



**2nd Annual Last Mile Fulfilment Asia Conference and Exhibition for
Retail, eCommerce, Logistics and Parcel Industries**
3 - 4 March 2016 | MAX Atria @ Singapore Expo

eCommerce Beyond Borders

Confirmed speakers and IAPs

1. Hadi Wenas, CEO, **Mataharimall.com, Indonesia**
2. Lisa Widodo, Head of Operations and Product Management, **Blibli.com - PT Global Digital Niaga, Indonesia**
3. Magnus Grimeland, Regional Managing Director, **Zalora Group, Singapore**
4. Pawoot Pongvitayapanu, MD & Founder, **Rakuten, Tarad.com, Thailand**
5. William Twining, Head of Operations; Head of Operations - E-Commerce, **CDiscout; Big C Supercenter, Thailand**
6. Martin Toft Sorensen, Co-Founder & Managing Director, **WearYouWant Ltd, Thailand**
7. Rosland Mohd Jannes, Country Manager, **InPost Malaysia Sdn. Bhd, Malaysia**
8. Long Wong, COO, **UCO, China**
9. David Lee, Head of ecommerce – Asia Pacific, **Electrolux, Singapore**
10. Pierre Poignant, COO, **Lazada Group, Singapore**
11. Chinmay Malaviya, Co-founder & Managing Director, **Foodpanda Singapore & HK, Singapore**
12. Chhaleta Chharoat, Chief Beauty Officer, **Roserb, Cambodia**
13. Borey Chum, Chief Technology Officer, **Roserb, Cambodia**
14. Chan Kok Long, Executive Director and Co-founder, **iPay88, Malaysia**
15. Gary Wheelhouse, Chief Digital Officer, **Harvey Norman, Australia**
16. Anil Srinivas, Head of eCommerce, **Levi Strauss, Singapore**
17. Peter Osborne, Managing Director, Asia, **Blackmores, Singapore**
18. Suchada Buddharaksa, SEVP, Marketing, **Thai Post, Thailand**
19. Nina Teng, VP of Public Affairs, **GrabTaxi, Malaysia**
20. Noam Berda, Country Managing Director, **RocketUncle, Singapore**
21. Dustin Andaya, CEO, **Island Rose, Philippines**
22. Jeff Kellerman, Director of Sales-National Accounts and Automated Solutions, **PAC Worldwide, USA**
23. Arne Jeroschewski, VP Corporate Development, **DHL eCommerce Asia Pacific, Singapore**
24. Misko Kancko, Director of Strategy & Programs, **Canada Post, Canada**
25. Miguel Camahort, President & COO, **LBC Express, Philippines**
26. Eng Keat Lee, Director, Logistics, **EDB, Singapore**
27. Mui-Fong Goh, Partner and Transportation Practice Lead APAC, **A.T. Kearney, Singapore**
28. Ann Nee Lim, SVP Singapore Parcel, **SingPost, Singapore**
29. Muzaffar Syed, Head International Business Unit, **Poney, Malaysia**
30. Dean Krstevski, COO International E-Commerce, **True Corporation, Thailand**
31. Rahul Narvekar, CEO, **Indianroots.com, India**
32. Tran Hai Linh, CEO, **Sendo, Vietnam**
33. Trung Huynh, Head of Fulfilment Operations, **VNP Group, Vietnam**
34. Le Duc Anh, Head of Online Services Development Division, **Vietnam E-Commerce and Information Technology Agency, Vietnam**
35. Aimone Ripa di Meana, CEO Crossborder, **Lazada Hong Kong**
36. Anson Zeall, Co-founder and CEO, **CoinPip, Singapore**
37. Richard Chua, Managing Director, **Yamato Asia, Singapore**
38. Tommy Yong, Co-Founder, **I Store I Send (iSIS), Malaysia**
39. Joe Khoo, Co-Founder & CEO, **I Store I Send (iSIS), Malaysia**
40. Andi Boediman, CEO, **Ideosource, Indonesia**
41. Adrian Vanzyl, CEO, **Ardent Capital, Thailand**
42. Jeffrey Paine, Founding Partner, **Golden Gate Ventures, Singapore**
43. Lim Kuo-Yi, Managing Director, **Monk's Hill Ventures, Singapore**
44. Paul Srivorakul, Group CEO, **aCommerce; Co-Founder & Chairman, Ardent Capital, Thailand**
45. Willson Cuaca, Co-founder & Managing Partner, **East Ventures, Indonesia**
46. Mitch Bittermann, Group Chief Logistics Officer, **aCommerce, Thailand**
47. Mark Yong, CEO & Co-Founder, **Garuda Robotics, Singapore**
48. Jessy Sun, General Manager; Regional Business Development and Marketing, **Yamato Asia, Singapore**
49. Samay Kohli, CEO & Co Founder, **Grey Orange, India**
50. James Chan, Vice President (International), **Grey Orange, Singapore**
51. Yan Hendry Jauwena, Director of Business Solutions, **POS Indonesia**
52. Bertrand Peyrat, COO, **Lazada, Thailand**
53. Ray Alimurung, CEO, **aCommerce, Philippines**
54. Julien Brun, Founder & Managing Partner, **CEL consulting, Vietnam**
55. Tyson Hackwood, Head of Asia, **Braintree Payments (a PayPal company), Singapore**



