

RetailEX ASEAN 2017 all set to showcase the largest retail in-store equipment and solutions in Southeast Asia

Press release

Bangkok, Thailand, 17 August 2017 - RetailEX ASEAN 2017, co-located with Internet Retailing Expo ASEAN, is an annual international trade exhibition and conference, showcasing the largest retail in-store equipment and solutions in Southeast Asia. A one-stop solution for retail shop fitting, retail technology, and internet retailing, the event is all set to open the doors on 14 September over a three-day show period at Hall 4, IMPACT Exhibition & Convention Center, Bangkok, Thailand.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd., shared, "The third edition of RetailEX ASEAN 2017 features 5,000 sqm of exhibition space and includes the participation of more than 300 exhibiting companies and brands. The exhibition presents a new show feature this year – the Retail Live Future Concept Store Demonstration, showcasing mockups of future retail stores with cutting-edge technology to 5000 targeted visitors."

Improving the 'Digital' Retail Experience

The way consumers shop is constantly evolving. Retailers need to adopt innovative, omnichannel strategies as shoppers are increasingly digital-savvy and sophisticated. In the shift towards digital media, customer-centric and data-driven strategies have to be restructured to draw in new shoppers, retain existing customers and increase the bottom line.

The panel discussion held at the press conference, *Improving the 'Digital' Retail Experience*, features panelists: Mr. Chatrchai Tuongratanaphan, Executive Director, Thai Retailers Association; Mr. Noppol Chuklin, Managing Director, RBS Group; Mr. Anon Kulwongwanit, General Manager, Bangkok OA; and Mr. Chula Permthong, Country Manager, Infobip Limited. The following topics were covered today:

- What are the latest trends in the retail industry?
- In this increasingly technological world, is there still a need for traditional retail spaces?
- For traditional retail companies wanting to go 'digital', what are some of the suggested approaches?
- How can retail stores improve the digital retail experience?

- More -

More than an exhibition

RetailEX ASEAN 2017 is a comprehensive platform for the ASEAN retail industry and serves as an effective platform for companies to access the trade, networking and knowledge opportunities. Ms. Jariya Chirathivat, President, Thai Retailers Association mentioned, "We are very confident that this 3rd edition will bring further benefits to the ASEAN retail industry and kick-start a new era of regional industry growth." Below are some of the show highlights, organized to provide the retail industry a focused platform.

Retail Live Future Concept Store Demonstration

Featuring mock-up stores with 4 unique zones of fashion, supermarket, restaurant and warehousing. Product displays from leading brands such as DVM, Triple Q Fashion, SPD Retail, Quikframe System, RBS design, Bangkok OA Coms, Riverplus and Ocha POS.

For the demonstration timings, please visit <http://retailexasean.com/retail-live-future-concept-store-demonstration/>

Internet Retailing Expo (IRX) ASEAN Conference

A 2-day conference with a focus on e-commerce excellence from ASEAN's digital experts. Speakers include companies such as The Coca-Cola Company, Unilever, Lazada, Johnson & Johnson, Levi Strauss & Co., Central FamilyMart, Central Group, The Mall Group, Big C and BJC, Siam Commercial Bank, Jaguar Land Rover and more.

For the conference agenda and to sign up, please visit www.retailexasean.com/internet-retailing-conference/

Thailand Retail Training Program

Conducted by the Thai Retailers Association (TRA) and Thai Shopping Center Association (TSCA), leading experts from these associations will share from real-life case studies about the management of storefronts, backend and online retail stores.

For program timings, please visit www.retailexasean.com/thailand-retail-training-program/

RetailEX ASEAN 2017 serves as an effective industry platform to capitalize on the rapid developments of the retail industry in Thailand and Southeast Asia. For more information, please visit www.retailexasean.com



14 September
15
16
2017
IMPACT Exhibition Center Bangkok Thailand

ASEAN'S FASTEST GROWING
RETAIL TRENDS AND SOLUTIONS TRADE EXHIBITION

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About RetailEX ASEAN

RetailEX ASEAN 2017, co-located with Internet Retailing Expo ASEAN, is an annual international trade exhibition and conference showcasing the largest retail in-store equipment and solutions in Southeast Asia, presenting one-stop solutions for retail shop fitting, retail technology, and internet retailing from 300 leading brands. The event will take place from 14-16 September 2017 at Hall 4, IMPACT Exhibition and Convention Center.

For more show information and details, please visit our official website: www.retailxasean.com

About the Organizers



Thai Retailers Association has been established more than 30 years. At first the group was called the “Department Store Retailers Club”, it was gathered by a group of department store entrepreneurs who realized that they must be corporate other stand individual in order to exchange ideas and share their visions as to developing an industry strategies as a whole.

<http://www.thairetailer.com/>



IMPACT Exhibition Management Co., Ltd. is the leading exhibition organizer in Thailand. IMPACT organizes and manages professional trade and public exhibitions, conferences, meetings and trainings, working in hand with international trade associations, organizers and corporations across a board spectrum of industries. We create effective market platforms and offer a comprehensive range of turn-key event management solutions ranging from market research, exhibition and visitor promotion and sales, advertising and promotion, public relations, operation to on-site logistic management for exhibitions and conferences of all sizes and industries.

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