakers, Panelists, Leaders
Sharing Insights by
Presentations and Panels

Networking
Networking tea Sessions, Luncheon,
Gala Dinner, Cocktail Party Business
Matching... it is all about expanding
your connections

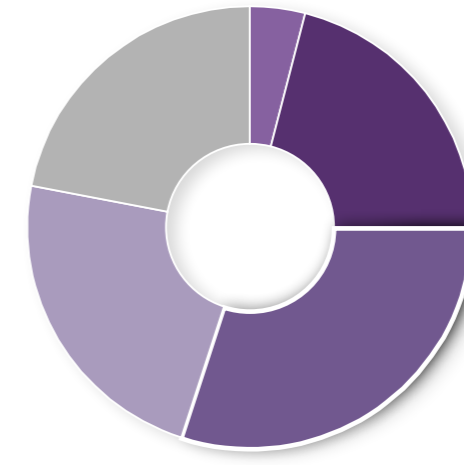
200+
Retail Professionals of all
Types under one roof

THE ONLY
Retail Technology focused
Conference and
Connections in Vietnam

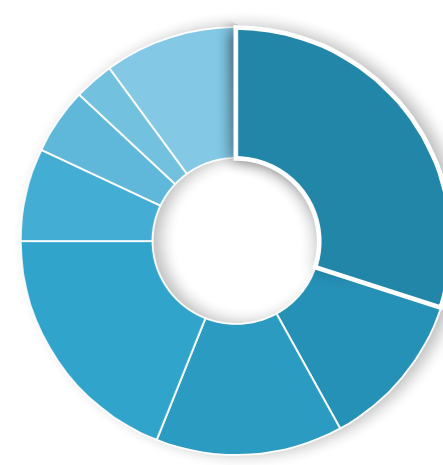
20+
Solutions or technology trends
showcased



By company type



By job title



By Location

| Event briefing



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 years – 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, Vietnam's retail sector has also witnessed healthy growth rates, with retail sales growing by 60% from 2013-2016, and forecasted to reach USD121 billion in 2017

Department Stores, Shopping towns, Super marts, Convenience stores are rapidly expanding with the wave of e-retail, the way consumers shop has changed drastically, and with it the structure of retail has had to adapt to embrace the Omni-channel age.

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 technology suppliers, vendors and services vendors, such as RFID, digital signage, customer analytics industries. 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 foremost retail technology focused event and it is a MUST-ATTEND event for retailers and solutions providers

Shopping mall owners, developers, department store operators, supermarkets, convenience stores, brand owners, e retailers, IT, data and social marketing professionals, consultants and suppliers, medias, associations... this summit unites retail professionals 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 during registration, buffet lunch, refreshment breaks and a drinks reception

| Key Topics at this Conference

Keep investing in mall/department stores sector, it still grows rapidly in Indochina

Investing in technology that enhance the Shopping Mall Experiences

Intelligent Store, Internet of Things

Remove friction from shopping

Transforming to a Omni-Channel Retailer

Retail Software to enhance safety, efficiency, transparency, agility

Give consumers more payment options

Adopt in-store mobile devices

Adopting new loyalty and CRM programs

Single-view & cloud-based solutions

Social intelligence and Data Means All

Omni channel will be integrated into every aspect of retail

| Why Vietnam Vietnam's Vision on RETAIL IN 2020

37.4 %

annual growth the next 4 years

\$179 billion

Market Scales

33 million

Middle class consumers

87%

Worldwide brand owners enter Vietnam

1,500

Supermarkets

157

Shopping centers

Draft Agenda

Draft Agenda

November 9th, 2017

08:00	Registration and Morning Tea
09:00	Opening Remarks
09:10	Indochina Retail Landscape, Performance, Trends and Predictions 2017-2020 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
09:30	Retail Store Investment and Projects Investing in Malls and Convenience Stores in Vietnam Online Retailing and Mobile Retailing Investment in Indochina
09:50	Panel: Retailers Staying competitive by going Omni-Channels 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
10:20	Networking Tea Session
11:00	Understanding the Emerging Generations retail consumers 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
11:20	Panel: Retail Technologies and Innovations: Create Irresistible Experiences at Malls What are the Criteria of Shoppers-Friendly Malls / Shops Technological Advancement for Better Shopping Experiences and attract cyber shoppers back
12:00	Lunch Break
13:00	Retail Data Revolution Driven By IoT, Big Data Customer Segmentation In The Age Of The Connected Customer How Big is Big Data is in Retail Industry IoT for a connected retailing operations
13:20	Evolving the Physical Store through digital transformation
13:40	Panel: Creating Seamless Ecommerce and In-store Experiences Empower in-store associates; Synergize promotions Contextualize customer data; Strive for omnichannel on the organizational level
14:20	Networking Tea Session
15:00	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
15:20	Panel: Reshaping Retail with Mobility Vietnam is rapidly experiencing mobility and changes Consumer behavior change as mobility and connectivity increases
15:40	Session reserved for Sponsors
16:20	E Commerce Challenges and Inner City Distribution Develop Inner city distribution hubs Challenges of Distribution and last mile fulfillment in Vietnam Best practices in the market
16:40	Sustainability across the Retail Value Chain Looking at Innovative Ways to Increase Revenue and Sustainability
17:00	Closing Remarks + Photo Sessions
17:10	Networking Tea Session
18:00	Cocktail Party
20:00	Close of the Event