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56. Aung Kyaw Moe, Founder and Group CEO, **2C2P, Thailand**
57. Peter Ho, CEO, **HOPE Technik, Singapore**
58. Ronan Hurley, COO, **Luxola, Singapore**
59. Simon Fruen, Founder, **Tripart Systems, Philippines**
60. Ritu Marya, Editor -In-Chief, **Franchise India Holdings Limited, India**
61. Tomas Pokorny, CEO, **WorldBridge Commerce, Cambodia**
62. Paul Van Eyl, Founder & CEO, **Niko's Logistics, Thailand**
63. Christopher Moore, Marketing Manager, **FloShip, Hong Kong**
64. Le Minh Hai, COO, **BoxMe.vn, Vietnam**
65. Ben Anh, CEO, **ITL Corporation, Vietnam**
66. Roland Martin, Industry Segment Leader E-commerce APAC, **Swisslog, China**
67. Chua Soon Ghee, Partner and Head of Southeast Asia, **AT Kearney, Singapore**
68. Philips Yu, President and COO, **LBC X, Philippines**
69. Nurezali Osman, Head - eCommerce Strategy & Industry Development, eCommerce Division, **MDEC, Malaysia**

Event at a Glance

2 March 2016, Wednesday Pre Conference Day	3 March 2016, Thursday Conference Day One	4 March 2016, Friday Conference Day Two					
Government Sessions Presented by: Indonesia, Malaysia, Singapore & Vietnam	Opening Plenary Session: Keynotes and Panel Discussions	Joint Opening Plenary Session With IRCE: Keynotes and Panel Discussions					
Marketplace Roundtable							
Site Visit - DHL's Innovation Centre	Breakout Sessions	Retailer Spotlights					
	<table border="1"> <tr> <td>Track A: Country Focus Session 1: Indonesia Session 2: Thailand Session 3: Malaysia</td> <td>Track B: Innovations in Fulfilment and the Last Mile</td> </tr> </table>	Track A: Country Focus Session 1: Indonesia Session 2: Thailand Session 3: Malaysia	Track B: Innovations in Fulfilment and the Last Mile	<table border="1"> <tr> <td>Track A: Country Focus Session 1: Philippines Session 2: Vietnam Session 3: CLM(V)</td> <td>Track B: Fulfilment Strategies</td> <td>Track C: IRCE - eCommerce and Digital Marketing</td> </tr> </table>	Track A: Country Focus Session 1: Philippines Session 2: Vietnam Session 3: CLM(V)	Track B: Fulfilment Strategies	Track C: IRCE - eCommerce and Digital Marketing
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Track A: Country Focus Session 1: Philippines Session 2: Vietnam Session 3: CLM(V)	Track B: Fulfilment Strategies	Track C: IRCE - eCommerce and Digital Marketing					
	<ul style="list-style-type: none"> AT Kearney AEC Roundtable 	<ul style="list-style-type: none"> WDA Roundtable on Manpower and Collaboration to Achieve a Productive Workforce 					
	Closing Plenary Session -China and India	Closing Plenary Session					
Speakers Networking Cocktail & Dinner	Conference Opening Cocktail						

