



eTail Asia returns for the 7th year

SINGAPORE, 11 December 2019- eTail Asia, part of the inaugural eTail event series dedicated to the continued growth and evolution of online and omni-channel retail announces the 7th edition to be held at Sheraton Towers, Singapore from 5th to 7th March 2019.

Continuing to evolve as 'THE' only destination event for e-retailers to share best practices, challenge conventions and network among the leaders of Asian eCommerce and digital marketing, eTail Asia is back in 2019 with 400+ Founders, CEOs, CMOs, and Heads of eCommerce and Digital Marketeers in attendance.

China's cross-border eCommerce has been growing at an unprecedented rate with a rising demand of overseas product and higher disposable income of affluent shoppers. According to eMarketer, China is poised to top US\$1.64 trillion in sales by 2020, representing about 23% of total retail sales. With the burgeoning growth of the eCommerce sector, there is potential for neighboring countries, especially SMEs in Asia to tap into the new, emerging market, increasing their trade with China.

Though the market appears to be fragmented, eTail Asia addresses the exciting opportunities awaiting brands prepared to win over Chinese consumers, adapt to local nuances and create a multifaceted digital ecosystem to drive eCommerce sales, a hot topic set for 2019.

Ms Suhana Begum, Conference Director of eTail Asia, says, "Since 2011, the top retail minds have converged each year for eTail Asia. With engaging presentation and panels covering thought-provoking content focusing on the latest retail technology, eTail Asia is designed to help you achieve omni-channel and digital excellence to drive profits and stay one step ahead of the competition."

2019 will be a year of metamorphosis for the industry players who aspire to succeed as an eCommerce brand in an era of dominant e-Tailers. Danny Levy, General Manger of WBR Singapore, says "With power in the hands of consumers, retailers have been battling with integrating technology into how they interact with consumers through an omni-channel shopping experience. At eTail Asia heads of eCommerce and Digital Marketing from the regions leading retailers attend to get the insights they need to tackle this challenge and enhance their multi-channel and customer experience programmes."

Driving customer engagement and loyalty by establishing a relationship which is authentic, functional and relatable is of paramount importance. eTail Asia dishes case studies and discussions on how businesses can leverage on blockchain, AR and VR in boosting connectivity and interaction between brand and customers to optimise the quality of CX. Having a group of loyal customer advocates for the brand has become the holy grail for businesses.

The changing landscape of disruptive technologies and lackluster cookie cutter method has forced businesses to embrace change in recent years. To reap the benefits of fully, engaged customers, brands have to build affinity through personalisation and customisation where communication strategies have to be adapted accordingly to each individual based on their preference. eTail Asia addresses the narrative in wielding marketing efforts around customers which helps them to resonate with a brand bringing about a revolutionary change in purchasing decisions.

Millennial shoppers are gravitating towards speedy transactions and on-the-go online shopping leading to the proliferation of m-commerce. To capitalize on this trend, businesses seek to integrate a seamless, simple and intuitive payment experience for customers, enduring the relationship across all channels. With mobile being the primary digital touch point due to its convenience, omni-channel payment is key to future-proof a customer's



checkout experience. Streamlining the customers experience without hassle will ultimately increase a customer's satisfaction, a strong indicator of conversion.

Beginning with how you can enter and succeed in China's \$800 billion eCommerce market on Day 1 of the conference, retailers will have an opportunity to hear from speakers who are well-attuned to the impetus and needs of the Asian market:

1. Qian Yi, Key Account Operation Director, Tmall Global
2. Arjun Sarwal, Industry Head, eCommerce, Facebook
3. Aik Phong Ng, Managing Director, Fave
4. Roberto Longo, President, Asia Pacific, Bata
5. Dr. Wolfgang Baier, Group CEO, Luxasia
6. Christian Skaar, Director Digital, L'Oréal
7. Lorenzo Peracchione, eCommerce Director, SEA & ANZ, Sephora
8. Suzan Chen, Head of eCommerce, GC, Under Armour
9. Anil Srinivas, Senior Director Regional eCommerce, Levi Strauss & Co.
10. Enrico Baldo, Retail Director APAC, Crocs

Also joining eTail Asia, are new sponsors; **Optimove** (Israel HQ), a relationship management hub, that combines the art of marketing with the science of data to autonomously generate actionable insight, empowering marketers. **Adjust**, the mobile measurement company providing high-quality analytics, measurement and fraud prevention solutions for mobile app marketers worldwide. **Appier**, a technology company that helps enterprises solve their most challenging business problems through artificial intelligence. And **Yieldify**, whose mission is about conversion rate optimisation.

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About eTail Asia

The eCommerce and Digital Marketing Conference for Asia's Leading Retail Innovators dedicated to the continued growth and evolution of the online and omni-channel retail industry.

To view the full agenda or to learn more about speaking/sponsorship/exhibition opportunities at eTail Asia, please visit <https://etailasia.wbresearch.com/>

About WBR

WBR (Worldwide Business Research) is the world leader in B2B focused conference events. Founded in 1996, the company produces over 100 conferences yearly designed to offer the leaders of emerging and established companies across multiple industries with actionable insights, educational discussions, and networking opportunities to inform and transform how they do business now and in the future. The company also generates custom research to help companies educate the market on the latest developments and best practices. For more information, please visit <https://www.wbresearch.com/> and follow us on Twitter @eTail_Asia.