

## **B2B Online Asia 2018 launches as the first Digital Marketing Conference for Asia's leading manufacturers and distributors**

SINGAPORE, 17 October 2018- 150 CMO, Heads of Marketing, eCommerce and Digital Marketing from the leading Asian Manufacturers and Distributors will be gathering at Novotel Clarke Quay, Singapore on the 17<sup>th</sup> and 18<sup>th</sup> October for B2B Online Asia.

B2B Online Asia is THE only meeting place for Digital Marketing & eCommerce leaders from Asia's top manufacturing and distribution companies, where they can benchmark with industry leaders ahead of the curve. Walk away with practical insights on how to power innovative omnichannel customer experiences, leverage advanced data analytics for customer insights, and optimise the manufacturer and distributor relationship.

In the rapidly growing and changing B2B landscape, businesses face the pressure to cater to consumers and buyers who increasingly go online to search for a product, find comparisons and expect a hassle free, personalised experience. "B2B buyers are increasingly demanding B2C like experience and this type of experience will influence who they buy from" shares **Parag Kulkarni**, Global eCommerce Product Head, **Siemens Healthineers**.

The integration of digital activities has seamlessly become an integral part of B2B transactions for businesses.

*"This digital revolution creates new frontiers across industries with outputs of exponential growth. The time is now for businesses to embrace technology and leverage it to take your businesses to the next level"* says **Lennise Ng**, Co-Founder, **Dropee.com**

B2B brands need to adjust accordingly, evolving to become buyer-centric and embracing the digital revolution in order to survive and thrive.

A recent research by Forrester has also identified a predicted growth of 12.1% per annum in B2B ecommerce, with Asia emerging as the biggest eCommerce market and a promising future as we move through 2018.

*"Asia's online landscape has already transformed phenomenally during the last 5 years. B2B traditional business dynamics are undergoing a rapid shift to eCommerce platforms worldwide. CMOs & CEOs just cannot adopt any business model that does not factor a strong engine of online eCommerce."* says **Dr Alok Bharadwaj**, former Senior Vice President of **Canon Singapore** and **MD CreoVate Transformations and Consulting**

Therefore, B2B brands are increasingly looking to build their eCommerce and Digital Marketing capabilities to boost their bottom line and tap into new markets. And at B2B Online Asia 50+ speakers will share cutting edge case studies and lead thought provoking workshops.

### **Key speakers include:**

1. Keunho Kim, Partner & Head of B2B Asia Pacific, **Ogilvy Consulting**
2. Jim Lim Shien Min, Global Director Transformation, **Huawei**
3. Dennis van Heezik, CEO INSEE Digital, CIO and Chief Digital Officer, **Siam City Cement**
4. Ajit Aras, Executive Vice President, **Sharp Electronics**
5. Farrukh Shad, SVP Retail Strategy & Global eCommerce, **Schneider Electric**
6. Lars Hanf, Head of eBusiness Platforms, **Sartorius**
7. Badri Narayanan, Global VP B2B eCommerce & Route to Market, **Unilever**
8. Parag Kulkarni, Global eCommerce Product Head, **Siemens Healthineers**
9. Ganesh Kashyap, Global Senior Director eCommerce, **Mondelez International**
10. Devashish Saxena, Group VP, Global eCommerce and Multichannel Convergence, **Rexel**
11. Tolga Pekel, Chief Marketing Officer, VP Marketing & Strategy, **LaFarge**
12. Todd Martin, Director, Digital and Media Marketing APJ, **HP**

Also joining B2B Online Asia is **Salesforce**, a Customer Relationship Management Platform that provides groundbreaking cloud services for sales, service, marketing interaction and artificial intelligence. Their keynote on innovation as the core of digital strategy to reimagine and boost your customer experience in a whole new way is one to watch out for.

Another interesting keynote by **Magento** shares the insights on the state of B2B eCommerce in ANZ, Southeast Asia and India in terms of bridging the gap between people, processes, technology and data.

**Sitecore**- an experience management company that provides web content management and multichannel marketing automation software will be sharing case studies on how they cope with the increased demands of customers with their latest digital capabilities.

**RANDEM** also comes on board to share their valuable perspective in a panel discussion on creating an integrated, optimised, revenue-focused and predictive digital marketing strategy that drives customer experience results and boosts revenue.

B2B Online Asia on a whole offers niche; insightful networking opportunities manufacturers and distributors need to build a successful digital plan for the future.

**For further information:**

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**About B2B Online Asia**

B2B Online is the ONLY Pan-Asian Digital Marketing event for leading manufacturers and distributors

Read more about what's going down at B2B Online Asia - <https://b2basia.wbresearch.com/>

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