Signature Developments

Investor	Projects	Investor	Projects
Saigon Co.op	adding nearly 600 stores by the year 2017	Central Group	plans to double its network to 70 supermarkets and 13 shopping malls by 2021.
VinGroup	Further invest in VinCommerce and the retail property brand VinCity; Newly Opened ten new shopping malls and launched Vincom+	Takashimaya	recently opened its first Vietnam department store in HCMC and aims to new openings
Emart	launched a \$60 m shopping center in HCMC and opened 11 other supermarkets, plans to expand its network to 60 stores in by 2020	Fivimart	with nearly 50 shops in Vietnam and aims to increase to 100-200 shops in the next 5-10 years
Walmart	eyes on opening store in Vietnam	Lotte Duty Free	taps Vietnam with new airport outlet
Auchan	17 supermarkets in Ho Chi Minh City and 20 shops in the northern region by 2020	Zara	Zara of Spain opened its first store in Vietnam recently
AEON	to build 20 Aeon malls	Carolina Herrera	opens premier flagship store in Vietnam
FamilyMart	opening new stores	Dsquared2	opens its first store in Vietnam
Vinmart+	plans to open more than 1,000 stores	Uniqlo	will be opening store in Vietnam in 2017
Ministop	targets to open 800 stores	Maison Joint Stock Company	continually brings in international fashion brands to Vietnam with new stores opening
7 Eleven	entered Vietnam in 2017 and plans on new stores	Labela Green Fashion	expand the retailing offerings
Lotte Mart	to open 60 outlets in Vietnam by 2020	Hennes & Mauritz (H&M)	Newly entered Vietnam with a store and aims to further grow
Nguyen Kim	recently opened two new stores and aims to open more		



| 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 etc., The event consist of panel discussion sessions, keynote presentations, exhibiting, one to one meetings, and to provide all participants a high-energy networking cocktail party plus lucky draws. This events have served 500+ delegates, 50+ sponsors and partners and is recognized as one of Asia's best

| Recent Sponsors



| Testimonials

Angela Wei & Nadia were of excellent help. Our experience overall with the event was fantastic. Keep up the good work , looking forward to see you again

•INTELLECT

Thank you all for your support . Thank you very much for arranging meeting with retail customers for us

•PT Glory Global Solutions Indonesia

Great attendance by major retailer of Indonesia and the region. Looking forward to the next edition

•Experian

Well organized event, from preparation through the end. Good contents of presentation for speakers, hope I can join next session

•Angkasa Pura Retail

Escom has done a wonderfully specific job, hits the spot. Our sponsorship is worth it, we are very grateful for the assistance provided to us by Escom.

•Genie Technology

This event is good, there were a lot of the presentation content useful. Thanks and Hope to receive the presentation copies and wish to attend next year.

•Ingenico

Well prepared...The organizer put a lot of efforts in gathering top quality speakers and panels.

•Mandiri Land

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 VIPs 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
- 3 delegate passes access to all event programs include buffet lunch
- 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

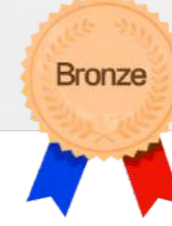
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- Receiving the full delegate contact list one week after the event

Speaking Opportunity

- 20 minutes company/product presentation

Dinner & Party

- 3 tickets access to dinner & party



5,900 USD

Branding/Marketing

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- 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

