



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

Transformation

Creativity

Beyond

**APRCE 2017**

**UPDATES**

**Issue 1 / 2016**

## MRA gearing for APRCE 2017 : Opportunity for Retailers to Gain Access to Leading Retailers from 18 Countries in Asia-Pacific

The Malaysia Retailers Association (MRA) is gearing up to host the 18th Asia-Pacific Retailers Convention & Exhibition (APRCE) 2017, to be held at Kuala Lumpur Convention Centre from 25-27 October 2017.

Following its winning bid, Tan Sri William Cheng, President of MRA, commented, “We are determined to make APRCE 2017 a world class regional event for the retail industry. Themed “**Transformation, Creativity & Beyond**”, internationally renowned global leaders and innovative retail practitioners will be invited to speak on contemporary topics such as Omni channel retail, e-commerce, DNA retailing, leveraging data through technology, consumer behaviors, beta stores, in-store experiences and leveraging on innovative solutions and game changing retail formats of the future, amongst others.”

“This is a must-attend event to know more on re-thinking retail, how to drive change through innovation and staying ahead of the pack in order to drive your businesses to succeed. Key players in the retail industry will also get a chance to gather latest information on innovation, creativity and current trends from leading retail leaders and practitioners, visit country pavilions in the exhibition and meet with other participants from around the region.”

“Malaysia is the perfect venue to inspire creativity, innovation and to explore intellectual ideas. Ranked by CNN as the “4th Best Shopping City in the World” and ranked 9th on A.T. Kearney’s Global Retail Development Index, Malaysia is no doubt the perfect place to mix business with pleasure: renowned for its warm hospitality and a multicultural melting pot, we will also be organizing pre and post event tours for guests to come for both business and leisure,” he added.

Since its inception in 1983 in Japan, APRCE is the longest running retail conference in Asia-Pacific. The biennial retail conference is one of the main activities spearheaded by the Federation of Asia-Pacific Retailers Associations (FAPRA). Malaysia was selected to host the 18th APRCE by FAPRA members in a bidding process that is held every two years. The last time Malaysia hosted the event was in 1995.

**If you are keen to attend the Convention and Exhibition, hurry, sign up now for EARLY BIRD specials at [www.aprce2017kualalumpur.com](http://www.aprce2017kualalumpur.com)**





## Exhibition & Sponsorships: Prospects for Branding and Beyond

Opportunities abound for interested companies to take up exhibition space front-and-center or take up sponsorship opportunities during the APRCE 2017. Sponsorship opportunities are available through activities and convention collaterals such as nametags, convention bags, and advertisements in the Convention and Exhibition Program book, brochure and goodies bag.

These are valuable prospects to increase product and services, branding and awareness during the Asia-Pacific Retailers Convention & Exhibition happening on 25-27 October, 2017.

Not only will your brand reach out to 3000 delegates from 18 countries and beyond in one summit, you gain new contacts and network with the leading retailers from these countries



including market leaders, retail shakers and movers. Your company will also have the advantage to set trends, gather market information and increase customer database.

**Don't miss out on this opportunity. Hurry, contact Ms Sofia, MRA at 03 2284 8322 or [sofia@mra.com.my](mailto:sofia@mra.com.my)**



## FAPRA : Countless Support for Retailers' Growth & Development

Key members of the Federation of the Asia-Pacific Retailers Associations (FAPRA) will be in Kuala Lumpur on 27 October 2016 to gather updates from MRA and discuss opportunities for retailers in Asia-Pacific especially from the largest convergence of retailers in APRCE 2017. Here are some of the testimonials from key members of FAPRA :

"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 - environmental, social, economic. Through our biennial APRCE and other forthcoming programs, we hope to put into action this vision and put a 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 is President, Philippine Retailers Association (PRA) and Chairman, FAPRA**

"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 which encompasses 18 associations from 18 countries 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 community 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 is Vice Chairman, FAPRA and Deputy Chairman, Turkish Federation of Shopping Centres & Retailers (TAMPF)**

"FAPRA, since its inception, has been a retail centric Federation; building a platform via APRCE where retail community come to find and discover new innovations & services that drives our future retail initiatives."

**Mr. JIANG Ming is Honorary Treasurer, FAPRA and Chairman, China General Chamber of Commerce.**

"Due to the emergence of new consumers and technologies in the retail industry, it is becoming even more important to share information of best practices and expand people to people exchanges amongst the retailers. In this regard, I strongly believe that FAPRA and APRCE provide great opportunities to enhance mutual understanding and create innovative strategy for Asia-Pacific retailers. "

**Mr Won Joon Lee, KRA Chairman**



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## APRCE Committee: Inspired to achieve

The efforts and endless time spent by members of the steering committee including committees for Exhibition, Marketing & PR, Strategic Partners and MRA staff are gaining momentum as the APRCE 2017 is only 11 months away. They are all passionate volunteers mostly from the retail industry.

Although they are busy with their daily work commitments, they never fail to meet regularly and are confident that with their combined retail experience and acquaintance working with external expertise, they are adamant that this APRCE 2017 will be the best and the largest gathering of retailers – where all retailers in today’s marketplace are currently undergoing transformation, seeking solutions and gearing up for the next century of powerful technology based solutions for digital consumer, trends, market information, F&B opportunities, green retailing and beyond.



## 18 November 2016 : MRA’s 34th Anniversary Dinner & 2016/2017 Excellence Awards for Retailers

If you are keen to attend the Anniversary Dinner and seek sponsorship or advertisement opportunity, please immediately contact the MRA Secretariat at Email: [enquiry@mra.com.my](mailto:enquiry@mra.com.my) or call 03 2284 8322 to reserve your seats. See you soon!



## Join us in Supporting APRCE 2017

Help us create a buzz on social media. Tweet about our event using #aprce2017. We have developed some social media banners that you can help us to create the awareness – see attached banners. The website [www.aprce2017kualalumpur.com](http://www.aprce2017kualalumpur.com) has more information about the event. Please join us at APRCE 2017!

Yours sincerely

**Tan Sri William Cheng**  
 MRA President

