

The 2nd Asia New Retail Forum 2019

The 2nd Asia New Retail Forum 2019 will be held on May 9th -10th in Singapore. ERMS, as the abbr. of Ecommerce and Retail Innovation, Digital Marketing, Supply Chain & Logistics, is raised by ECV International.



A “New Retail” model is imperative to remain relevant and competitive in Asia, whereby companies need to tap big data analytics to redefine the core of retail – consumers, merchandise and stores – as well as the ties among them, to upgrade formats and create new retail occasions.

In the world of “New Retail”, products and delivery are inspired by consumer data and they’re highly personalized. Moreover, with a fully integrated, omnichannel experience, it’s no longer about simply spending time in an online or offline store. It’s about consumers shopping while enjoying content or spending time on social networks

In order to reimagine and redefine business through “New Retail”, six steps should be taken to reshape the future and make the most of “New Retail”, identifying new governance principals for a customer-centric model; developing new flexibility and efficiency in R&D and supply chains; reimagining marketing and consumer management; modernizing route-to-market and retail formats ;transforming the organization and operating model for digital ;investing in new technology development

This Forum will share the latest ideas and the best practices about how companies and brands can seamlessly meld the online and offline channels, providing a better customer experience and making their own operations more efficient in “New Retail” Era.

↘ Highlights

- The Reformation and Opportunities in New Retail
- Flawless Omni-channel Retail Strategy Boost Business Growth in Asia
- The Best Practice of New Retail in China
- Empowering Customer Experience with Seamless Omni-channel CX
- Machine Learning Implementation for CRM
- Omni-marketing to Create an Integrated and Cohesive Customer Experience
- Embrace the New Retail with Omni-channel Solutions
- Tap into Customer Data to Increase Satisfaction and Drive ROI
- Build New Retail Supply Chain with Customer Centricity
- Panel Discussion: How to Reinforce Omni-channel Digital Transformation in New Retail
- How Brands Target Customers on Wechat in China
- Amazon's Next Push for Retail Dominion in SEA
- Developing Ecommerce Strategy Specific to Singapore
- Cross-boarder Ecommerce Boosts Borderless Business in Malaysia
- AI Sparks Retail Innovations : Make Shopping Experience more Fun and Innovative
- Accelerate Digital Store Transformation with Smart Retail Solution
- Unstaffed Store Boosts Online and Offline Experience
- Enlarge the Offline Purchasing Capability with New Retail Concept

More details, please visit our official website:

<http://www.ecvinternational.com/event/en/The2ndAsiaNewRetailForum2019>

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ECV Retail Industry Related Events

The 2nd Asia Smart Supply Chain& Logistics Summit 2019, June 13th-14th , Singapore

<http://www.ecvinternational.com/event/en/The2ndAsiaSmartSupplyChainandLogisticsSummit2019>

China ERMS Summit 2019

<http://www.ecvinternational.com/ermsSummit/>

The 2nd China Luxury Retail Innovation Summit 2019, Shanghai

<http://www.ecvinternational.com/event/en/The2ndChinaLuxuryRetailInnovationSummit2019>

EMEA “Retail 2020” Summit

<http://www.ecvinternational.com/event/en/EMEARetail>

China Smart Logistics Summit 2018, Sept. 11-12, Shanghai

<http://www.ecvinternational.com/event/en/SmartLogistics>

The 3rd China Digital Supply Chain Summit 2018, Sept. 11-12, Shanghai

<http://www.ecvinternational.com/event/en/DigitalSupplyChain>

The 3rd China Digital Retail Innovation Summit 2018, Sept. 13-14, Shanghai

<http://www.ecvinternational.com/event/en/ChinaDigitalRetail>

China Travel Retail Summit 2018, Oct. 25-26, Shanghai

<http://www.ecvinternational.com/event/en/TravelRetailInnovation>

About ECV Retail Events

ECV Retail Industry has hosted series of summits for consecutive 6 years, topics involving Ecommerce, digital marketing, digital supply chain, new retail, luxury retail, etc. We served executives and decision-makers from Walmart, Starbucks, Alibaba, Tencent, JD.com, Haier and other Fortune 2,000 company. Our database of high-end retail customer resources accumulated about 100 thousand.



Our speakers and participants are from SEPHORA, SWAROVSKI, Secoo, JD.com, Tencent, MEISTERKREIS, Hugo Boss, etc. The accumulation of high-end worldwide retail customer resources is nearly 10,000 people. ECV retail industry summits are committed to providing high quality learning, communication and resource platform for decision makers from all over the world.

About ECV International

ECV International is a leading organizer and contractor of high-end international business events in Asia, with nearly 200 professionals in industrial research and event planning & execution. Every year, we hold around 40 high-level international summits involved in the fields of vehicle, retail, textile, footwear, IoT, New Science & Technology industry, etc.



We have served more than half of the Fortune 2,000 companies, and every year more than 6,000 delegates from multinational enterprises, specialized organizations and creative companies take part in our events, i.e. Daimler, GE, Adidas, Coca-Cola, Alibaba, ABB, etc.