

## The third edition of RetailEX ASEAN opens

### Press release

**Bangkok, Thailand, 14 September 2017** - RetailEX ASEAN 2017, co-located with Internet Retailing Expo ASEAN, opens today till 16 September at Hall 4, IMPACT Exhibition & Convention Center, Bangkok, Thailand. The annual international trade exhibition and conference showcases the largest retail in-store equipment and solutions in Southeast Asia, presenting a one-stop solution for retail shop fitting, retail technology, and internet retailing,

“We are proud that RetailEX ASEAN is growing with each edition. This year, much effort has been put into the exhibition, bringing together more than 300 companies and brands to meet 5,000 targeted visitors. In addition, our Business Matching Program has secured more than 100 top local and regional buyers to meet our exhibitors in one-to-one, pre-scheduled meetings,” said Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd.

### **Strong Industry Support**

“TCEB is honored to be a part of RetailEX ASEAN 2017 and the co-located InternetRetailing Expo (IRX) conference as we believe that this event is vital for the growth and development of the retail industry, in reinforcing Thailand’s position in the ASEAN region and the international market,” said Mr. Chiruit Isarangkun Na Ayuthaya, President, Thailand Convention & Exhibition Bureau (Public Organization).

RetailEX ASEAN is co-organized by the Thai Retailers Association (TRA), providing up-to-date market information and trends to increase relevance of the show.

“As part of the organizing committee, Thai Retailers Association (TRA) has been actively encouraging all retailers and other industry players to participate and support RetailEX ASEAN. Following the success we had last year, we are proud to present the Retail Training Program, to equip companies with the right skills for the industry,” stated Ms. Jariya Chirathivat, President, Thai Retailers Association (TRA).

RetailEX ASEAN 2017 also features exhibition showcases by government departments and industry associations amounting to more than 120 sqm. These include Digital Economy Promotion Agency, Electronic Transactions Development Agency, GSI, The Association of Thai Software Industry and Thai Shopping Centre Association.

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### 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 trade, networking and knowledge opportunities.

### Retail Live Future Concept Store Demonstration

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

[www.retailxasean.com/retail-live-future-concept-store-demonstration/](http://www.retailxasean.com/retail-live-future-concept-store-demonstration/).

### Internet Retailing Expo (IRX) ASEAN Conference

A two-day conference with a focus on e-commerce excellence from ASEAN's digital experts, the conference include speakers from **Sephora, Unilever, Levi Strauss & Co., and The Coca-Cola Company.**

[www.retailxasean.com/internet-retailing-conference/](http://www.retailxasean.com/internet-retailing-conference/).

### Thailand Retail Training Program

Conducted by the Thai Retailers Association (TRA), leading experts will share real-life case studies on the management of storefronts, backend and online retail stores. Speakers include **VISA International, Alibaba, Tesco, The Nielsen, Central Food Retail** and more. [www.retailxasean.com/thailand-retail-training-program/](http://www.retailxasean.com/thailand-retail-training-program/).

### The Exhibition Seminar Theatre

It is a platform for experts to share how various products and services can help businesses in their online retail strategies. Visitors can discover the latest products, in-depth market knowledge and solutions at this FREE-to-attend exhibition seminar. Speakers include **Facebook, Asiapay, Bangkok OA Coms, Institute on Asian Consumer Insight** and more. [www.retailxasean.com/expo-seminar-theatre/](http://www.retailxasean.com/expo-seminar-theatre/).

RetailEX ASEAN 2017 is proudly sponsored by LED Big (Platinum sponsor), Bangkok OA Coms (Gold sponsor) Infobip (Silver sponsor), Workplace by Facebook, Sitecore and CashShield.

For more information, please visit [www.retailxasean.com](http://www.retailxasean.com).



## **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](http://www.retailxasean.com)

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## 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.

[www.impact.co.th](http://www.impact.co.th).



Founded in 1947, Clarion Events is one of the world’s leading event organisers, producing and delivering innovative and market-leading events. Our 760 employees based in our 13 offices worldwide specialise in delivering first class marketing, networking, and information solutions in high value sectors, both in mature and emerging geographies. Clarion’s customers use our range of exhibitions, conferences, tradeshow, and websites to target new business, demonstrate their products, build deeper relationships with their clients and identify new opportunities for performance improvement. Some of our most important core markets include Energy, Defence and Security, Telecoms, Payments, Retail, Infrastructure, and Resources.

[www.clarionevents.com/](http://www.clarionevents.com/)

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