

RetailEX ASEAN 2018 - The largest annual international trade exhibition and conference in SE Asia, catering to retailers and brands returns bigger and better!

For Immediate Release

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Brand-new zones, content rich conferences and cutting-edge retail technology innovation and solutions to be featured during the three-day event.

Bangkok, Thailand, 19 September 2018 - RetailEX ASEAN 2018 ("RetailEX"), an annual international trade exhibition and conference that caters to retailers and brands focusing on the ASEAN market, opens today until 21 September at Halls 3 and 4, at IMPACT Exhibition and Convention Center, Bangkok.

RetailEX is co-organised by the Thai Retailers Association ("TRA"), together with Clarion Events ("Clarion") and IMPACT Exhibition Management Co., Ltd ("IMPACT") and is supported by the Thailand Convention and Exhibition Bureau ("TCEB").

This year's three-day event, themed Transforming the ASEAN Retail Landscape, serves as a marketplace for buyers to source for the latest retail related products, technology and solutions, whilst the conference is an educational and knowledge-sharing platform for industry players to learn about the latest retail trends, helping companies to scale their businesses through practical case studies and insights from movers and shakers of the industry. Exhibitors/speakers at the event include Central, The Mall, DHL, Unilever, L'Oreal and more.

The conferences feature distinguished speaker panels of local and international industry who's whos, to share the latest retail trends and insights in Thailand and beyond; free on-floor seminars including the Retail Training Program, organised by TRA, which explores industry trends, business models, branding and design development. The SIRS Masterclass, organized by Singapore Institute of Retail Studies, will share the five forces shaping the retail industry. The inaugural Marketing in Retail Seminar, organized by the Marketing Association of Thailand, covers topics of interest for brands and marketers to build stronger brand identity and better scaling for their businesses.

The variety of advanced and innovative communication channels available today both online and offline have changed the purchase behavior of consumers. Retail businesses must adapt to the changing market trends. RetailEX is committed to raising the standards of retail businesses in Thailand and this is why this event is being held - offering a combination of exhibition and dedicated business matching meetings.

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RetailEX ASEAN is introducing several new features this year, to cover every aspect of retail from start-up to creating an outlet and succeeding online. These new highlights include:

□ Vending Machine & Self-Service Facilities Expo - primarily targeting the F&B industry, as well as offering payment and remote monitoring systems; photo booths; phone charge boxes; laundry room self-service equipment and more;

□ Inaugural launch of the ASEAN Retail Excellence Award - acknowledges the very best of retailers and retail initiatives in ASEAN;

□ Dedicated Concierge Business Matching Programme - connecting regional and local buyers with exhibitors and sponsors; and

□ Launch of the Start-up Zone with the RetailEX Elevator Pitch - 10 shortlisted start-ups are given

two minutes to pitch their ideas to 10 seasoned investors.

Mr. Loy Joon How, General Manager, IMPACT Exhibition Management Co., Ltd., added that RetailEX continues to be the most established trade event in Southeast Asia, bringing together more than 70 exhibiting brands and 4,000 industry players.

"RetailEX is the response to the fast-growing and ever evolving retail landscape in the region", he said.

International participation from exhibitors, sponsors and speakers this year have surpassed last year's event.

Mr. Richard Ireland, Managing Director, Clarion Events Asia, shared: "We are excited that the event has secured a few first-time partnerships such as with Vend ASEAN and the Singapore Institute Retail Studies, bringing more international participation at this year's RetailEX."

"The impact on the trend for online retail may not have a substantial impact at the present, but in the future, this trend will grow and will affect the market share of the retail business," said Mr.

Worawoot Ounjai, President, Thai Retailers Association.

"O2O is very important to retail businesses as adapting to multi-channel or omni-channel both online and offline will enable businesses to serve customers through every possible channel and retain market share. There are three things that retailers must adapt and improve in order to grow their business and win market share. These include technology, service and activities. With the use of technology, retailers can conduct detailed customer insight. This technology will also be showcased at the event and I would like to invite retailers from both Bangkok and the provinces to attend RetailEX to discover how technology can help grow their businesses," he added.

Mr. Puripan Bunnag, Director of Thailand Convention & Exhibition Bureau President Office Department, added "TCEB is proud to be one of the main supporters of RetailEX ASEAN 2018 as the bureau believes the event has the potential to stimulate economic growth and business development of the ASEAN region. It is the mission of TCEB to use conference and trade show as a tool in driving the economy, business network and collaboration and in promoting Thailand as a central exhibition platform of ASEAN. Thus, our support for trade show is

designed to assist related stakeholders, show organizers, exhibitors and trade visitors, which the bureau believes will be benefiting RetailEX ASEAN 2018"

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Mr. Charkrit Direkwattanachai, Vice President, Marketing Activation & Public Relations, Marketing Association of Thailand, explained, "Marketers today must understand that marketing must now extend beyond just marketing. They must understand both people and big data as big data is like a marketplace and everything we need is here. What we need are people who know how to use and extract big data correctly. Retailers who do not have access to big data need not worry as they can still access this information. The Marketing Association of Thailand will be organising a talk on this and I invite retailers to attend as they will benefit from this discussion."

RetailEX ASEAN 2018 is packed with exhibitors and conferences on upcoming trends and insights on how retailers can adapt to changes. It is an event retailers should not miss. For details, visit www.retailasean.com.

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About RetailEX ASEAN

RetailEX ASEAN is an annual international trade exhibition and conference that caters to retailers and brands focusing on the ASEAN market, one of the fastest growing regions of the world. The exhibition serves as a marketplace for buyers to source for the latest retail related technology and solutions whilst the conference is an educational and knowledge-sharing platform for industry players to learn about the latest retail trends, helping companies to scale their businesses through practical case studies and insights from movers and shakers of the industry.

The 3-day event, happening in Bangkok will attract 4,000+ key retail stakeholders and is designed to help brands and retailers transform their operations with various solutions and innovative technologies.

The event will take place from 19-21 September 2018 at Hall 3-4, IMPACT Exhibition and Convention Center.

For more show information and details, please visit the 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/>
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/

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.

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