



Global Retail Summit
18th APRCE 2017
Kuala Lumpur Convention Centre, Malaysia
Transformation, Creativity & Beyond
25th – 27th October 2017



**GAIN ACCESS
TO THE LARGEST CONVERGENCE
OF RETAILERS
18 COUNTRIES**



Transformation



Creativity



Beyond

Organised by:



Federation of Asia-Pacific
Retailers Associations

Hosted by:



Malaysia Retailers Association

www.aprce2017kualalumpur.com

Supported by:



Malaysia...
Convention
& Exhibition
Bureau



About

The 18th Asia-Pacific Retailers Convention & Exhibition (APRCE) 2017 is the longest running and most trusted retail conference in the Asia-Pacific region. At APRCE 2017, around 3000 exhibitors and participants alike will converge in Kuala Lumpur, Malaysia to learn from a great blend of both local and international speakers covering a range of contemporary topics that drive the future of the retail industry.

Keep abreast with what the future holds. APRCE 2017 is the place to be. Meet retail stalwarts, digital marketing gurus and creative visionaries who form an enterprising community of industry professionals. These trendsetters embark on different routes across an assortment of retail platforms but come together towards a common goal - delivering outstanding customer experience.

Since the last APRCE in Malaysia back in 1995, retailers have evolved and transformed businesses through the use of technology such as omni channel retailing, online marketplace and a myriad of digital/social media platforms. Despite its evolution, the retail industry still face several challenges such as currency volatility, human capital capabilities and rising security concerns.

This Convention is the perfect place to network and keep up-to-date with industry trends, challenges and opportunities in today's ever changing marketplace. Join us for the Global Retail Summit, APRCE 2017 - Transformation, Creativity and Beyond.



Who Attends

If you want to learn more about the retail industry, its innovations, creative ideas and best practices, the three-day event creates a forum to learn, network and gain exclusive insights into the opportunities and challenges faced by the retail professionals today. The Convention has made available four types of registration available to delegates:

- FAPRA Member
- Non-FAPRA Member (Foreign Delegates)
- MRA Member
- Non-Member (Malaysian Delegates)

The Convention fees include admission to all sessions, coffee breaks, lunches, Welcome Reception on 25th October 2017. Optional tours, accommodation and airport transfers are not included in the Convention fees.

Agenda

The Convention is an opportunity place to build new contacts, gain latest information and keep up-to-date with industry trends, opportunities, creative ideas and innovative solutions in today's ever changing marketplace. Join us for the Global Retail Summit, APRCE 2017 - Transformation, Creativity and Beyond. The programme contains a full three-day schedule of events, conference and forum sessions, sharing of latest technology with today's new digital consumer by world class and expertise speakers like John Peeters from Holition, Simeon Piasecki from Explorium, China, to name a few.

Time	25 Oct	26 Oct	27 Oct
8.30am		Business opportunities in the world and Asian retail scenes	ART & DESIGN in retailing - Malls & Stores
9.30am		Green Retailing / Customer Engagement	Customer Service, Home Delivery, Payments
10.30am		Coffee Break	Coffee Break
11.00am		Technology in Retailing. Brick & Mortar facing challenges and opportunities	Food & Beverage : A Retail Evolution and Transformation from Artisan Food Halls, Dining & Retailing Shopping Experience & the Art of being World class in F&B
12.30pm		Lunch	Lunch
1.00pm			
2.00pm		Future Innovation & Creativity in Retailing	Global CEO – Management style, skills and leadership
3.30pm	Exhibition Starts	Coffee Break	Coffee Break
3.45pm		Exhibition - Booth Activities	Exhibition - Booth Activities
5.00pm	Welcome Cocktail	Free Night	
8.00pm			Gala Dinner & FAPRA Awards Ceremony

Exhibition & Sponsorships

What will you gain from being an Exhibitor or Sponsor at APRCE 2017?

