



2nd

Emerging Asia E-Commerce Summit 2019

Inclusive Online Commerce + Integration + Distribution Fulfilment

26 - 27 February 2019 | Yangon, Myanmar



Drive Revenue and Optimise Your E-Commerce Operations

E Commerce is one of the largest industries on the planet! Globally,

- B2B E-commerce markets are valued at around **US\$19.9 trillion**
- B2C E-commerce markets are valued at around **US\$2.2 trillion**

Regionwide, Southeast Asia's internet economy is expected to be worth **\$72 billion** in gross merchandise value this year and will likely hit **\$240 billion** by 2025. More importantly, internet users in the region spend an average of 3.6 hours per day on the internet - more than in any other region in the world. By 2025, the internet economy will expand to account for at least **6%** of Southeast Asian GDP, according to Google and Temasek.

All of these present enormous economic opportunities as well as significant challenges.

In Myanmar, where real GDP growth is among the highest in Asia, many experts are projecting internet usage in Myanmar will rise with tremendous improvements in broadband and IT infrastructure making internet services faster and more affordable. The rapid internet penetration along with the emergence of new payment gateways, mobile payment providers and new start-ups will inevitably boost retail e-commerce in Myanmar.

**E-Commerce is gathering momentum in Myanmar!
It allows SMEs to reach a wider market.**

The **2nd Emerging Asia E-Commerce Summit** - which is co-located with Asia's leading **10th Mobile Money & Financial Inclusion Summit** - is the perfect platform for you to meet and network with the industry movers and shakers.

2019 Summit Highlights

- ❖ The Future of E-Commerce in Emerging Asian Cities and Insights into Myanmar's E-Commerce Market
- ❖ For E-Commerce to Thrive, the Key Pillars of Platform, Logistics and Payments are Required: Where is Myanmar Currently on These Fronts Compared with Other Regional Players?
- ❖ Trends and Developments in E-Commerce Logistics, Distribution and Fulfilment for Domestic/Cross-border Retail and Trade
- ❖ Fulfilment in Regional Countries and the Ground Realities of Operating There from Different Segments of the Fulfilment Ecosystem
- ❖ Using Technology to Develop a Practical and Robust Network for Deeper Customer Experiences
- ❖ The China Influence and Its Impact: How Do Local Platforms Position Themselves to Prepare for the Next Wave of Development?
- ❖ Digital E-Commerce: Success Factors for Small Businesses and Entrepreneurs

This Summit is co-located with...



Don't miss-out on the latest Tech and Best Practices on-display with both Conferences sharing one Exhibition Floor!

Network and Learn from a Distinguished Panel of Speakers including:

- Myo Khaing Win, Deputy Director, Ministry of Commerce, Myanmar
- Frans Mass, Co-Managing Director, Shop.com.mm/ Daraz (part of the Alibaba Group)
- Ngu Thida, General Manager, Myanmar Post
- James Ko, CEO, BarLoLo Myanmar
- Zaw Min Aung, CEO, Zaw Gyi Mart
- U Aye Chan, Chief Strategic Officer, rgo47
- Mya Thway New, E-commerce Manager, METRO Wholesale Myanmar
- Prasoon Sinha, Deputy CEO & COO, Wave Money
- Aashay Joshi, Head of Merchandising & Partnerships, City Mall Online, City Mart Holdings Limited
- Kaung Myat Htut, Founder, Knowledge Hub Institute and Founding Member, Myanmar E-Commerce Association
- Minn Minn, Deputy Director General, Ministry of Commerce, Myanmar
- Richard See, Head of Marketing, Samsung Myanmar
- Jeff Pan, CEO, FlyMya
- Jonathan Kieusseian, Founder & CEO, AMyanpoh
- Stephan Parker, Chief of Party, USAID-funded Private Sector Development Activity for Myanmar, Nathan Associates
- Shady Ramadan, Founder & CEO, Yangon Door2Door

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E-Commerce Provides Opportunities for Businesses to Offer New Innovative Products and Choices to Consumers. BE READY TO EMBRACE THE DIGITAL TRANSFORMATION!

Contact Jose at +65 6846 2366 or email jose@magenta-global.com.sg today!

Plan Now to Seize the E-Commerce Opportunity in Emerging Asia!

Learn how to future-proof your business in today's mobile-powered digital shopping landscape.