3 March 2016, Thursday: Conference Day One	
8.00am	Registration and Coffee Say hi to your fellow conference attendees and load up for a productive/hectic day ahead!
Opening Plenary: 9.00am – 12.10pm	
9.00am	Welcome Address: Aloysius Arlando, CEO, SingEx Holdings, Singapore
9.05am	Opening Address: Rudiantara, Minister, Ministry of Communication and Information Technology (MCIT), Indonesia (pending final confirmation)
9.20am	Opening Industry Keynote: Understanding The Asian Consumer to Accurately Predict Consumer Purchasing Behaviour and Handle Volatile Fulfilment Requirements <i>Reserved: DHL</i>
9.40am	Industry Keynote: Keeping Pace With The eCommerce Growth: How Can the Fulfilment Industry Provide That Seamless Link between Retailers and Customers? <i>Proposed: Ascend Group</i>
10.00am	Networking Break It's time to get some coffee and exchange some name cards!
10.30am	Panel Discussion: Initiatives to Support the Growth of Cross-Border Ecommerce, Transportation and Transit Postal Agencies and parcel companies play an instrumental role in supporting the growth of the eCommerce and fulfilment industries, as they are often times the first movers to adopt new initiatives to propel the 2 industries forward. In this session, postal agencies and prominent regional parcel players will share how they are working with other private enterprises and governments to drive the industry together. Moderator: Mui-Fong Goh, Partner and Transportation Practice Lead APAC, A.T. Kearney, Singapore Panelists: Misko Kancko, Director of Strategy & Programs, Canada Post, Canada

eCommerce Beyond Borders

	Suchada Buddharaksa, SEVP, Marketing, Thai Post, Thailand Aimone Ripa di Meana, CEO Crossborder, Lazada Hong Kong Richard Chua, Managing Director, Yamato Asia, Singapore Miguel Camahort, President & COO, LBC Express, Philippines		
11.20am	<p>Technology and Innovations Panel Discussion: Staying Ahead of The Curve – Time to Innovate, Change and Grow...FAST!</p> <p>In a digital age, changes are coming whether you like it or not. More often than not, the speed to adopt the right technology seems to be the key to stay ahead of the curve. As the much as the ecommerce and fulfilment industries are growing rapidly, adoption of key and relevant technologies to the region is not happening. Presenting the future of ecommerce and fulfilment, we are bringing together some of the most exciting technology innovators in this session to give the audience a glimpse of what the future would be like for these industries</p> <p>Proposed Moderator: New Soon Tee, Director, Logistics Manufacturing & Retail Sector / Services Sector, iDA, Singapore</p> <p>Panelists: Nina Teng, VP of Public Affairs; General Manager, GrabTaxi; GrabCar Noam Berda, CEO & Co-Founder, RocketUncle, Singapore Mark Yong, CEO & Co-Founder, Garuda Robotics, Singapore Peter Ho, CEO, HOPE Technik, Singapore <i>Senior Representative, Grey Orange, Singapore</i> Ann Nee Lim, SVP Singapore Parcel, SingPost, Singapore Roland Martin, Industry Segment Leader E-commerce APAC, Swisslog, China</p>		
12.10pm	<p>Networking Lunch</p> <p>After a packed morning, you'll need to feed that growling tummy and don't forget to visit the exhibition!</p>		
Breakout Sessions			
<p>Track A: Country Focus</p> <ul style="list-style-type: none"> Consumer behaviour and buying patterns Payment modes and technologies applicable to each country The custom issues, intra, inter country Identifying your partners, and developments in warehousing, ecommerce, last mile solution providers (logistics and payments) How can new entrants overcome key challenges and capitalise on possible opportunities What does the country need to further develop and an outlook on the next 5 years 		<p>Track B: Innovations in Fulfilment and the Last Mile – Practical Strategies & Solutions to Improve and Optimise your Operations</p> <ul style="list-style-type: none"> To showcase the latest innovative solutions take enables last mile fulfilment Session is open to all solution providers with innovation solutions on: <ul style="list-style-type: none"> Warehousing Inventory Storage Order Processing Shipping Returns Processing... and more <p>Each presentation to be 20mins including Q&A</p>	
1.35pm	Session Chairperson Opening Remarks	1.35pm	Session Chairperson Opening Remarks
1.40pm	<p>Session 1: Indonesia</p> <p>Panelists: Hadi Wenas, CEO, Mataharimall.com Lisa Widodo, Head of Operations and Product Management, Blibli.com - PT Global Digital Niaga Magnus Grimeland, Regional Managing Director, Zalora Group Yan Hendry Jauwena, Director of Business Solutions, POS Indonesia</p>	1.40pm	<p>Urban Logistics in Singapore</p> <p>Proposed Speaker: New Soon Tee, Director, Logistics Manufacturing & Retail Sector / Services Sector, iDA, Singapore</p>
		2.00pm	<p>Transforming Urban Logistics - Changing the Way People Ship and Collect</p> <p>Reserved - etobee</p>
2.30pm	<p>Session 2: Thailand</p> <p>Moderator: Paul Van Eyl, Founder & CEO, Niko's Logistics</p> <p>Panelists: Pawoot Pongvitayapanu, MD & Founder, Rakuten, Tarad.com William Twining, Head of Operations, CDiscout Thailand Martin Toft Sorensen, Co-Founder & Managing Director, WearYouWant Ltd</p>	2.20pm	<p>The Emergence of Robotics in Fulfilment</p> <p><i>Senior Representative, Grey Orange</i></p>
		2.40pm	<p>Enhance the Customer Experience. Keep Them Coming Back for More</p> <p>Jeff Kellerman, Director of Sales-National Accounts and Automated Solutions, PAC Worldwide, USA</p>

