

RetailEX ASEAN 2017, first co-location with Internet Retailing Expo ASEAN, a success

4,000 visitors, 200 exhibiting companies and brands, and 100 speakers debated the future of retail and e-Commerce at the three-day event

PRESS RELEASE

Bangkok, September 27th, 2017 – RetailEX ASEAN 2017, co-located with Internet Retailing Expo ASEAN saw an audience of 4,000 visitors from across the Asia Pacific region. With 114,350 sqm of new retail space opened in the first half of the year, bringing the total retail area in Bangkok to more than 7.6 million sqm and the online e-commerce market growing at 100% year on year, it was apt that the annual event focused on retail solutions targeting shop fitting, shop technology and internet retailing sectors.

Mr. Richard Ireland, Managing Director, Clarion Events Pte Ltd, said, “Online sales in Southeast Asia are a US\$70 billion market - which represents 4% of total sales, compared to 16% in other markets. This presents a huge opportunity for brands and retailers to grow online, and is part of the reason that this year, the Internet Retailing Expo ASEAN is co-located with RetailEX ASEAN.”

“RetailEX ASEAN and Internet Retailing Expo ASEAN connect people in the industry with the most emerging technologies. It is a great platform for technical companies and retailers that look at solutions and how they can better serve customers now and in the future,” added **Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd.**

The exhibition featured 200 exhibiting brands and companies – including LED Big, Bangkok OA, Visa International (Thailand) and Infobip, who presented their latest products and innovations to 4,000 visitors from 28 countries. The event also attracted 170 buyers from the Association of Vietnam Retailers (AVR); Cambodia Investor Club Association; Lao National Chamber of Commerce and Industry; Thai Retailers Association and many others, fulfilling 400 business-matched meetings.

The conference brought together various perspectives and insights into retail and e-commerce, touching upon topics such as the role of technology, blockchain and AI in e-commerce and retail, influencer marketing, leveraging technology in logistics, etc. Speakers at the event included Aswin Techajareonvikul, President - Big C and BJC Thailand, Alessandro Piscini, CEO - Lazada, Thailand, Chen Zhang - Chief Technology Officer, JD.com, Victor Paterno - President and CEO, Philippine Seven Corporation (7-Eleven).

Transforming the ASEAN retail landscape

The next edition of RetailEX ASEAN will be held on 19-21 September 2018 at IMPACT Exhibition and Convention Center, Bangkok, Thailand.

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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/>



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