- Interact face-to-face with prospective clients and decision makers
- Added brand awareness and exposure of new products
- Gain valuable insights and feedback from other delegates
- Network with CEO's, Managing Directors, Founders, Business Entrepreneurs, Digital Marketing Mavericks and fellow industry professionals
- Generate new leads for your database

Sponsorships:

This will give your company additional exposure to the movers and shakers of the retail industry. We offer companies various levels of sponsorship packages which includes conference passes, company listing on conference website, display of corporate logo in the event hall, recognition as sponsor in all printed collaterals.

Are you interested in Exhibiting or Sponsorships? Kindly get in touch with Ms Sofia at sofia@mra.com.my



What's instore for retailers beyond 2017 and how APRCE 2017 can benefit you?

Are your business plans lined up with the market changes and opportunities powering to capture the next decade of discerning digitized customers? The 18th Asia-Pacific Retailers Convention & Exhibition (APRCE) 2017 to be held in Kuala Lumpur Malaysia on Oct 25-27, 2017 is slated to provide unparalleled business opportunities to the participants.

Key players in the retail industry are keen to meet fellow retailers and hear about the challenges faced, get the latest know how on innovation and trends, stay informed on technological advancements and solutions in the global retail world.

Participants will gain opportunity to engage with retail gurus, e-commerce merchants, and global speakers tackling relevant issues in today's digital retail economy. Some of the key topics will include retailing in the food service industry, differentiating businesses in a competitive market, transforming your company into a global Omni-channel business and marketing to "millennials".

The invitation to prominent speakers to speak at APRCE 2017 is gathering momentum and work is underway to invite world renown business magnates such as Jack Ma, who is the founder and executive chairman of Alibaba Group, Tan Sri Dr Tony Fernandes, Group Chief Executive Officer, Air Asia, Malaysia, Jong- Kyun Shin, President & Head, IT & Mobile Communications Business, Samsung Electronics Korea, Motoya Okada, Chief Executive Officer, AEON Co. Ltd, Japan plus many other outstanding speakers. Here are some of the confirmed world class speakers:



Adam Elman, Global Head, Plan A Delivery, Marks & Spencer

Adam Elman is the Global Head of Plan A Delivery, Marks & Spencer's eco/ethical plan for creating long-term sustainable business value: "by sourcing responsibly, reducing waste and helping communities".

Adam drives the internal communication and engagement of Plan A as well as managing the companies £5m annual Plan A Innovation Fund. During Plan A's 9 year history, the company had received a net benefit of £435million. Adam is responsible for driving and reporting on the delivery of Plan A across every part of the business ensuring that appropriate controls are in place. He believes in "making Plan A the way we do business through inspiration, being in touch, integrity and innovation, as we build towards our long term goal of being a truly sustainable retailer".

Adam worked in program delivery roles in utility, telecom and I.T. sectors prior to joining Marks & Spencer in 2004.



John Peeters, Co-owner, Holition

John Peeters has more than 20 years of experience as commercial director for several Dutch companies such as Bruna, C100 and SNS bank.

As the co-owner of London based creative digital agency Holition, John is responsible for global business development. His interest in digital technology explores how businesses can engage customers through the application of digital solutions such as augmented reality (AR) and virtual reality (VR) in effectively communicating to consumers.

"Holition's goal is to better understand the role of technology; working as a 'one stop shop' to examine what a brand is trying to communicate, how they could deliver it and how technology could help facilitate this move."



Simon Piasecki, Director, Explorium Omni Lab

Simeon Piasecki is currently the Director of Explorium Omni Lab in Shanghai / Lab Director of Emplorium Fung Group. He has under his sleeves over 30 years of retail leadership positions in Asia Pacific region, UK and Spain.

The Explorium lab in Shanghai allows brands to experiment with new business models and techniques that will shape the future of the retail industry. It is a unique platform for brands to observe and explore in real-time how consumers interact with new technologies, products and environments.



Howard Saunders, Retail Futurist, Twenty Second and Fifth Ltd

Howard Saunders has worked in the retail design for over 25 years. Calling himself a Retail Futurist at Twenty Second and Fifth Ltd, Howard travels the world talking and writing about the future of retail.