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	Suchada Buddharaksa, SEVP, Marketing, Thai Post, Thailand Bertrand Peyrat, COO, Lazada, Thailand		
3.20pm	Session 3: Malaysia Panelists: Rosland Mohd Jannes, Country Manager, InPost Malaysia Sdn. Bhd Chan Kok Long, Executive Director and Co-founder, iPay88 Muzaffar Syed, Head International Business Unit, Poney Joe Khoo, Co-Founder & CEO, I Store I Send (iSIS)	3.00pm	Challenging the Norms of Parcel/Courier Delivery in Asia Nina Teng, VP of Public Affairs; General Manager, GrabTaxi; GrabCar, Malaysia
		3.20pm	Panel Discussion: New Frontiers in eCommerce Payment Solutions Payments remains as one of the biggest issues in ecommerce fulfilment, especially in ASEAN where COD is still the preferred mode of payment for many. Although it might be so, this session will bring together the innovators and disruptors in payments offering solutions in the form of social pay, bitcoin & pre-paid to help drive, and reduce the barriers of adoption of the digital money across ASEAN. Anson Zeall, Co-founder and CEO, CoinPip, Singapore Tyson Hackwood, Head of Asia, Braintree Payments (a PayPal company), Singapore Aung Kyaw Moe, Founder and Group CEO, 2C2P, Thailand Proposed: DOKU
4.00pm	Networking Break Take a breather, and meet new friends/ contacts!		
The North and South Asia Giants – Forging Ahead in Asia's Largest Countries			
4.35pm	Session Chairperson Opening Remarks		
4.40pm	China in Focus: Finessing Ecommerce and Fulfilment Strategies Entering the China Market, a market where everyone wants to be, and yet few has succeeded without a local partner. In this session learn what you need to know from market entry, partners, fulfilment, ecommerce trends and more. Panelists: Long Wong, COO, UCO, China David Lee, Head of ecommerce – Asia Pacific, Electrolux, Singapore Christopher Moore, Marketing Manager, FloShip, Hong Kong Proposed: GOGO VAN		
5.20pm	India in Focus: Building Ecommerce and Fulfilment Strategies India is lagging behind China in the ecommerce game, but that also means there are still plenty of opportunities in untapped areas where one can seize the chance to be an ecommerce market leader. Not only is that, as a technology hub, India also the incubator for innovative technologies and solutions where ecommerce and fulfilment companies can tap onto. So who are these innovators, and where are the opportunities for ecommerce and fulfilment players? Moderator: Ritu Marya, Editor -In-Chief, Franchise India Holdings Limited, India Panelists: Rahul Narvekar, CEO, Indianroots.com, India Proposed: BlueDart		
6.00pm	Chairman Closing Remarks and End of Conference Day One		
6.00pm – Late!	Welcome Party and Cocktail Reception Drink up! Let loose and let's party! Time to recharge after a long fruitful day!		