4,900 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

2,500 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

**Indochina Retail Technology
& Innovation Summit**

| Onsite Activities

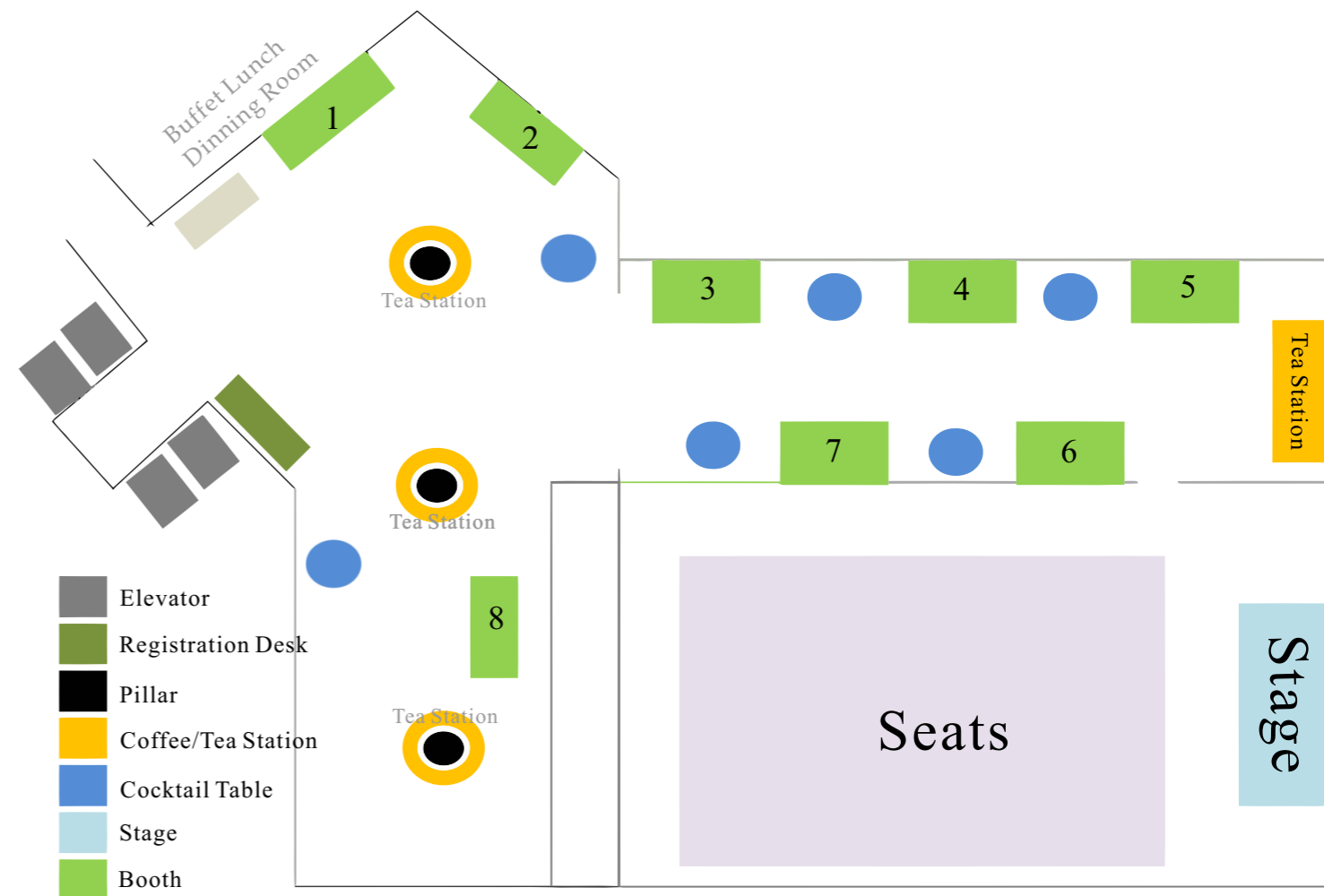
-  Keynote Speeches
-  Lucky Draw
-  Networking Tea Session
-  Speed Dating
-  Panel Session
-  5 Star Lunch Buffet & Dinner
-  Full Event Documentations
-  Delegate List
-  Exhibition & Showcasing

| Venue & Floorplan

Hotel Nikko Saigon

235 Nguyen Van Cu Street, District 1
Ho Chi Minh City, Vietnam
Website: www.hotelnikkosaigon.com.vn

Special Room Rates are provided for Escom's Event Guests, please contact operations@escom-events.com for more details



| Top Reasons to Attend

1

Decision Makers Under 1 Roof
Shopping Malls, Stores, Brand Owners, E Commerce and Marketing Specialist, all at one!

2

Brand Recognition
Create Brand Awareness & Visibility among your Potential Buyers

3

Drive Sales
Tailored Sales Facilitation Activities to help you directly sell to your decision makers

4

Relationships-Building
Networking, Collecting Intelligence and Forging Partnerships

5

Identify Opportunities
Investment Landscape and the latest Development Projects Revealed

6

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

7

Stay Inspired
Being around Like-Minded People is Inspirational and Refreshing

8

A lot of FUN!
New & Innovative Programming & High Energy Networking





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

Getting in Touch

Media Partnerships, Government Relations

Angela Wei

Events Planning Director

angela.wei@escom-events.com

Tel +86-28-8695 4933

Mobile +861 35 6887 1872

Sponsorship Opportunities & Attending

Nadia Pang

Sales Manager

nadia.pang@escom-events.com

Tel +86-28-8695 4933

Mobile +17761270623

Speaking & Partnership Opportunities

Nicole Sun

Conference Manager

nicole.sun@escom-events.com

Tel +86-28-8695 4933

Mobile +861 38 0817 0724