At this 2nd Emerging Asia E-Commerce Summit you will:

- ❖ Discover new e-commerce opportunities and collaborations
- ❖ Be updated on trends and developments in e-commerce logistics, distribution and fulfilment
- ❖ Be acquainted with evolving regulations, policy and payment gateways
- ❖ Attract new clients and touch base with existing clients
- ❖ Form strategic alliances and collaborations with other key industry players
- ❖ Benefit from over **20 industry-leading presenters**
- ❖ Introduce, showcase and promote your products, technology and services



Mode of Participation:

1. **Secure Your Speaking Slot** – Limited speaking opportunities are available to companies to share their best practices, innovative approaches and case studies
2. **Book Your Delegate Passes** – Book before 31st December to enjoy the early bird rate
3. **Showcase Your Technology & Services** - By taking up one of the sponsorship or exhibition packages.

For Partnership Prospectus, email: marketing2@magenta-global.com.sg

Meet these Solutions Providers:

- E-Commerce Software
- Omni-channels Personalisation
- Cross Border Payments
- Last Mile Delivery Solutions
- Shopping Cart Technology
- Supply Chain Optimisation
- Customer Experience Software
- Technology for Marketing
- Back-end Supply Chain Management
- Delivery Management Software

Meet these Attendees:

- Global E-Commerce Directors
- Heads of E-Commerce APAC
- Regional E-Commerce Directors
- Experiential Managers
- Heads of Customer Engagement
- Digital Customer Experience Managers
- Logistics Managers
- Supply Chain Managers
- Heads of Delivery Operations
- Heads of Digital Payment Products
- Digital Payment Executives

Program Especially Designed for these Industries:

- ❖ Consumer Goods
- ❖ Health & Wellness
- ❖ Apparels
- ❖ Electronics Manufacturers
- ❖ Beauty
- ❖ Food & Beverage



Speakers and Event Partners Alumni include:



RETHINK YOUR BUSINESS & CUSTOMER ENGAGEMENT PROPOSITION
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2nd Emerging Asia E-Commerce Summit 2019

Innovative and Thought-Provoking Agenda

DAY ONE: Tuesday 26 February 2019

9.00	Registration & Coffee
9.30	Welcome Message by Organizers
9.35	Chairman's Introduction
9.40	Myanmar's E-Commerce Market Readiness: New Initiatives to Promote E-Commerce Adoption and Development Myo Khaing Win, Deputy Director, Ministry of Commerce, Myanmar
10.00	E-Commerce Growth and Outlook in Thailand
10.20	Regional Digital Payments Landscapes and Building a Cashless Economy in Myanmar Prasoon Sinha, Deputy CEO & COO, Wave Money
10.40	Growing your E-Commerce Business in Emerging Economies: Challenges and Opportunities Frans Maas, Co-Managing Director, Shop.com.mm / Daraz (part of Alibaba Group)
11.00	E-Commerce Trends in Myanmar <ul style="list-style-type: none"> The current e-commerce market Market trends and issues in the e-commerce world U Aye Chan, Chief Strategic Officer, rgo47
11.20	Coffee Break / Networking / Exhibition Area
11.50	PANEL DISCUSSION: Driving E-Commerce Growth in New Economies For E-Commerce to thrive, the key pillars of Platform, Logistics and Payments are required. <ul style="list-style-type: none"> Where is Myanmar currently on these fronts compared to other regional players? Regional Customer Experience in Logistics & Payments Building that Trust Moderator: Kaung Myat Htut, Founder, Knowledge Hub Institute and Founding Member, Myanmar E-Commerce Association Panelists: <ul style="list-style-type: none"> Minn Minn, Deputy Director General, Ministry of Commerce Myanmar Prasoon Sinha, Deputy CEO & COO, Wave Money Frans Maas, Co-Managing Director, Shop.com.mm / Daraz (part of Alibaba Group) Aashay Joshi, Head of Merchandising & Partnerships, City Mall Online, City Mart Holdings Limited
12.40	City Mart Holdings Limited's Journey Towards Omnichannel: A Case Study <ul style="list-style-type: none"> Consumer landscape and CMHL's presence in Myanmar Leveraging tech to enable the next phase of commerce E-Commerce business Consumer behaviour with regards to e-commerce Warehousing and last mile Upcoming plans to drive omnichannel experience Aashay Joshi, Head of Merchandising & Partnerships, City Mall Online, City Mart Holdings Limited
13.00	Luncheon
14.00	Creating a Robust E-Commerce Platform: Positioning for the Next Wave of Development James Ko, CEO, BarLoLo
14.20	Millennials in Myanmar (to Attract/Target): Trends and Opportunities Discuss the potential change in consumer behaviour towards e-commerce. <ul style="list-style-type: none"> Readiness of brands to adapt/adopt e-commerce in Myanmar Richard See, Head of Marketing, Samsung Myanmar