4 March 2016, Friday: Conference Day Two

Joint Opening Plenary with Internet Retailing Conference and Exhibition (IRCE) : 8.55 – 10.10am

8.55am	Chairperson Opening Remarks
9.00am	Opening Keynote: Transcending Cross Border Logistical Issues And Customer Concerns To Expand Your Business Internationally In this session, the speaker will be giving an overview of their experience in operating in a multi-country level and how to overcome the issues

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	Jeremy Liebowitz, Vice President, Global E-Commerce, Rubbermaid, USA	
9.20am	<p>Opening Panel Discussion: Going Cross Border, and Using Fulfilment as Your Business Strategy Going Cross Border is never easy and in this session, speakers will share their experiences in setting up shop in different territories and the lessons to learn. Also, Fulfilment, until the recent times, have always been the afterthought in a business' strategy. However as customers are now more empowered to make delivery at their convenience, and where eCommerce has now enabled the anytime any day shopping, fulfilment has become very challenging. So how can organisations make the change from a traditional supply chain, to a responsive one to deal with these new realities and make their last mile work in their advantage?</p> <p>Panelists: Gary Wheelhouse, Chief Digital Officer, Harvey Norman, Australia Anil Srinivas, Head of eCommerce, Levi Strauss, Singapore Cindy Yun, Founder and CEO, Atria International, Korea</p>	
10.10am	<p>Networking Break Break time! It means it's time to network, network & network!</p>	
10.40am	<p>Panel Discussion: Investing in the Omni Channel Retailing and Last Mile Fulfilment Much has been spoken about investments into eCommerce companies and start-ups, that is, until recent times. The retail and eCommerce industries have started to realise that fulfilment is a quintessential component of their growth strategy and that has in turn, highlighted a gap in the fulfilment industry where innovative companies have sprung up to address. Logistics and parcel industries, driven by the demand of their customers, are also looking to develop or acquire technologies that will give them the winning edge in last mile. The session aims to bring together investors in the omni channel retail and fulfilment space to talk about their investment appetite, what they are looking out for and most importantly, how you can be their next investment.</p> <p>Moderator: Adrian Vanzyl, CEO, Ardent Capital, Thailand</p> <p>Panelists: Andi Boediman, CEO, Ideosource, Indonesia Jeffrey Paine, Founding Partner, Golden Gate Ventures, Singapore Lim Kuo-Yi, Managing Director, Monk's Hill Ventures, Singapore Willson Cuaca, Co-founder & Managing Partner, East Ventures, Indonesia</p>	
Retailer Spotlights		
<p>Session aims to showcase retailers that are facing challenges going cross border and are looking for partners to help them overcome those challenges. Each retailer will talk about their business, plans to expand overseas through eCommerce and what they are looking to achieve with the fulfilment partner</p> <p>3 slots are slated for 10mins each</p>		
11.30am	<p>Retailer Showcase 1 Peter Osborne, Managing Director, Asia, Blackmores, Singapore</p>	
11.40am	<p>Retailer Showcase 2 Muzaffar Syed, Head International Business Unit, Poney, Malaysia</p>	
11.50pm	<p>Joint Q&A</p>	
12.00pm	<p>Networking Lunch Using all those brain cells means it's time to load up on the carbs! Enjoy the lunch and the new company you have made or are about to make! All these, happening at the exhibition hall...</p>	
Breakout Sessions		
<p>Track A: Country Focus</p> <ul style="list-style-type: none"> • Consumer behaviour and buying patterns • Payment modes and technologies applicable to each country • The custom issues, intra, inter country • Identifying your partners, and developments in warehousing, ecommerce, last mile solution providers (logistics and payments) • How can new entrants overcome key challenges and capitalise on possible opportunities • What does the country need to further develop and an outlook on the next 5 years 		<p>Track B: Fulfilment Strategies</p>
1.35pm	Session Chairperson Opening Remarks	1.35pm Session Chairperson Opening Remarks
1.40pm	<p>Session 1: Philippines</p> <p>Moderator: Arlene Padua, President & Managing Director, Post10 Worldwide Inc.</p>	<p>1.40pm Keynote: Rethinking Fulfilment – From Backend To Your Frontline: Designing A System And Implementing Processes That Result In Seamless Transformation</p>