Howard has worked closely with Marks & Spencer, Waitrose and Westfield helping them develop new store designs and keeping them informed of the latest retail innovations and shifts in customer expectations.

As an international speaker Howard's talks are big, visual journeys across the world of retail. He shares his passion for game-changing retail, encouraging his audiences to rise to difficult new challenges. His talks are provocative, challenging, brutally honest, evidence based and thoroughly entertaining.



Benjamin Yong, Founder and Group Chief Eating Officer, The Big Group

Benjamin Yong, Founder and Group Chief Eating Officer of the BIG Group. The tagline he lives by, "Building relationships through food" has him running more than 30 F&B brand outlets and three supermarkets.

Ben has just expanded his business with the opening of Langford Fivehead in UK, a restaurant offering "farm to plate" dining experience with rooms set in a pre-Tudor manor house in 7 acres of grounds.



Joanne Denney-Finch, Chief Executive, IGD

Joanne Denney-Finch, OBE is Chief Executive of IGD, a research and training governed by a board of trustees. IGD's charitable team works with industry to deliver public benefit in areas including secure and sustainable supply chains and people development.

IGD's growth has been driven through Joanne's significant industry experience including trading and change management roles at Marks & Spencer, and a food procurement commercial adviser to the MoD. She was also commercial adviser to UK's Ministry of Defense government department on food procurement.

She has a degree in modern languages from Manchester University and an MBA with distinction from Stirling University.

SIGN UP NOW!

Don't miss out on this rare opportunity to gather and learn updates, trends and experiences from these world class speakers and magnates. Sign up for the early bird specials at www.aprce2017kualalumpur.com or call **Sofia** at **MRA**, T: **+603 2284 8322**, E: sofia@mra.com.my



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FAPRA SUPPORT

'The FAPRA aims to promote the growth and development of the retail industry in Asia-Pacific and to continually improve all aspects of the retail industry in which we operate - environment, social, economic. Through our biennial APRCE and other forthcoming programmes, we hope to put into action this vision and focus on activities to benefit the retail community, and to build retail shareholder value by making FAPRA a truly sustainable and relevant Federation'

Mr Lorenzo C. Formoso, Chairman, FAPRA & Chairman, Philippine Retailers Association (PRA)

'Since 1983, The Asia-Pacific Retailers Convention & Exhibition (APRCE) has developed and strengthened over 30 years to be the largest international retailers' convention in the Asia-Pacific region accompanied by a retail exhibition. So did FAPRA, and today, it is a Federation that encompasses 18 associations within her umbrella. The numbers of consumers and retailers, that these 18 associations address to, and employees who work within those retail companies are remarkably huge and peerless in the World.

We owe this strength of this institution called FAPRA and the event APRCE to the founders of FAPRA. And also, to the strong ties within the retail communities in the region, without which, this outstanding institution and event would not have survived the dramatic changes in the global business throughout these years and proven to be a long-standing institutions.'

**Mr Mehmet Nane, Vice Chairman, FAPRA and Deputy Chairman,
Turkish Federation of Shopping Centres & Retailers (TAMPF).**

The Venue

Kuala Lumpur Convention Centre is situated in the heart of bustling Kuala Lumpur. The Centre has a total of 20,059 sq meter of function space comprising exhibition halls, plenary halls, plenary theatre, grand ballroom, banquet hall and conference halls equipped with the latest digital audio/visual facilities (Website: www.klccconventioncentre.com).

Hotel/Travel information contain local rates and locality. Special rates contracted for attendees with cut-out dates and confirmation, subject to availability. Get discounted room rate when you book through our website www.aprce2017kualalumpur.com. Most of the hotels listed are within walking distance to and from the Kuala Lumpur Convention Centre.

Media Contact

Our team is ready to help you with any/all arrangements you may require on APRCE 2017. Please send us an email at sofia@mra.com.my

Help us create a buzz on social media! Tweet about our event using #aprce2017.



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