14.40	Remaining Relevant in the Age of Customer First Ting Yan Leck, Partner, Trive Ventures
15.10	Coffee Break / Networking / Exhibition Area
	The Power of Personalization Shady Ramadan, Founder & CEO, Yangon Door2Door
15.40	How to Work with 3rd Party Ordering and Delivery Platforms Mya Thway New, E-Commerce Manager, METRO Wholesale Myanmar
16.00	Capturing New Sector Trends in Emerging Markets Ryusuke Hirota, Principal, Spiral Ventures Japan (invited) Adit Swarup, Partner, Rakuten Ventures (invited) Ting Yan Leck, Partner, Trive Ventures (invited)
16.30	Myanmar eTrade Readiness Assessment Stephan Parker, Chief of Party, USAID-funded Private Sector Development Activity for Myanmar, Nathan Associates
17.00	End of Day 1

DAY TWO: Wednesday 27 February 2019

9.00	Chairman's Remarks
9.10	How Myanmar Post is Responding to the Evolving E-Commerce Parcel Delivery Space Ngu Thida, General Manager, Myanmar Post
9.35	How to Use Data Science to Deliver Insights into Customer Behaviour Jeff Pan, CEO, FlyMya
10.00	The Challenges of Last Mile Delivery Jonathan Kieusseian, Founder & CEO, Amyanpoh
10.30	Coffee Break / Networking / Exhibition Area
11.00	Journey from Brick & Mortar to One of the Top E-commerce Sites in Myanmar: Lessons and Best Practices Zaw Min Aung, CEO, Zaw Gyi Mart
11.20	Reaching-Out to Consumers Who Aren't Digitally Literate - What Trends Can Be Learnt from Myanmar? Nyein Chan Soe Win, CEO Co-Founder, GET
11.40	PANEL DISCUSSION: Preparing for the Next Wave - How Can Local Companies Best Compete with New Entrants? Given the regional development and influences in E-Commerce platforms, how do local platforms position themselves to prepare for the next wave of development? <ul style="list-style-type: none"> Domestic e-commerce businesses versus foreign e-commerce
12.30	Closing Remarks and End of Summit

DISCLAIMER: The program is correct at the time of publishing. The organiser may (at its sole discretion) change the format, speakers or any other aspect of the Conference at any time and for any reason, whether or not due to a Force Majeure Event, in each case without liability.

2019 Summit Media Partners



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FEE PER DELEGATE	EARLY BIRD FEE Register & Pay before 31 December 2018	REGULAR FEE Register & Pay after 31 December 2018
Retailers	US\$ 499	US\$ 999
Solutions Providers	US\$ 999	US\$ 1,499
<i>Group of three or more Participants will save an additional 15% off the Registration Fee</i>		

Fees quoted are nett and exclusive of all taxes

1st Delegate	2nd Delegate
Salutation: Mrs/Ms/Mdm/Mr/Dr	Salutation: Mrs/Ms/Mdm/Mr/Dr
Name:	Name:
Position:	Position:
E-Mail:	E-Mail:
Mobile:	Mobile:
Landline:	Landline:
Fax:	Fax:

3rd Delegate	4th Delegate
Salutation: Mrs/Ms/Mdm/Mr/Dr	Salutation: Mrs/Ms/Mdm/Mr/Dr
Name:	Name:
Position:	Position:
E-Mail:	E-Mail:
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- CREDIT CARD:**
Payment by VISA (SGD), MasterCard (SGD) or AMEX (SGD & USD) accepted.

BOOKING CONDITIONS

Full payment must be received prior to the event for entrance to be guaranteed. If payment is not received a personal credit card will be required to allow entry.

A confirmation letter and invoice will be sent to you on receipt of your booking. If you are unable to attend, a substitute delegate is always welcome. If you cancel your place in writing 15 working days before the event, a cancellation fee of 10% shall be applicable. Thereafter cancellations are not refundable.

It may be necessary for reasons beyond the control of the organizers to alter the content, timing or venue. The company will not accept liability for any transport disruption or any claims whatsoever and in such circumstances the normal cancellation restrictions apply.

DATA PROTECTION

The personal information provided by you will be held on a database and may be shared with companies in the Magenta Group. Sometimes your details may be made available to external companies for marketing purposes.

If you do not wish your details to be used for this purpose, please email the Database Administrator at enquiry@magenta-global.com.sg.

CONFERENCE VENUE

PARKROYAL Yangon Hotel
Address: 33 Alan Pya Phaya Road, Dagon Township
Yangon, Myanmar
Landline: +95 1 250 388
Toll Free: 4008 811 250

VISA REQUIREMENTS

Visitors to Myanmar must hold a valid passport. Nationals of most countries are required to obtain visas to enter the country. Please check with your respective Myanmar embassy, consulate or travel agent for the latest status.

Invitation letter for travel visa will only be issued after receipt of full payment of fees.