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	<p>Panelists: Dustin Andaya, CEO, Island Rose Dean Krstevski, COO International E-Commerce, True Corporation, Thailand Ray Alimurung, CEO, aCommerce, Philippines Simon Fruen, Founder, Tripart Systems, Philippines Bjorn Pardo, Founder & CEO, Xend, Philippines</p>		Gary Wheelhouse, Chief Digital Officer, Harvey Norman, Australia
2.30pm	<p>Session 2: Vietnam</p> <p>Moderator: Julien Brun, Founder & Managing Partner, CEL consulting</p> <p>Panelists: Tran Hai Linh, CEO, Sendo Trung Huynh, Head of Fulfilment Operations, VNP Group Le Duc Anh, Head of Online Services Development Division, Vietnam E-Commerce and Information Technology Agency Le Minh Hai, COO, BoxMe.vn Ben Anh, CEO, ITL Corporation</p>	2.00pm	<p>How Do You Have Your Online And Offline Store Presence Work For You To Fulfil Your Customers' Needs?</p> <p>Anil Srinivas, Head of eCommerce, Levi Strauss, Singapore</p>
		2.20pm	<p>The World Is Round, And So Should Your eCommerce Logistics – Enhancing Your Customer's Experiences through Reverse Logistics</p> <p><i>Reserved: Shipwire</i></p>
3.20pm	<p>Session 3: Awakening the Next ASEAN's Giants – CLM(V) Region</p> <p>Panelists: Chhaleta Chharoat, Chief Beauty Officer, Roserb, Cambodia Borey Chum, Chief Technology Officer, Roserb, Cambodia Tomas Pokorny, CEO, WordBridgeEcommerce, Cambodia</p>	2.40pm	<p>Perishables Case Study: Collaborating With Logistics Partners' Technology To Make Fulfilment Process More Efficient</p> <p>Dustin Andaya, CEO, Island Rose, Philippines</p>
		3.00pm	<p>Cold Chain Case Studies</p> <p>Jessy Sun, General Manager; Regional Business Development and Marketing, Yamato Asia, Singapore</p>
		3.20pm	<p>Food Panda Food Delivery Case Study: From Order to Delivery...it's No Piece of Cake!</p> <p>Chinmay Malaviya, Co-founder & Managing Director, Foodpanda Singapore & HK</p>
		3.40pm	<p>Sustainable Fulfilment in Perishable Industry</p>
4.00pm	<p>Networking Break Ahhh... Final Stretch! Time to Exchange More Namecards!</p>		
4.40pm	<p>Panel Discussion: What Does it Take for eCommerce and Fulfilment companies to go Regional? The rapid growth of eCommerce industry has enabled the development of the fulfilment industry and vice versus. With the barriers of entry lowered, setting up a business in these industries in ASEAN has become easier than before. Home-grown companies have experienced such exponential growth that they have ventured or are thinking of venturing into new markets outside of their own country. But of course, there are many more unsuccessful stories behind every success story, so what does it take for a local to go regional? What is that <i>secret sauce</i> that one needs?</p> <p>Panelists: Tommy Yong, Co-Founder, I Store I Send (iSIS), Malaysia Mitch Bittermann, Group Chief Logistics Officer, aCommerce, Thailand Philips Yu, President and COO, LBC X, Philippines Ronan Hurley, COO, Luxola, Singapore</p>		
5.20pm	<p>Closing Panel Discussion: The New Realities and Opportunities in Last Mile Fulfilment Cross border eCommerce activity is at an all-time high, and with barriers gradually coming down, the volume will only go up. In APAC, AEC's master plan is set in motion. So what does that mean for the industry? And where is the next billion or trillion dollar ecommerce market? Is that in APAC? And how will the home delivery businesses further develop? Will the pharmaceutical and perishables sectors gain tractor as the APAC consumers continue to be even more connected and more starved of time? And lastly, how can the 4 industries – retail, eCommerce, logistics and parcel, work together to more robust, competitive and yet complementary eCommerce and fulfilment industry?</p> <p>Panelists: Paul Srivorakul, Group CEO, aCommerce; Co-Founder & Chairman, Ardent Capital, Thailand</p>		



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	Arne Jeroschewski, VP Business Development Asia Pacific, DHL eCommerce, Singapore Proposed: New Soon Tee, Director, Logistics Manufacturing & Retail Sector / Services Sector, iDA, Singapore
6.00pm	Chairman Closing Remarks and End of Conference Day Two Bye bye! It's time to go home and the end of 2 fruitful days at Last Mile Fulfilment Asia! See you next year!

IRCE programme

4 March 2016, Friday: Conference Day Two	
Joint Opening Plenary with Internet Retailing Conference and Exhibition (IRCE) : 8.55 – 10.10am	
8.55am	Chairperson Opening Remarks
9.00am	Opening Keynote: Transcending Cross Border Logistical Issues And Customer Concerns To Expand Your Business Internationally In this session, the speaker will be giving an overview of their experience in operating in a multi-country level and how to overcome the issues Jeremy Liebowitz, Vice President, Global E-Commerce, Rubbermaid, USA
9.20am	Opening Panel Discussion: Going Cross Border, and Using Fulfilment as Your Business Strategy Going Cross Border is never easy and in this session, speakers will share their experiences in setting up shop in different territories and the lessons to learn. Also, Fulfilment, until the recent times, have always been the afterthought in a business' strategy. However as customers are now more empowered to make delivery at their convenience, and where eCommerce has now enabled the anytime any day shopping, fulfilment has become very challenging. So how can organisations make the change from a traditional supply chain, to a responsive one to deal with these new realities and make their last mile work in their advantage? Panelists: Gary Wheelhouse, Chief Digital Officer, Harvey Norman, Australia Anil Srinivas, Head of eCommerce, Levi Strauss, Singapore Cindy Yun, Founder and CEO, Atria International, Korea
10.10am	Networking Break Break time! It means it's time to network, network & network!
Track C: IRCE	
10.40am	Direct From Store Fulfilment
11.10pm	Leveraging FBA from Asia
11.40pm	Buy Online/Store Pick Up Omnichannel Strategies
12.10pm	Networking Lunch Using all those brain cells means it's time to load up on the carbs! Enjoy the lunch and the new company you have made or are about to make! All these, happening at the exhibition hall...
1.25pm	Roundtables (45 minutes) Roundtable 1: Global Payments Roundtable 2: Digital Marketing & Social Media Roundtable 3: E-commerce Platforms Roundtable 4: China E-commerce Roundtable 5: Mobile Commerce
2.10pm	Fulfilling Fresh Products
2.40pm	Using KOLs (Key Opinion Leaders) to Drive Commerce
3.10pm	Wechat-driven CRM and social media for customer service
3.40pm	Selling to Cross-border China Shoppers – Localizing Your Payments
4.00pm	Networking Break Ahhh... Final Stretch! Time to Exchange More Namecards!
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6.00pm	<p>Chairman Closing Remarks and End of Conference Day Two Bye bye! It's time to go home and the end of 2 fruitful days at Last Mile Fulfilment Asia! See you next year!</p>